

## In the Know at CLC

# **COLD BREW HAS ARRIVED**

## What is Cold Brew?

Steeped 100% Arabica coffee beans in cold water for 12-15 hours to slowly extract the entire flavor.

## What's the difference between COLD BREW & ICED COFFEE?

### **COLD BREW vs ICED COFFEE**

- Steeped\* In cold water
- Ultra-smooth and full-bodied

- Brewed using heat
- Bright and refreshing

*\*Steep: To soak in water to extract flavor*

## **FAQS FROM GUESTS AND SUGGESTED RESPONSES**

**Can I add flavor and/or cream and sugar to Cold Brew?**

*Yes. Many guests enjoy Cold Brew black, but you can add dairy, sweetener or any flavor shots or Swirls.*

**Does Cold Brew have more caffeine than Iced coffee?**

*Cold Brew has similar caffeine content to our iced coffees. For exact amounts, contact Guest Support.*

**Is Cold Brew available in decaf?**

*Not at this time.*

**Why can't I order a Cold Brew Box O' Joe?**

*Cold Brew is made in small batches so it's only available by the cup.*

# **Did you know the Check Avg. is the #1 way to help increase sales in your store?**

## **Upselling**

- IF a guest orders a drink and sandwich, THEN offer to upgrade the coffee size

## **Suggestive Selling**

- IF a guest only orders a drink and a sandwich, THEN offer an add on like a 5 count munchkin cup or cookies.
- IF a guest only orders a sandwich, THEN offer a beverage and/or hash browns.
- IF a guest only orders a drink, THEN offer a sandwich or donut.

## **SMART SELL**

Don't offer upgrades of coffee only; compliment what the guest is ordering!! Encourage your staff to do this with EVERY guest regardless if they "think" they will say no. Declining is not a bad thing as the guest simply may not want it today, but it still puts the thought in their mind for their next visit!! You may get 10 No's to 1 YES, which is fine. That 1 YES still contributes to a sales increase and your sales record.

**Whether you are Up, suggestive or smart selling, never use the word No during your pitch. For example, "No donut today?" While using the "No" method is very common, you are actually discouraging the customer with the use of "No." It is like you are telling them not to. You want to be specific during the pitch and to put a thought an appealing thought in their mind. For example, "How about trying our delicious Blueberry Croissant donut today. It is only available for a limited time." You will be much more successful with this approach.**

## **Chicagoland Commissary has 30 stores and growing!!**

We are opening new stores in 2016 in the Northwest Suburbs and Indiana. With our growth, we always look to promote from within. If you are interested in advancing, please express your interest to your General Manager or Area Manager. You can also visit our website at <http://www.clcdd.com/employment/> to see open positions and locations. We need Crew Members and Shift Leaders throughout Chicagoland Commissary as well General Managers in multiple locations.

## **We Will Pay YOU To Recruit For Us!**

\$50.00 for every employee you refer that is hired and employed for 60 days. This is for all active employees within CLC. The employee you refer does not have to be hired at your store, just at a CLC store. Speak to your General Manager today or your Area Manager!!

## **Continuous Training For All**

Starting in September all active employees of Chicagoland Commissary will be required to update their training on a regular basis to ensure you are always up on the latest training.

Every month we will inform your General Manager (and also in your newsletter) what course(s) everyone will be required to take and when they are due.

## **ONE GUEST IS A LINE**

If we always think like this, then we will give the best service and wow our guest!! There are hundreds of Dunkin's to visit but what makes your store different?? Give them a reason to choose your store over others. Remember that every employee on the clock should tend to every guest regardless of how many there are!!

**Every Dunkin' sells the same product, what makes CLC better is the Guest Service we provide....**

**Clean Stores + Trained Employees + Happy Guest =  
GREAT STORE**

## **Guest Survey**

**We want our guest to tell US how we are doing so we can ensure that everyone has a great experience.**

**Part of your everyday duties is to talk about the survey that is found at the bottom of the guests receipt**

Have you taken a survey lately? If not visit [www.telldunkin.com](http://www.telldunkin.com) and take one (you will need a 16 digit code found at the bottom of your receipt. Everyone employee needs to know what the guest is being asked)

If at ANYTIME your guest don't look happy speak to them and learn what is wrong.

Most of the time your guest just want to be heard, they do NOT want you to question what they are saying or accuse them of

lying... If a guest comes up and states they didn't want sugar in their coffee and you know they asked for it simply say "I'm sorry your coffee was not made to your liking, let me correct this for right away (NO non-verbal communication like eye rolling or snatching the cup is needed). Don't talk about it to other employees, just make a NEW one and move on.. When you deliver the new drink simply state "I'm so sorry again, try this before you leave"

## **Our guest has 5 choices when filling the survey out**

**Highly Satisfied** – They are loyal to YOU and only YOU

**Satisfied** – They are loyal to Dunkin' Donut but not to you (they will cheat on you with other Dunkin' Donut Stores)

**Neither Satisfied nor Dissatisfies** – They are not loyal to Dunkin' or you so will visit other establishments like McDonalds, Starbucks, etc. (this costing us sales)

**Dissatisfied** – Telling you this is it, fix it if they are leaving for good

**Highly Dissatisfied** – They are done with Dunkin' Donuts and finding a different place to get what they were coming to us for

## **Chicagoland Commissary Handbook**

When is the last time you reviewed our handbook? The handbook has a lot of important information that you need to know to ensure you are completing your job correctly. It is your responsibility to know the policies and standards set forth by Chicagoland Commissary. On day #1 of employment, you signed an acknowledgement form stating you would read and understand our handbook.

It is YOUR responsibility to know the policies, procedures and standards each and everyday

(handbook is located on our website (<http://www.clcdd.com/team-member-access/> password; lovedunkin)

## **Summer T-Shirts**

Now your store has switched to the summer t-shirts, you must adhere to the following guidelines:

- The entire staff must be in the summer t-shirt everyday
- Your store can not mix and match between white polos and summer t-shirts
- If you forget to wear your summer t-shirt you will be sent home to change
- You can purchase more summer shirts through our website

## **Uniforms**

**Remember if you need a new apron, hat, nametag or shirt, your General Manager will sell them through payroll deduction. We do not borrow uniforms and do not allow employees to work without the proper uniform, no exception!**

(full uniform policy can be found in your handbook on our website (<http://www.clcdd.com/team-member-access/> password; lovedunkin))

## **Employee Uniform / Merchandise Website**

We heard YOU and have created a website just for you to order more polo's as well as some cool outerwear. The page is designed for you to place an order whenever you want and payment will be automatically taken out of your paycheck through our payroll deduction process.

The website is a part of the CLC site and can be found in the employee section or clicking <http://www.clcdd.com/employee-merchandise/>

Please note that any outerwear you purchase is only allowed to be worn outside of work.

## **We Value Your Input!**

If you send us an idea/comment/concern/question using our Suggestion Box on our website at <http://www.clcdd.com/team-member-access/>

## July Anniversaries

Store	First Name	Last Name	Hire Date	Year of Service
7 Central	ESTEFANY	GARCIA	7/6/2014	2
25 Manteno	JORDAN	COOLEY	7/9/2014	2
12 Montrose	daphne	mcelroy	7/10/2015	1
1 Wrigley	Saba	Gebrewahed	7/12/2015	1

## August Anniversaries

Store	First Name	Last Name	Hire Date	Year of Service
29 Ashland	ALBINO	BARRENO	8/9/2006	10
25 Manteno	COURTNEY	BAKER	8/11/2013	3
9 Cicero	CHRISTINA	VELEZ	8/10/2014	2
43 Arlington	AMERILLA	NELSON	8/5/2015	1
15 Grand and Pulaski	Jessica	Viveros	8/6/2015	1
14 McCook	Mirjana	Dordevic	8/11/2015	1
35 Irving Park	Salman	Biradar	8/11/2015	1

## July Birthdays

Store	Date of Birth	First Name	Last Name
Homer Glen	7/1	Bernadette	Pieczara
Div and Cal	7/3	Cassidy	Morton
Homer Glen	7/5	Dariusz	Klikuszowian
Central	7/5	Corey	Matson
98th Street	7/10	JANET	SANTIAGO
Wrigley	7/7	Ketaurah	James



Menard	7/12	Sahian	Lopez
Western	7/13	Amollia	Gozdal
Lawrence	7/14	Constance	Pierce
Indy	7/15	Jessica	Reynolds
Roselle	7/15	RAJ	PATEL
Arlington Heights	7/15	JASMINE	PARKER HUFF
Cicero	7/15	Cindy	Doroteo
Western	7/16	Eunice	Torres
Montrose	7/20	Casey	Cole
Montrose	7/21	Ernest	Profit
Div and Cal	7/21	Jennifer	Trent
Central Express	7/21	JENNIFER	WOODS
Wrigley	7/22	Areli	mendoza
Willow	7/22	Lloyd	Johnson
Arlington Heights	7/22	BRITTANY	WATSON
Grand and Pulaski	7/23	NANCY	CASTRO
Manteno	7/24	SHANNON	HAFER
Monee	7/25	SHAWN	DEPASQUALE
Manteno	7/27	KAYLEE	TUTTILA
Kankakee	7/27	Adrian	carson
Western	7/27	Kevin	Noceda
Cicero	7/27	YAZMIN	BIBIANO
Woodridge	7/28	Shannon	Snyder
Indy	7/30	Marti	Murillo
Ashland	7/31	JACQUELINE	SIFUENTES

## August Birthdays

Store	Date of Birth	First Name	Last Name
25 Manteno	8/3	ELIZABETH A	MINTON
45 Central Express	8/2	SYLVIA	ZAPATA
27 Kankakee	8/1	TIA	COVINGTON
40 Area Managers	8/8	VANESSA	BRAY
13 Indy	8/1	DEREK	PIECZYKOWSKI
12 Montrose	8/7	daphne	mcelroy
9 Cicero	8/10	Tyjuan	William
3 98th Street	8/7	BRITTANY	GRACE
19 Channahon	8/10	Ashley	Clemmons

29 Ashland	8/4	GEORGE	EDWARDS
25 Manteno	8/3	JORDAN	COOLEY
33 Homer Glen	8/6	Kiri	Crider
44 Western	8/10	Jacqueline	Colon
34 Romeoville	8/2	Randy	Marquez
1 Wrigley	8/6	Christopher	Nykiel
34 Romeoville	8/10	jaydon	pentecost
39 Div and Cal	08/13	Antonio	Halbert
8 Division	08/15	JAMES	WILSON
29 Ashland	08/18	ALBINO	BARRENO
41 Roselle	08/20	TANIA	GOMEZ
9 Cicero	08/20	valdemar	lorenzo
21 Pershing	08/21	CATHERINE	TRENTZ
43 Arlington Heights	08/21	Ryan	Kirk
1 Wrigley	08/22	Angela	Carrillo
13 Indy	08/23	Matthew	Morales
42 Woodridge	08/24	Veronica	Rodriguez
32 Ogden	08/25	ruben	moreno
7 Central	08/25	VICTORIA	KAY
32 Ogden	08/26	MARIA C	SILVA
34 Romeoville	08/26	Brittany	Joelson
26 Monee	08/26	Courtne	Shawver
44 Western	08/27	ASHLEY	HARRIS
9 Cicero	08/27	VANESSA	JINEZ
35 Irving Park	08/28	OMAIRA	RODRIGUEZ
42 Woodridge	08/29	Rebekah	Zabin
25 Manteno	08/29	RILEY	CHIATTELO
29 Ashland	08/29	CHRISTOPHER	WHITE
21 Pershing	08/29	Felicia	Doran
32 Ogden	08/30	Maria	Nunez
43 Arlington Heights	08/31	Carly	Sisson
45 Central Express	08/31	CHRISTIAN	CARRANZA

**If you wish to see something included in your monthly CLC Newsletter, let us know. Please send your request using the Suggestion Box located in the Team Member section of the website.**

**Have a Great August!**