



BUFFALO WILD WINGS
GRILL & BAR

Buffalo Wild Wings

VOLUME 1, ISSUE 5

DECEMBER 2011



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Big Changes to What you Know As Beer of the Month



The national BWW beer program will undergo a major change in 2012. The long lasting Beer of the Month program will retire and in its place, three beers will be nationally promoted as "Game Day Specials" during each guest experience. When is game day? Every day is game day at BDubs! The Domestic, Import and Craft Game Day Specials will feature a discounted TALL Draft only (Stella will feature the 50cl Chalice & Guinness the 20oz Tulip). Featured Drafts will be discounted approximately \$1.00 off the regular price (Exact discount will be determined by tier and keg cost). The

Game Day Special will support the 2-2-2 approach by helping team members to describe at least 2 Domestics, 2 Imports and 2 Crafts.

The goal is to attract attention to the variety of selection. There is a huge opportunity to bring awareness to the number of beers on tap at BDubs. 82% of our guest think that a typical BWW has 15 or less beers on tap.

In addition to the 3 beers selected by Corporate the local restaurants are encouraged to offer one additional sports sponsored beer special beyond the Game Day Special adding value to the guest experience. Running too many discounts and beer promotions simultaneously can have a long term negative effect on sales and consumer habits. As we begin to plan for 2012 consider the following;

- Fewer promotions provide a clearer message. Too many programs clutter the restaurant and make it difficult for servers and bartenders to remember or mention.
- Don't give away the farm. Discounting too many beers will provide a discounted beer to a guest who may not even expect it or notice it; and some guest will form a habit of expecting every beer on tap to be offered at a discounted price.
- Does the promotion drive traffic? Consider local distributors partnerships that could add value with incentives. Track the promotions progress.



Menu Revision 2012

As of January 2012 we will be revising our current version of the menu. We will be making small changes to the menu adding the table gating sampler permanently and going through some price increases. In order to continue driving value perception we will be lowering the current Tuesday Thursday prices to 45 and 55. We will also be including bundles of dressing and celery/carrots. In addition to this we also revised the Blazin challenge. If a guest meets the current criteria they will receive a Blazin Challenge sweet band and a voucher for six free wings on next visit.

Miller & Leinenkugel Sales Ranking!!



OVER CARBONATED

PERFECT CO₂ BLEND

UNDER CARBONATED

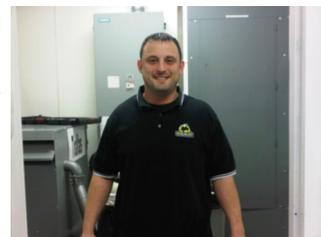


Happy Birthday!

All of us at Ampal BWW would like to wish a happy birthday to Joseph Schaefer, Michael Johannesen, Mary Ann Ricca, Mahari Tyndale, Gabriel Conception, Peirre Eugene, Ryan Greenidge, Ricardo Amancha and Charnelle Bailey.

On the Move

We would like to announce the promotion of Jeff Trautz to shift leader in the Monmouth store. Jeff is very hardworking and has the willingness to learn. As a server Jeff was always willing to help and lend a hand to fellow team members. His work ethic and knowledge of the business is a welcome addition to our management team.



Gift Card 2011

GIFT CARD 2011

Quick Reference Guide

As we enter the popular holiday gift card season, our volume of gift card transactions will be significantly higher than any other time of year. To provide our Guests with the best experience using our gift cards, please review the following gift card items with Team Members.

BEST PRACTICES

Guest-Related

- ☑ Always provide the Guest with their gift card receipt (it reads: Activation Succeeded) for each gift card purchased. *Often Guests are provided a credit card receipt, but not a gift card receipt which prints after.*
- ☑ Encourage Guests to keep their gift card receipt as it is required should they request a replacement for a lost or stolen gift card.
- ☑ Treat all gift cards as cash, returning the gift card to the Guest along with a gift card balance receipt if there's a remaining balance. This also applies to virtual gift cards presented as a printed email or number written on their check.

Merchandising Checklist

- ☑ New gift card fixture is displayed in a prominent, high-traffic location (i.e., front counter).
- ☑ Holiday gift cards and sleeves have been ordered and merchandised (available from Logistics).
- ☑ Gift card fixture is fully stocked with gift cards and sleeves, both standard and holiday designs.

Blazin' Bonus Checklist

- ☑ All Team Members are familiar with the Blazin' Bonus holiday gift card promotion. *Details provided in the Holiday Gifting Execution Guide.*
- ☑ Tracking plan for managing Blazin' Bonus inventory is ready to execute.
- ☑ Blazin' Bonus gift cards are arriving in restaurants via FedEx the week of Nov. 21 (separate from POP). Please contact Kim Sobasky at ksobasky@buffalowildwings.com if you have not received your Blazin' Bonus cards by Monday, November 28.

TIPS AND TROUBLESHOOTING

Unable to process gift cards?

- ☑ If you cannot successfully process a gift card after several attempts at swiping, manually enter the card number. Often times a valid gift card simply has a damaged magnetic strip and keying is required.
- ☑ If you're receiving an error similar to this: "Card number entered does not match any defined gift cards"
 - Short-term, try another POS terminal to minimize the Guest impact.
 - Reboot the POS terminal by simply turning the POS off and back on again.
 - If rebooting the POS terminal does not fix this error, you may not have the proper card range loaded into the POS terminal. **This needs to be remedied immediately.** To obtain the correct card range, email your request to giftcardsupport@buffalowildwings.com. Upon receipt of the card range, you will then coordinate with your POS provider to ensure the range is properly loaded into the POS terminal.

Hearing of issues with our 1-800 # for checking card balances?

- ☑ Our latest batch of gift cards had an incorrect toll-free number printed on the back of the card for Guests to check their balance. We expect this issue to be resolved shortly, but if you hear of this issue, please direct Guests to call 1-888-689-4801.

Retail Gift Cards

- ☑ Gift cards purchased at other retail locations, such as Target, WalMart or Walgreens, do have a rare instance of improper activation. If you receive a gift card that was purchased at a retail location (other than our restaurants) and the POS indicates it is "inactive", first confirm if there's a balance by performing a balance inquiry. If there is no balance, direct the Guest to return with the gift card, to the place where it was purchased, along with their purchase receipt, to have the card properly



Risk Management & Safety:

Holiday Security Alert:

The holiday season is here! Regretfully, along with the holidays typically come increased internal and external theft issues in and around our restaurants. The restaurant industry typically experiences a substantial increase in the number of armed robberies, cash shortages, safe and deposit discrepancies, and food theft issues during the months of November, December and January. Many of the theft or loss of asset incidents could have been prevented by taking some basic steps to reduce the opportunity. The goal of the Buffalo Wild Wings Risk Management Department is to assist each of you in making the 2011 holiday season safe for everyone. It is important we strive to keep our Managers, Team Members and Guests safe and secure while in our restaurants.

Most common issue is the parking lot theft. Most people know that servers and bartenders are walking out with cash that they made that day. One of the most dangerous situations is late night in the parking lot leaving. Please walk out with another team member or have a manager walk you out.

Another general concern is in climate weather. Please refer to WTM for messages on store closings or hours. Also call the store before driving in. If no one answers no one is there.

Please have a safe, secure and profitable holiday season.



Employee Of The Month



Monmouth's Management team has selected Marlena Hense. Marlena is always willing to help, if it be running food, bussing tables or cleaning the floors. She always has a great team spirit and helps motivate other team members. Marlena always has a smile on her face.



Watchungs Management team selected Joe Campanaro. Joe has been a vital part of our kitchen staff since we opened in March and has since been trained in all FOH stations before being promoted to a shift leader. Joe has never let a full-time school schedule get in the way of his dedication to excellence every shift in BWW.

