

# Chicagoland Commissary Monthly Newsletter

## In the Know at CLC

### Happy Hour

Happy hour (2p-6p) ended on September 25<sup>th</sup>  
(including \$.50 upgrade for Cold Brew)

We are now promoting between 12p-6p \$1.99 Medium Hot/Iced Latte or Macchiato. Since it is not a national program you will need to use a buckslip that was provided to your manager earlier this week.

### A couple crew talking points if needed:

- We have updated our afternoon offer to \$1.99 Any Medium Latte or Macchiato from 12-6pm for the season. We do, however, plan to switch to an Iced Coffee and Iced Tea offer early next year.
- May I interest you an espresso beverage? We have new fall flavors that are delicious in them including Salted Caramel and Pumpkin.

### 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!!

# Cup Marking

Cup marking is an important complement to our beverage business.

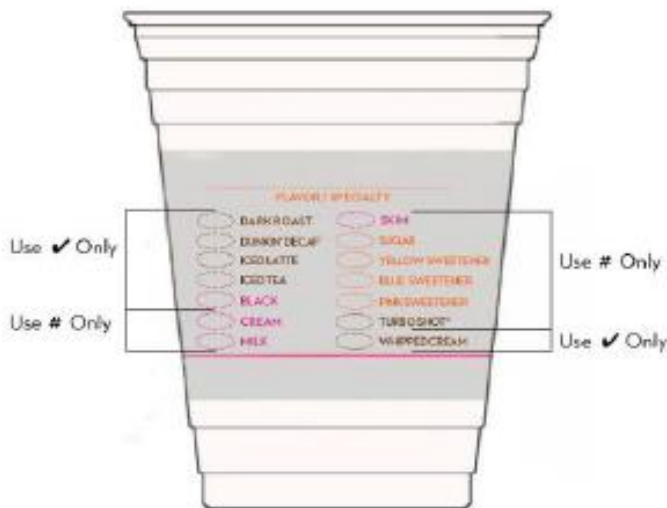
It identifies the guest's specific order and helps ensure order accuracy. Cup marking is required all day, every day. Even if it is a single order or a regular guest, cup marking standards still apply. It also sends a message to guests that you are consistent and committed to order accuracy!

## Cup Marking: Mark Cup

### *Procedures for Cup Marking*

#### Mark Cup Based on Order

- Using the correct black marker, mark cups for all beverages (this includes single beverage orders for regular customers)
- Use check marks and numbers to mark the cup accordingly



When marking a Ice Cup always mark the cup PRIOR to putting ice into the cup (otherwise you will not be able to mark on the cup)

## **Hot Holding**

Hot holding units should be in use all day to help with speed of service. Holding cooked product will decrease the time a guest spends waiting which builds the trust for them to return and spend more money. Using the hot holding after daypart #2 (5a-10a) is critical as most store decrease the amount of employees on the clock.

The Prep Worksheet is actual product sold to your guest, not forecasting.

### **Prep Worksheet**

#### **Friday (5/15/2015) Hot Holding SWS (Corp)**

ITEM NAME	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30
sand EGG FRIED peppered 1.9oz ...	1	5	4	7	5	5	5	5	4	3	2	3
sand EGG WHITE VEGGIE omelet -...	0	0	0	0	1	1	1	1	0	0	0	0
sand meat BACON - Portion 2 Each	1	2	2	3	2	3	2	2	2	2	1	3
sand meat BLACKFOREST HAM - Po...	1	1	1	1	2	2	1	1	1	1	1	0
sand meat SAUSAGE patties - Each	1	1	1	3	1	1	2	2	1	0	0	1
sand meat smoked SPLIT SAUSAGE ...	0	0	0	0	0	0	0	0	0	0	0	0
sand meat TURKEY SAUSAGE - Each	0	1	0	0	1	0	0	1	0	0	0	0
side HASH BROWNS - Portion Has...	2	4	3	5	2	4	3	3	3	3	2	2

Report Time: 05/14/2015 13:34:30

## **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/>

**Send us your comments, ideas, concerns and/or questions by October 10<sup>th</sup> and be entered into a drawing to win a Keurig Brewer!!**

## **Continuous Training For All**

As stated in the last newsletter 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.

**If you have NOT completed your September training please do so by October 15<sup>th</sup>**

Dunkin' Donuts Espresso Beverages Overview (3 mins)

Dunkin' Donuts Espresso Beverage; WMF or Amiente Assembly (10 mins)

Dunkin' Donuts Espresso Beverages: WMF or Amiente Assessment (2 mins)

Copy and paste the courses below into Dunkin' U to find the course.

At the end of the month your manager will get a list of everyone who has completed these courses....

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.

## **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 every day!!**

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

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

**Only 52% of our guest get something with their beverage.. That's 48% of our guest walking out the door with only a beverage. Our job is to get the guest to walk out with at least 2 items!!**

## **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; PAIR 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.

## **PAIRING Our Product!**

Hopefully by now your manager has spoken to you about pairing our product. Here are some great examples of pairing;

<b>Guest Orders</b>	<b>#1 Suggestion</b>
Cold Brew	Jelly Filled Donut
Original Blend Coffee	Old Fashion Donut
Iced Original Blend Coffee	Chocolate Frosted Donut
Breakfast Sandwich	Hash Browns
Hot/Iced Latte	Chocolate Cake Donut
Harmony Leaf Tea	Blueberry Muffin

## **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))



## **Winter Uniform Policy**

**October 1st – March 31<sup>st</sup>**

- You may wear a long sleeve fitted shirt under your polo, this long sleeve shirt must be same size or smaller than polo to prevent baggy arms causing shirt to rub against food. Crew Members long sleeve shirt must match polo and if longer than polo be tucked in
- Drive-Thru locations may wear Dunkin' approved jackets ONLY. Jackets are only allowed to be worn by Cashier in Drive-Thru and Coffee Station employee (if you have a separate drive-thru coffee station) and Order Taker
- Nametag MUST be on the Drive-Thru jacket and visible to guest at all times
  - Aprons are not required under the Drive-Thru jacket
- No other sweaters, jackets, hoodies, shirts are allowed behind the counter at any time (on or off the clock), including the brown Dunkin' sweater
- Hats, scarfs, gloves must be approved by Area Manager PRIOR to use in Drive-Thru

## **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.**

**Our Plainfield location is NOW hiring for all positions, opening in Nov!**

**Our Mount Prospect location is NOW hiring for management, opening in Dec!**

## **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 or 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

## Halloween Costumes

If your store decides to as a team to wear Halloween costumes there are some rules;

- No masks that cover your face
- No fake nails or nail polish
- Costumes must be fitting (no baggy or tight clothes)
- Nothing 'stringy' or flowing that could be unsafe around equipment or be a potential food safety issue

Please remember you are in a public place and we see all different kinds of people.



# October Anniversaries



<b>Store</b>	<b>First Name</b>	<b>Last Name</b>	<b>Hire Date</b>	<b>Year at CLC</b>	<b>Position</b>
Wrigley	Shanese	Bradley	10/2	1	Crew Member
Montrose	Ernest	Profit	10/5	1	Crew Member
Montrose	daphne	mcelroy	10/7	1	Crew Member
Indy	PATRICIA	SHANNON	10/31	9	Manager
Indy	SAMANTHA	CASEY	10/28	6	Shift Leader
Indy	RASHAI	MARTIN	10/6	1	Crew Member
Indy	Megan	Murillo	10/29	2	Crew Member
Pershing	RICARDO	BARRAGAN	10/23	3	Crew Member
Manteno	Marisa	Fryfogle	10/12	1	Crew Member
Monee	SHANNON	HAFER	10/08	3	Crew Member
Monee	DARIUS	BALLINGER	10/22	4	Crew Member
Ashland	Nicole	Sherrod	10/2	1	Crew Member
Homer Glen	Jenna	McKenna	10/23	1	Crew Member
Div and Cal	Antonio	Halbert	10/6	1	Shift Leader
Area Managers	VANESSA	BRAY	10/28	5	Area Manager
Madison Store	ALBERT	WILLIAMS	10/15	2	Crew Member
Arlington	BRITTANY	WATSON	10/10	2	Crew Member
Arlington	Jayshree	Parikh	10/2	1	Crew Member
Central Express	ALYSSA	PEREZ	10/17	2	Crew Member
Cicero	VANESSA	JINEZ	10/21	2	Crew Member
Cicero	CHRISTINA	VELEZ	10/8	3	Shift Leader
Cicero	Alex	Lugo	10/29	1	Crew Member

**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.**



# October Birthdays



Store	Birthday	First Name	Last Name
Wrigley	10/26	kevin	soto
Grand and Pulaski	10/8	Sergio	Bahena Menez
Channahon	10/5	Devon	Costello
Channahon	10/6	Mike	Guerrero
Channahon	10/8	Ashley	Clemmons
Channahon	10/19	MEAGAN	COLEMAN
Channahon	10/21	Heidi	Thompson
Menard	10/28	Alejandra	Olivier
Menard	10/17	Gloria	Pulido
Manteno	10/2	Brittany	Treacy
Monee	10/12	Taylor	Dudzinski
Monee	10/18	megan	bakhaus
Kankakee	10/16	Debbie	Ostrowski
Willow	10/20	JESSICA	MURPHY
Ashland	10/24	VICTOR	GAVINA
98th Street	10/2	ROSHONDA	CHAPMAN
98th Street	10/7	JANET	SANTIAGO
Homer Glen	10/23	Haley	Otero
Romeoville	10/8	jaydon	pentecost
Romeoville	10/31	Dorian	Prince
Madison Store	10/6	Zyria	Cowley
Madison Store	10/26	Niaja	Bush
Western	10/8	Jacqueline	Colon
Western	10/1	DANIELLE	DOWLING
Central	10/9	SERINA	MATOS
Division	10/10	Joseph	Scanlon
Cicero	10/25	Ana	Garcia
Cicero	10/31	CLAUDIA	ALVARADO
Cicero	10/8	Tyjuan	William



**Have a Great October!**

