



**BUFFALO WILD WINGS**  
GRILL & BAR

# Buffalo Wild Wings

VOLUME 1, ISSUE 1

AUGUST 2011



## INSIDE THIS ISSUE:

- Monmouth Sales History 1
- Uniform Changes 1
- People on the move 2
- Watching Engagement 2
- WOW Alerts 3
- Menu Revision 3
- Dealing with common complaints 4
- Employee of the Month 4

## New FOH Uniforms Begin in September

### No More Nametags

Team Members will no longer need to wear nametags. The jerseys have an area on the back for the Team Member to write his/her name. Team Members will neatly write their first name only (no nicknames or last names). These names will be written in Black Chisel Point BIC brand permanent marker, which can be found on the Innovative Office Supply website.

*Note: the name may need to be rewritten after several washes, this is normal wear.*



### No Need to Tuck-in

The new uniforms do not have to be tucked in. However, if a Team Member chooses to tuck-in the jersey, that is acceptable.

### New and Existing Team Members

During the initial roll-out, each Team Member should be given two jerseys. Moving forward, any new FOH Team Member that works full-time will receive two jerseys. Any Team Member who works part time will receive one jersey. At each Team Member's anniversary date, Team Members will receive one jersey. Team Members will need to purchase additional jerseys on his/her own.

### Sizing

Men's jerseys are 1/2 size larger than our current uniforms. Women's jerseys are 1/2 size smaller than our current uniforms.

Please let your GM know your size as well as a color preference as it comes in black or yellow.



## Did You Know?

Did you know that out of \_\_\_\_ franchise stores Monmouth BWW LLC had highest opening sales week in 2010! They put down \$151,974.00.



**BUFFALO WILD WINGS**  
GRILL & BAR



*He first saw his fiancé walking in with her girlfriends and it was love at first sight.*

## Watchung Engagement

On Tuesday the twenty-first of June, two-thousand and eleven, James and his girlfriend came into Buffalo Wild Wings in Watchung, New Jersey and sat down to have a nice cold beer

and a mouth-watering, strawberry mojito. While the music was jammin and all of the games on display, the bartender let the management team know that James had just

proposed to his fiancé at the bar.

James told us that when our location was Applebee's, he first saw his fiancé walking in with her girl-

friends and it was love at first sight. Naturally, James thought bringing her back to the same location as to where he first saw her would make the perfect proposal! We wish them the best of luck in their future and thank them for sharing their special moment with us.



**WINGS. BEER. SPORTS.™**

## On The Move

We are very pleased to announce that **Robert Corde**, General Manager of Watchung will also be taking on the roll of Operations Manager as of 7/19/2011. Robert will be responsible for our two current locations, Monmouth and Watchung BWW. Robert has an impressive ten years professional restaurant

management experience. He holds a Bachelor's degree from Rutgers University. Robert joined AMPAL group in January of 2011. He has quickly developed new team members and has been a tremendous asset to us. Many of you have already met or worked with Robert over the last couple months and have seen his tre-

mendous work style and the great ideas Robert has brought to the business. As the Operations Manager, Robert is responsible for all operation related areas/issues and concerns. He will be reporting to Amit Patel. Please welcome Robert with us into his role as the Operations Manager for AMAPL Group.

# Menu Revision September 5th

## **Addition of the Spinach Artichoke Dip**

Spinach Artichoke Dip served with warm pita chips.

**Note:** The Pita Chips are prepared by cutting and frying the flatbread. This presentation further improves the presentation and acceptance of the dip items, as well as makes a more signature dish for Buffalo Wild Wings. (Cost and suggested pricing attached)

## **Hot Dog Slammers**

Three classic mini grilled beef hot dogs, served with natural-cut french fries. With chili and cheese for an additional charge.

**Note:** Modifications have been made to the Chili Cheese Dog Slammer. Based on feedback from the guests and teams.

- Proposed to reduce the price to provide a better value proposition, match price during testing.
- Product positioning on the menu will remain the same, however the product will be featured as a Hot Dog Slammer, and the with chili and cheese option will be additional cost.
- Copy will include Grilled and Beef.
- Cooking procedures have been modified to grilling the hot dogs vs. microwave on the slammer option. Kids still continue to request the product microwave vs. grilled. (Costs and suggested pricing attached)

## **Jammin Jalapeno and Thai Curry Sauce**

### **Available in bulk and in retail bottles**

(Sauce stickers to accompany the menu shipment)

Based on the positive feedback from the LTO panel in Feb/ March the decision was made to add the two sauces to the menu and sauce line up.

You will note that for this menu print they are tagged with "Limited Time".

This strategy will allow us the opportunity to gather additional feedback as well as review the impact of these sauce on the line up itself. As we continue to look at additions to the line up, a 2-3 month LTO panel test does not provide enough research information to the long term validity of a sauce. These two sauces did extremely well for BWW during the LTO and prior to this time have scored very high in the taste panels and market tests. By placing these sauces on the menu for the next 5 months as "Limited Time" we will be able to better understand the positioning and ensure they would be the right fit for 2012.

## WOW Alerts!

During the month of July the Eatontown team received 9 WOW alerts. A special thanks to Jessica, Kenny, Tina with a "B", Jen, Marc and Meredith on their wow alerts.

Team Watchung received

19 WOW alerts in July. A special thanks to Steph, Anthony, Lauren, Manny, Jenelle, Nadira, Lucy, Lou, Nikki and Travis on their wow alerts.

These team members delivery hospitality to our

guest and keep them coming in for more!



# How To Deal With A Common Complaint?

Our goal is to meet and exceed our guest's expectations: A good acronym to remember when handling a guest complaint is **LEARNT!** These letters stand for:

**Listen:** Listen to the guest's problem. In most cases the guest just wants to be heard.

**Empathize:** Put yourself in his/her shoes. This is useless unless you are sincere!

**Apologize:** Learn to say that you are sorry Take responsibility for the problem. NEVER ARGUE WITH A GUEST!!

**React:** Assure him/her that the problem will be corrected and take care of immediately.

**Notify:** Communicate to all parties this complaint could affect. For example, documenting an incident to the other managers in the approved management tool. (**RED BOOK**)

**Thank You:** Thank them for bringing this to your attention! Our goal is to exceed their expectations at all times. Handling a complaint correctly can create a GUEST for life! NEVER let the guest leave without turning his/her experience into a positive one.



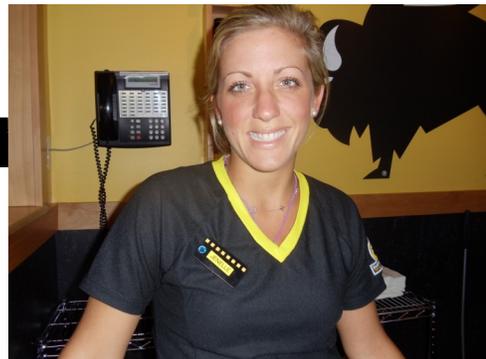
## Employee Of The Month



Proud To Announce Monmouth's August EOM is Christopher Jarin! He joins Bentina Lockamy, Edgar



Avayaca, Kimberly Schmidt and Sasha Baranovska. We are also Proud to announce Watchung's August



EOM is Jenelle Kozcot! She Joins Shonta Jasper, Nikkisha Audain and Angel Ruilova