

Chicagoland Commissary Monthly Newsletter

In the Know at CLC

Introducing Cold Brew to Happy Hour!

All CLC stores are now offering Cold Brew during happy hour (2-6p)

When a guest orders Iced Coffee offer them a delicious Cold Brew for ONLY \$.50 more (\$1.49 for any size).

(see one of your managers today if you do not know how to ring this up)

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

<ul style="list-style-type: none">• Steeped* In cold water• Ultra-smooth and full-bodied	<ul style="list-style-type: none">• Brewed using heat• Bright and refreshing
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**Steep: To soak in water to extract flavor*

You must use COLD water when preparing Cold Brew

Our goal is not to run out! If you have product sample it so your guest have the opportunity to try it and love it!!

How is your store doing with Cold Brew?

Green = top 5 stores / Red = bottom 5 stores

Store	8/21-8/27	8/14-8/20	8/7-8/13	8/7-8/13
98th	15	24	12	12
Central	90	76	91	62
Halsted	95	115	68	61
Cicero	46	54	97	66
Montrose	79	43	37	19
Indy	99	82	92	73
McCook	11	16	8	14
Grand	39	12	11	2
Channahon	204	214	152	88
Menard	284	330	318	284
Pershing	64	62	60	54
Manteno	126	136	118	117
Monee	86	70	39	closed
Kankakee	37	54	61	41
Willow	closed	closed	closed	closed
Ashland	261	323	209	209
Ogden	106	104	145	88
Homer Glen	147	144	150	159
Romeoville	32	59	47	39
Irving Park	115	76	65	65
Elk Grove	16	22	20	23
Lawrence	67	48	33	22
California	79	85	79	89
Madison	181	220	223	181
Roselle	40	32	39	25
Woodridge	121	129	140	165
Wrigley	167	185	184	143
Central Exp	43	32	24	18
Western	167	128	131	89
Arlington	117	151	104	108

Congrats to Rosa and her team @ Menard for being the top store each week since Cold Brew started

In order to sell Cold Brew you must sample it, talk about it (with passion) but most importantly prepare it correctly. So many stores are still making it wrong..

We hear all the time “We don’t drink coffee so we don’t know what it tastes like” “We don’t like iced coffee so we haven’t tried it”.

It is everyone’s job is to try our product so you can talk about it (unless you have an allergy or it’s against your religion).

ALL GREETINGS (front counter or drive-thru) Cold Brew MUST BE INCORPORATED (open-close)

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 soon!

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;

Guest Orders	#1 Suggestion
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

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!!

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/>

If you send a message through our suggestion box by September 3rd with what you took away from the newsletter you will be entered into a drawing to win a \$50.00 gift card

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.

Here is the list of all required courses that need to be completed by ALL active employees NO later than Sept 30th;

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.

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))

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)

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 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 Dissatisfied – 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

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

September Anniversaries

Store	First Name	Last Name	Hire Date	Tenure	Position
Wrigley	FRANCISCO	REYES	9/29	2	Shift Leader
Menard	BLANCA	MONTALVO	9/22	9	Shift Leader
Manteno	JORDAN	COOLEY	9/7	2	Crew Member
Ashland	ALBINO	BARRENO	9/8	10	Shift Leader
Ashland	JACQUELINE	SIFUENTES	9/18	2	Crew Member
98th Street	MARIA	CONTRERAS	9/5	1	Crew Member
Ogden	JUSTINA	WILLIAMS	9/13	4	GM
Ogden	MARIA C	SILVA	9/20	10	Crew Member
Irving Park	ARLENE	TORRES	9/20	8	Crew Member
Elk Grove	HEMKUVARBA	PATEL	9/25	2	Crew Member
Arlington	yesenia	alvarado	9/19	1	Crew Member
Western	Amollia	Gozdal	9/1	1	Crew Member
Western	Eunice	Torres	9/3	1	Crew Member
Central Exp.	JENNIFER	WOODS	9/20	2	Crew Member
Cicero	CLAUDIA	ALVARADO	9/11	2	Crew Member

September Birthdays

Store	Position	Date of Birth	First Name	Last Name
Indy	Shift Leader	9/28	SAMANTHA M	CASEY
Indy	Crew Member	9/4	APRIL	RAMOS
McCook	Crew Member	9/25	ALEKSANDRA	MADZAREVIC
Channahon	Shift Leader	9/15	Jamol	Primous
Manteno	Asst. Manager	9/6	Alex	Jones
Manteno	Crew Member	9/12	Marisa	Fryfogle
Manteno	Crew Member	9/19	Caitlin	Robinson
Monee	Crew Member	9/15	CHRISTOPHER	HAGER
Willow	Crew Member	9/23	NICOLE	JOHNSON
98th Street	Crew Member	9/12	NIKYA	BINION
Ogden	Crew Member	9/2	Michelle	Saucedo
Ogden	Crew Member	9/12	Zully	Alvarado
Ogden	Crew Member	9/13	CORAIMA	MONTOYA
Elk Grove	Crew Member	9/1	SHIRLEY	YNOQUIO
Madison	Crew Member	9/14	ALBERT	WILLIAMS
Madison	Crew Member	9/4	Ambriana	Arnold
Woodridge	Crew Member	9/28	Brittany	Jones
Arlington	GM	9/3	AMERILLA	NELSON
Arlington	Shift Leader	9/16	Anesha	Anderson
Western	Shift Leader	9/26	JILLIAN	MORIARITY
Central	Crew Member	9/27	ESTEFANY	GARCIA
Division	Crew Member	9/29	Necoel	Williams
Division	Shift Leader	9/8	Erica	Trujillo

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 September!