

Chicagoland Commissary Monthly Newsletter

In the Know at CLC

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.

Employee Incentive

We will pay YOU \$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.

Store Sales Records

In 2016 we have had 6 stores break their sales record

- Diana and team @ Cicero
- Rosa and team @ Menard
- The Monee team
- Justina and team @ Ogden
- Bryan and team @ Central Express
- Abraham and team @ Wrigleyville

Do you know your stores sales record? If not, ask your General Manager as it is a part of the weekly Need to Know/Share email.

The #1 way to break a sales record is by raising the check avg.

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.

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**

Window #6 Starts Thursday May 26th

What's New!

- Wildberry Smoothie
- Candy Bar Swirls (Almond Joy / Heath)
- Father's Day Donut

What's Continuing!

- Smoothies are now in 3 sizes...Small, Medium & Large (use flat lid unless whip requested)
- \$1.99 Small Frozen Drinks
- \$.99 Iced Coffee/Tea (2p-6p)
- Supreme Omelets are back
- Chocolate Chip Cookies (serve warm on "pstmuf" button)
Great Suggestive Sell in the afternoon to raise that check avg.
- Summer Coolatta Flavors (Sour Apple, Blue Raspberry & Watermelon)

- Butter Pecan Swirl
- Caramel Latte Square Donut
- Bagel Twist
- Banana Choc. Chip Muffin
- Blueberry Cobbler Croissant Donut
- Bakery Case liners are NOW white
 - Shows less grease
 - Colorful donuts “pop” more
 - Can NOT mix and match between pink and white, so openers MUST change liners (remember the 1” fold at the front of the basket and to pull from at least 3 back so the case looks full and fresh all day

What’s Ending!

- Pistachio and Cookie Dough Swirl

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.

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

Do you know CLC Backcase Standards?

- Anytime Dunkin' has more than 1 variety as an LTO they should be placed together (and under the LTO banner)
- Your Shade is NOT a blocker, it's to close the entire case
- Once the blocker is up and you have an empty hole or shelf, your entire case must be closed
- Only white paper is allowed
- Never put dark donuts next to dark donuts, you need to mix it (ex; Choc Frosted, Strawberry Frosted, Choc Cake... Next row Vanilla Frosted, Choc Long John, Vanilla Long John)
- Donuts should be pulled from at least the 3rd back in the basket, this eliminates cases from looking bare when busy
- Shingling in Full Baskets only
- 6 or less in Half Baskets, more than 6 go in Full Basket (max 12)
- Every basket must have a tag
- Do not mix and match varieties in baskets until Daypart 2 (10a) is over. When mixing and matching it must be like donuts only (Strawberry Frosted and Strawberry Sprinkles). When you mix and match you must have 2 separate straight lines
- Front Counter POS station or Handoff areas are not for restocking the back case
- Every Store needs a planogram so your team knows how you want the case to look, the guest should never have to search for their donut, they should know where to look
- We should never be out of any varieties before the end of Daypart #2. If you are, it needs to be logged on the Jera sheet so there is record for later when you go into Jera so adjustments can be made. It should be listed as 0 with the time you ran out.
- Bakery paper needs to be changed as needed (when greasy, ripped, covered in frosting, etc.)
- Donuts (with exception of allergen ones which always go to bottom) should be at eye level or higher, muffins (least ordered item both from the CML and guest) shouldn't be on the top shelf)
- If you get an out of the norm order (one guest orders 8 dozen) the receipt should be printed and stapled into the Redbook so anyone showing up later can understand why you're low on donuts and also have a reference when making adjustments in Jera, one-offs don't always require an increase in your order
- Munchkin Cups are to be out throughout Daypart #2 in your Front Counter Merchandiser (also in DT if you have one). If you run out before the end of Daypart #2 you need to replenish (guest can't buy something you don't have). There should be some made up under the counter, next to the counter or somewhere close by so you can quickly replenish. If you have Munchkins after Daypart #2, you need to have Munchkin Cups as well

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.

Restaurant ROR's

Restaurant ROR's are happening and we are getting caught missing on the silliest things that are a part of our everyday job;

- Cup marking – This has been a policy for about 2 years and we are still missing points on this. Every cup must be marked!
- 6 steps of service – Do you know them? We are to follow the 6 steps with every guest.
 - Every guest is to be greeted by every employee (2 part greeting at the POS)! Does every guest receive a smile?
 - Expired Coffee – Coffee is good for 18 mins once brewed (1hr in high volume). All pots are required to have a hold time on them from open to close!
 - Every guest is to be sent off with a two part thank you (have a Dunkin' Day, See you Tomorrow). Even though you may not see them tomorrow, put into their thought process that they should return!!
- Cleanliness – When the rush slows down, do you check the lobby? Every store has one...some are just bigger than others. How does the counter, floors, trash cans and tables look? How about the merchandiser...does it need to be stocked?

These are just to name a few...Your ROR should be posted and shared so you can correct the issues and behaviors before the next visit!

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/> by May 30th you will be entered in a drawing to win a \$50.00 gift card



HAPPY ANNIVERSARY



Store	First Name	Last Name	Hire Date	Years at CLC	Position
Grand and Pulaski	MARIA CRISTINA	CRUZ	6/1/2005	11	General Manager
Menard	ROSA	MONTALVO	6/25/2005	11	General Manager
Manteno	JULIE	WILLIAMS	6/4/2011	5	Crew Member
Monee	ANGELICA	STEVENSON	6/11/2013	3	Crew Member
Willow	JESSICA	MURPHY	6/13/2013	3	Crew Member
Monee	SHAWN	DEPASQUALE	6/17/2013	3	Shift Leader
Menard	Lucretia	Horton	6/28/2013	3	Shift Leader
Indy	DEREK	PIECZYKOWSKI	6/3/2014	2	Crew Member
Central	ESTEFANY	GARCIA	6/7/2014	2	Crew Member
Lawrence	ADBIEL	AVILES	6/12/2014	2	Crew Member
Willow	NICOLE	JOHNSON	6/17/2014	2	Crew Member
Wrigley	CLIFFORD	CASH	6/17/2014	2	Shift Leader
Manteno	Caitlin	Robinson	6/2/2015	1	Crew Member
Channahon	Jamol	Primous	6/5/2015	1	Crew Member
Willow	Kyla	Gabka	6/6/2015	1	Crew Member
Grand and Pulaski	Jessica	Viveros	6/8/2015	1	Crew Member
Grand and Pulaski	Susana	Esquivel	6/9/2015	1	Crew Member
Monee	Alex	Jones	6/15/2015	1	Assistant Manager
Ashland	ELEANA	BARRERA	6/15/2015	1	Crew Member
Menard	Marco	Coronel	6/25/2015	1	Crew Member
Menard	Sahian	Lopez	6/25/2015	1	Crew Member
Arlington Heights	bhumi	parikh	6/26/2015	1	Crew Member
Channahon	Mike	Guerrero	6/29/2015	1	Crew Member



HAPPY BIRTHDAY



Store	Position	Date of Birth	First Name	Last Name
Wrigley	Crew Member	6/8	Christopher	Nykiel
Menard	Shift Leader	6/14	Lucretia	Horton
Manteno	Crew Member	6/11	TIFFANI	ZIESEMER
Monee	Shift Leader	6/22	JAMIE	STROZ
Monee	Crew Member	6/20	KARJAN	DAMBAUGH
Kankakee	General Manager	6/11	MONICA	SMITH
Kankakee	Shift Leader	6/18	RYAN	MOORE
Willow	Crew Member	6/25	Hunter	Rowe
98th Street	Crew Member	6/29	TAMIKO	OSBEY
Homer Glen	Crew Member	6/8	Kiri	Crider
Romeoville	Crew Member	6/9	Francisco	Gomez
Irving Park	Crew Member	6/22	JOSEPH	FARRA
Elk Grove	Crew Member	6/20	DIVAM	PATEL
Elk Grove	Crew Member	6/22	RUBI	MESINO ENRIQUEZ
Lawrence	Crew Member	6/2	JOSHUA	FRENCH
Div and Cal	Crew Member	6/14	Alexis	Griffin
Madison	Shift Leader	6/4	Jermaine	Williams
Madison	Crew Member	6/22	Precious	Rushing
Woodridge	General Manager	6/19	Susan	Smith
Woodridge	Crew Member	6/16	Miguel	Arredondo
Central	Crew Member	6/23	JULIA	INFANTE
Division	Shift Leader	6/5	FRIZELLA	APPLING
Division	Crew Member	6/29	Douglas	Bennett
Cicero	General Manager	6/25	DIANA	LAZQUANO
Cicero	Crew Member	6/16	maria	diaz
Cicero	Crew Member	6/17	emilio	ramiro

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 June!