

Freddy's

FROZEN CUSTARD &
STEAKBURGERS®

PROMO GUIDE

WINDOW 5



**FRENCH ONION STEAKBURGER &
OREO® COOKIE PEPPERMINT SHAKE**

November 2, 2022 - January 3, 2023

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Introduction

Welcome to Promo Window 5! We are very excited for Promo Window 5 as we have two NEW items: our all-new French Onion Steakburger and OREO® Cookie Peppermint Shake! Also, during this promo window, we will have a month long giveback for Folds of Honor and our Veterans Day activation!

This promo guide will help with Key Dates, Marketing Strategy, POP kit inclusion and placement, purchasing information and much more!

Key Dates

October 5th

- Training Materials available on The Scoop (French Onion Steakburger & OREO® Cookie Peppermint Shake)

October 19th

- Promo Window 5 Kick-off call

October 26th – 31st

- Window 5 & Veterans Day promo marketing materials arrive at restaurants

November 1st – November 30th

- Folds of Honor Give Back

November 2nd

- French Onion Steakburger & OREO® Cookie Peppermint Shake promotion starts!
- Put up all Promo Window 5 LTO marketing materials for French Onion Steakburger & OREO® Cookie Peppermint Shake.
- **PLEASE LEAVE ALL APP MATERIALS UP!!**

November 11th – November 30th

- Veterans Day Promotion

January 3rd

- Last day for promo!
- Remove all Promo Window 5 LTO marketing materials for French Onion Steakburger & OREO® Cookie Peppermint Shake.

OCTOBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5 Training Materials available on The Scoop	6	7	8
9	10	11	12	13	14	15
16	17	18	19 Promo Window 5 kick-off call	20	21	22
23	24	25	26 POP kits start to arrive at restaurants	27	28	29
30	31					

NOVEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Folds of Honor Give Back starts	2 Put up all Promo Window 5 materials before restaurant opens	3	4	5
6	7	8	9	10	11 Veterans Day Promotion starts	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30 Folds of Honor Give Back ends Veterans Day Promotion ends			

JANUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Take down French Onion Steakburger & OREO® Cookie Peppermint Shake Materials Leave Up App Materials	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Program Considerations

1. Order food items for promotion from your distributor to have in-restaurants at least one week prior to program start.
2. Make sure all Team Members have tasted the products at least one week prior to program start and can answer any questions Guests may have on the products.
3. Be sure to adjust ordering pars to reflect the likely increase of volume given the focus of this promotion.
4. Make the necessary programming adjustments to your Register/Drive-thru and POS to reflect the promo items and pricing.
5. POP materials should arrive in your restaurant the week of October 26th. Please open the box upon arrival and verify that you received the correct materials and correct sizes.
6. Refer to the promo page on The Scoop (<https://ffcsb.us/LTOS>) for videos on preparation.
7. Both French Onion Steakburger & OREO® Cookie Peppermint Shake will be available for online ordering and mobile ordering on the Freddy's App and for delivery.

Marketing Strategy

Paid Digital Strategy

The below marketing activation will begin on November 2nd. Our campaign objective is to drive same restaurant sales, increase national brand awareness across-platforms featured below, while moving new and existing Guests through the Freddy's user journey.

Marketing/Media Details

- **Paid Social:** Video ads, image ads, promoted posts, polls, stories, conversation cards, and filters.
- **Audio:** Streaming, podcasts, free listening experiences, video, companion banners.
- **Search:** Competitive conquering.
- **Native:** Testing headlines, Freducation, support blog visibility.



Public Relations

A press release announcing the promotional menu items will be delivered to all participating Freddy's markets, and the PR team will actively pitch to national consumer media.

Marketing Materials and Instructions

Please remove all other promotional signage prior to posting the current material. We don't want to confuse Guests on what menu item is being featured. Please continue to keep promoting all App materials!

Please follow the **POP Placement** sheet for marketing materials. Even though the exact layout of your restaurant may vary, placement of the marketing material should follow the diagram as closely as possible.

- Evaluate where your windows and doors are and where signage would be best seen by Guests walking into your restaurant.

If your restaurant has an **External Reader Board**, expand the message and convey enthusiasm in your product promotion. Choose from one of the following examples:

- *Cooked-to-order French Onion Steakburger*
- *Rich & Creamy OREO® Cookie Peppermint Shake!*

NOTE: LED graphics are available for download from the Freddy's Marketplace: freddysmarketplace.com. If you are not familiar with the site, please contact your MUM.

In-Restaurant Signage

- **Window Clings:** Be sure to remove clings that look shriveled or faded. There should be no bubbles or wrinkles on the clings.
 - » **If your location has tinted windows, please place all window clings outside to make them visible.**
- **Registers:** These will be set up automatically for you. These will promote the LTOs!
- **Drive-thru Screens:** These will need to be the Freddy's logo with the black background.
- **Drive-thru Translites:** These are the only opportunity for Drive-thru Guests to see the promotion. Please make sure they are switched out on the first morning of the promotion and placed correctly.
- **Digital Menus:** Promotional art will be pushed out by the CRI team at the start of each promotion and removed at the end of each promotion.
 - » If you do not see the LTOs on your digital menus, please email or call CRI at support@cri.com or **1.888.369.3629** to have these updated.

POP Kit Materials

POP Kits are paid for out of the national marketing fund and will be sent to all restaurants.

Standard POP (Point of Purchase) Kits for French Onion Steakburger and OREO® Cookie Peppermint Shake will include:

- One French Onion Steakburger and OREO® Cookie Peppermint Shake promo guide
- Two Window Clings
 - » (1) French Onion Steakburger
 - » (1) OREO® Cookie Peppermint Shake
- One of each Drive-thru translites for both French Onion Steakburger & OREO® Cookie Peppermint Shake



POP Placements

Window Clings

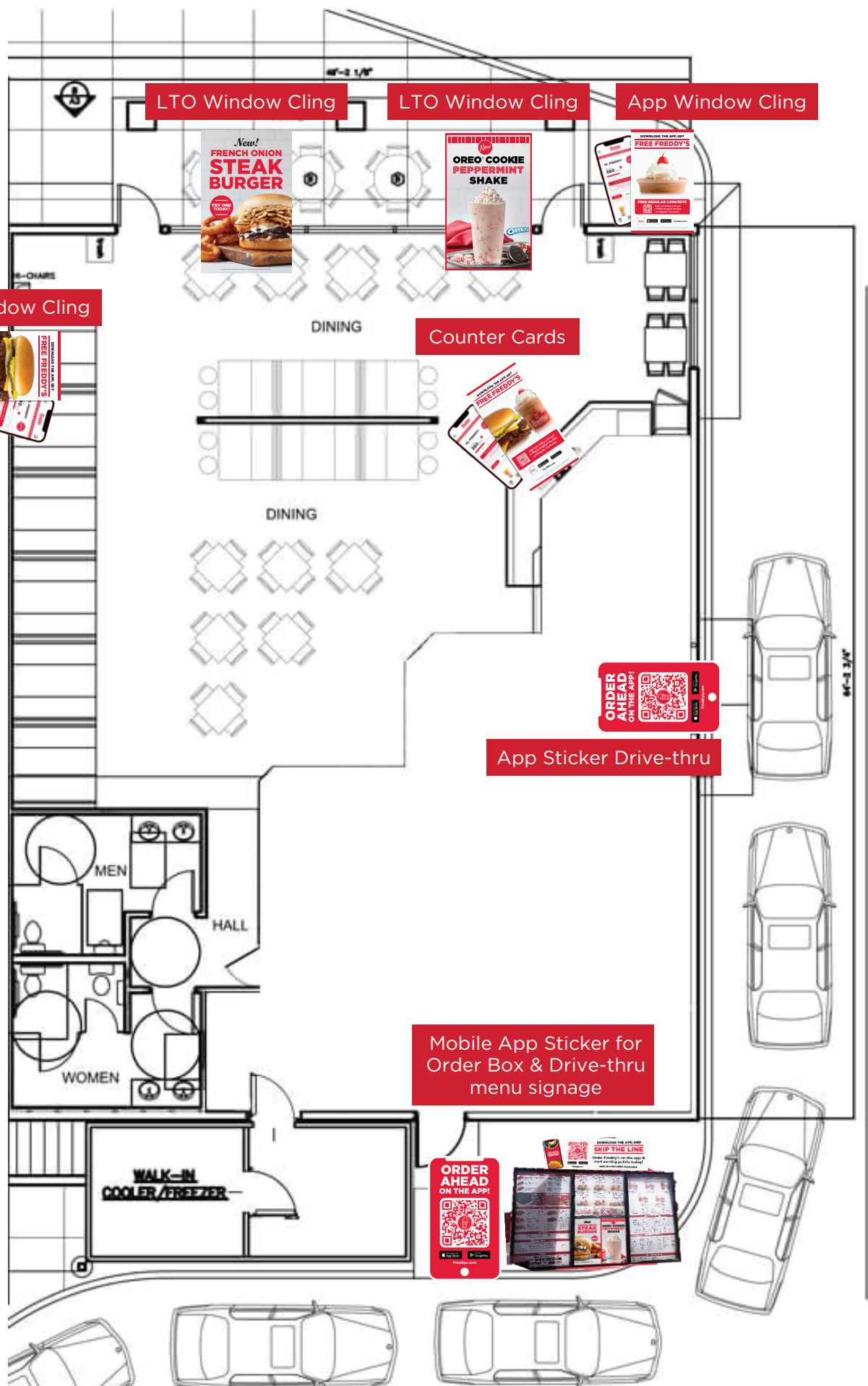
Primary window clings should be placed on the windows closest to the main entrances. These items are the primary focus of the promotions. Secondary window clings should be placed on the other windows. These items are the secondary focus of the promotion.

- **Primary window clings include:** The New Freddy's App, French Onion Steakburger and OREO® Cookie Peppermint Shake.
- **Secondary window clings include:** Now Hiring and Make It A Lettuce Wrap.

Counter Cards

Place in clear view of Guests as they prepare to order. Please do not hang from menu boards or in windows.

- Please note for Promo Window 5 there are no counter cards. Please have App counter card on the counters.



LTO Window Cling

LTO Window Cling

App Window Cling

App Window Cling

Counter Cards

App Sticker Drive-thru

Mobile App Sticker for
Order Box & Drive-thru
menu signage

Drive-thru Translites: Translites should be placed as shown below. Please reference your restaurant's board style for correct placement.

Flex Board - Old Menu Style

Preview Board

Order Board

Flex Board - New Menu Style

Preview Board

Order Board

Standard Board - Old Menu Style

Preview Board

Order Board

Standard Board - New Menu Style

Preview Board

Order Board

Posterlaid Board - Old Menu Style

Preview Board

Order Board

Posterlaid Board - New Menu Style

Preview Board

Order Board

Correct Signage vs Incorrect Signage in Drive-thru

Below you will see the correct way to place your translites in the Drive-thru and the incorrect way. Please note that the correct way to display your Drive-thru is based on your Drive-thru type. Please reference page 9 for your Drive-thru type.



- This is the correct way to insert your LTO Translites in the Drive-thru



- Wrong LTO in preview board
- Old outdated/faded translites in preview board
- Wrong Drive-thru signage at order box (should be Freddy's logo)
- Old header (should be the New App header)

Local Store Marketing

Fundraisers

- Continue booking fundraisers. With the holidays approaching, schools will be seeking to host giveback nights during the first few weeks of November and December before starting up again in the last few weeks of January to start the new semester.
- Establish a goal of 3-5 fundraisers per month. Ideally, you would like to generate \$4,000 monthly from fundraisers per location.
- Look to reach out to any schools/organizations that held a successful fundraiser in the fall, and invite them back to host another fundraiser in the spring or summer.
- If you would like to participate in Force 4 Good, and have yet to sign up, please submit a ticket to the Marketing Service Desk - Jira Service Management (freddysusa.atlassian.net/servicedesk/customer/portal/7)

DONATE WITH A
Freddy's **DOUBLE**



**COME ENJOY YOUR
FREDDY'S FAVORITES
WHILE HELPING
A GREAT CAUSE!**

Veterans Day and Holiday Season

- Reach out to local VFWs and military nonprofits to bring awareness of Freddy's Veterans Day offerings.
- Partner with a local nonprofit/charitable organization during the holidays to build community engagement, generate organic content for social media, and offer giveback night opportunities.

Radio

- Work with local radio stations and do food drops to promote the new LTO. With many of our Guests traveling throughout the holiday season, audiences listening to radio could be higher.
- Consider purchasing local/digital radio ads as many people will tuning into holiday music stations. Approved radio scripts can be found at the Freddy's Marketplace: freddysmarketplace.com.

Gift Cards

- Now is the time to ensure your gift cards are fully stocked for the holiday season! Guests are buying gift cards now and preparing for the holiday season as well. Audit how many gift cards & gift card sleeves you have for each restaurant, and ensure that you have enough for the upcoming holiday season and that they are displayed in your restaurants. You can purchase gift cards directly through the Freddy's Marketplace: freddysmarketplace.com.

Training

CASHIER TALKING POINTS

French Onion Steakburger

Guest: I'd like to try the new French Onion Steakburger.

Cashier: Alright! Would you like the combo or just the sandwich?

Guest: I'll have the combo, please.

Cashier: Sure! Is everything okay on that?

Guest: What comes on the French Onion Steakburger?

Cashier: That comes with bacon, Swiss cheese, grilled and crispy onions, and French Onion Sauce.

OREO® Cookie Peppermint Shake

Guest: I'll have an OREO® Cookie Peppermint Shake.

Cashier: Okay! Would you like a mini, regular, or large?

Guest: Regular.

Guest: Does it come with peppermint candy?

Cashier: It sure does! They come mixed in and sprinkled on top.

French Onion Steakburger



#	INGREDIENTS - SPECIFICATIONS	HOLD	WEIGHT	VOLUME	EACH
1	Bun, buttered and toasted	Room Temp			1
2	Steakburger patties	33° - 41°	2.66 oz.		2
3	Cheese, sliced Swiss	33° - 41°			2 slices
4	Onions, grilled	33° - 41°	2 oz.		
5	Bacon	33° - 41°			2 slices
6	French Onion Sauce, prepped	33° - 41°			2 rings - blue lid (1 top, 1 bottom)
7	Crispy onions	Room Temp			1 scoop (black #30 disher)
	<i>Combo (add)</i>				
9	Fries, lightly and evenly seasoned (Regular)	≤ 10°		5.5 oz.	

FRENCH ONION SAUCE PREP

- Combine all ingredients into an 8 qt. container.
- Properly seal, label, and store under refrigeration.
- Chill for at least **12 hours** before serving.
- Pour into squeeze bottle with a **blue lid** and keep in cooler for daily use.

INGREDIENTS	½ BATCH	FULL BATCH
Mayonnaise	1 quart	2 quarts
French Onion Mix	1 packet	2 packets

STANDARD PROCEDURE

- Place 2 slices of bacon and 2 oz. of grilled onions on the grill in the end zone. Evenly cook for 1 minute on each side, totaling 2 minutes.
- Place 2 steakburger patties on grill in the proper lane and sear for 10 seconds. Turn over and quickly press out to 4½ in. diameter. Season lightly and evenly, let cook for 45 seconds. Use pressing spatula at a 45° angle to peel patties from grill.
- Turn patties and top each with Swiss cheese. Cook for another 30 seconds.
- Butter bun top and place, along with unbuttered bun bottom, in the top of the bun toaster.
- Dress by squeezing 1 ring of French Onion Sauce onto EACH bun, totaling 2 rings - **1 ring on the bun top AND 1 ring on the bun bottom.**
- Using a black #30 disher, place 1 **full** scoop of crispy onions on the bun top.
- Stack one steakburger patty on top of the other and place 2 slices of bacon (in an “X” pattern) on top. Place grilled onions on top of bacon, then place patties on dressed bun bottom.
- Top sandwich with dressed bun top.
- For dine-in orders, place neatly into a lined basket. If ordered, add the side item. Place neatly in a small to-go box for carry-out and Drive-thru orders.

SHELF LIFE

- French Onion Sauce, prepped - 7 days.
- Crispy onions - 5 days.

POINTS FOR QUALITY CONTROL

- Store crispy onions in a 4 quart cambro with a green lid.
- The French Onion Spread recipe can be scaled up in ½ or full batch increments, but should **not** be scaled down to avoid having unused, partial packets.
- When peeling steakburger patties from the grill, be careful not to pull the caramelization off the patties.
- All steakburgers must be cooked to an internal temperature of 165°. Properly following the cooking process will ensure they reach this temperature.

OREO® Cookie Peppermint Shake



#	INGREDIENTS - SPECIFICATIONS	HOLD	MINI	REGULAR	LARGE
		Cup Size	10 oz.	14 oz.	20 oz.
1	Custard: Chocolate	≤ 10°	¾ scoop	1 ½ scoop	2 scoops
2	Custard: Vanilla	≤ 10°	¾ scoop	1 scoop	1 ½ scoop
3	Peppermint Syrup (Monin Pump ONLY)	Room Temp	1 pump	2 pumps	3 pumps
4	Milk	33° - 41°	3 pumps	4 pumps	6 pumps
5	OREO® Cookie	Room Temp	1 scoop (black #30 disher)	1 scoop (black #30 disher)	2 scoops (black #30 disher)
6	Peppermint Candy	Room Temp	1 scoop (black #30 disher)	1 scoop (black #30 disher)	2 scoops (black #30 disher)
7	Whipped Cream	33° - 41°	0.3 oz.	0.3 oz.	0.3 oz.
8	Garnish: Peppermint Candy	Room Temp	½ scoop	½ scoop	½ scoop

STANDARD PROCEDURE

- Select the correct size collar and secure on cup.
- Place the specified amount of milk in the bottom of the cup.
- Add the correct number of pumps of peppermint syrup in the bottom of the cup. **Only use the provided ¼ oz. Monin pump for peppermint syrup.**
- Add scoop(s) of OREO® Cookies and peppermint candy.
- Place scoop(s) of chocolate custard.
- Add scoop(s) of vanilla custard on top.
- Blend for 30 seconds, evenly distributing toppings throughout the shake.
- Remove cup collar and place in sink.
- Garnish with whipped cream (approximately 2" in diameter) and a ½ scoop of peppermint candy.
- Place domed lid on cup securely and serve immediately with a wrapped straw on the side.

SHELF LIFE

- Peppermint Candy – 30 days.
- Peppermint Syrup – 45 days.

POINTS FOR QUALITY CONTROL

- The ¼ oz. pump for peppermint syrup is provided by Monin and will be included in the POP kit.
- Any moisture will cause peppermint candy to clump. To avoid clumping, only fill a ⅓ pan a quarter of the way and keep covered for service (if available, use a ⅓ pan lid to cover). Be sure to re-seal the peppermint candy bag and store at room temperature.

Nutrition information

Item Name	Measure	Cals (kcal)	Fat Cals (kcal)	Fat (g)	SatFat (g)	Trans-Fat (g)	Chol (mg)	Sod (mg)	Carb (g)	TotFib (g)	Sugar (g)	Prot (g)
French Onion Steakburger - Single	1 serving	900	560	64	22	0.5	110	1600	48	3	7	33
French Onion Steakburger - Double	1 serving	1140	710	81	30	1	190	2120	48	3	7	56
French Onion Steakburger - Triple	1 serving	1410	880	99	39	1.5	275	2760	48	3	7	81
OREO® Cookie Peppermint Shake Vanilla - Mini	1 serving	580	190	21	12	0	100	220	82	1	62	10
OREO® Cookie Peppermint Shake Vanilla - Regular	1 serving	790	280	31	18	0	150	300	108	1	85	14
OREO® Cookie Peppermint Shake Vanilla - Large	1 serving	1210	400	45	25	0	205	450	175	1	134	20
OREO® Cookie Peppermint Shake Chocolate - Mini	1 serving	590	190	21	12	0	80	210	85	1	65	11
OREO® Cookie Peppermint Shake Chocolate - Regular	1 serving	820	280	31	18	0	125	290	113	1	90	17
OREO® Cookie Peppermint Shake Chocolate - Large	1 serving	1250	400	45	25	0	170	430	181	1	141	23
OREO® Cookie Peppermint Shake Half/Half - Mini	1 serving	580	190	21	12	0	90	210	84	1	64	11
OREO® Cookie Peppermint Shake Half/Half - Regular	1 serving	810	280	31	18	0	135	280	110	1	87	15
OREO® Cookie Peppermint Shake Half/Half - Large	1 serving	1230	400	45	25	0	185	430	178	1	138	21

Purchasing

ITEM: **French Onion Steakburger - Single**

Source ITEM #	Ingredient Description & Packaging	Source Price	Units Per Pack	Unit of Measure	Cost Per Unit	Recipe Quantity	Recipe Item Cost	TOTAL COST
Local - Bun	Burger Bun	\$ 2.40	12	each	\$ 0.20	1.00	\$ 0.20	\$ 0.200
188297	BEEF, PATTY GROUND STEAK BURGER 85/15 6:1 PUCK 1" THICK RAW REF	\$ 148.15	288	each	\$ 0.51	1.00	\$ 0.51	\$ 0.514
2340842	Cheese, Swiss American White Sl 160Ct Ref	\$ 49.79	640	each	\$ 0.08	1.00	\$ 0.08	\$ 0.078
780278	Bacon, Applewood Smoked Sliced 0.95 Thickness	\$ 137.67	1200	each	\$ 0.11	2.00	\$ 0.23	\$ 0.229
8116550	Lipton Savoury Onion Soup	\$ 36.81	48	oz.	\$ 0.77	0.04	\$ 0.03	\$ 0.031
9004961	ONION, FRIED SLICED RESEALABLE BAG ORIGINAL TOPPING	\$ 35.25	144	oz.	\$ 0.24	0.47	\$ 0.12	\$ 0.115
8326696	Onion Yel Jbo Bag 50/Lbs Fresh	\$ 30.81	712	oz.	\$ 0.04	0.81	\$ 0.04	\$ 0.035
3047412	Mayonnaise Heavy Duty Orig Recipe	\$ 43.55	512	oz.	\$ 0.09	0.66	\$ 0.06	\$ 0.056
7160602	Potato, French-Fry 3/16" Julienne	\$ 30.94	528	oz.	\$ 0.06	7.50	\$ 0.44	\$ 0.439
	Total BEVERAGE Q FACTOR							\$ 0.596
	Total Q Factor Sandwich COMBO							\$ 0.240
	Total Q Factor Sandwich							\$ 0.123
TOTAL COMBO ITEM COST:								\$ 2.534

Freddy's Fries	Reg	Large	Combo	Item Cost	Menu Price	Food Cost%	Gross Profit
By Volume	5.5 oz	7.5 oz	T0	\$ 2.53	\$ 9.59	26.4%	\$ 7.06
By Weight	4.2 oz	6.5 oz	T1,2,3,5	\$ 2.53	\$ 9.99	25.4%	\$ 7.46
By Weight before cooking	7.5 oz	10.8 oz	T4	\$ 2.53	\$ 10.19	24.9%	\$ 7.66
			T6,7,8,9,10,11	\$ 2.53	\$ 10.49	24.2%	\$ 7.96
			T12	\$ 2.53	\$ 10.79	23.5%	\$ 8.26
			T13	\$ 2.53	\$ 10.99	23.1%	\$ 8.46
			T14	\$ 2.53	\$ 11.29	22.4%	\$ 8.76
			T15	\$ 2.53	\$ 11.49	22.1%	\$ 8.96

Sandwich ONLY	Item Cost	Menu Price	Food Cost%	Gross Profit
T0	\$ 1.38	\$ 6.59	21.0%	\$ 5.21
T1,2,3,5	\$ 1.38	\$ 6.99	19.8%	\$ 5.61
T4	\$ 1.38	\$ 7.19	19.2%	\$ 5.81
T6,7,8,9,10,11	\$ 1.38	\$ 7.49	18.4%	\$ 6.11
T12	\$ 1.38	\$ 7.79	17.7%	\$ 6.41
T13	\$ 1.38	\$ 7.99	17.3%	\$ 6.61
T14	\$ 1.38	\$ 8.29	16.7%	\$ 6.91
T15	\$ 1.38	\$ 8.49	16.3%	\$ 7.11

Order Guide - USF KC 08 19 22
All prices are approximate and vary by distribution center.

ITEM: **French Onion Steakburger - Double**

Source ITEM #	Ingredient Description & Packaging	Source Price	Units Per Pack	Unit of Measure	Cost Per Unit	Recipe Quantity	Recipe Item Cost	TOTAL COST
Local - Bun	Burger Bun	\$ 2.40	12	each	\$ 0.20	1.00	\$ 0.20	\$ 0.200
188297	BEEF, PATTY GROUND STEAK BURGER 85/15 6:1 PUCK 1" THICK RAW REF	\$ 148.15	288	each	\$ 0.51	2.00	\$ 1.03	\$ 1.029
2340842	Cheese, Swiss American White Sl 160Ct Ref	\$ 49.79	640	each	\$ 0.08	2.00	\$ 0.16	\$ 0.156
780278	Bacon, Applewood Smoked Sliced 0.95 Thickness	\$ 137.67	1200	each	\$ 0.11	2.00	\$ 0.23	\$ 0.229
8116550	Lipton Savoury Onion Soup	\$ 36.81	48	oz.	\$ 0.77	0.04	\$ 0.03	\$ 0.031
9004961	ONION, FRIED SLICED RESEALABLE BAG ORIGINAL TOPPING	\$ 35.25	144	oz.	\$ 0.24	0.47	\$ 0.12	\$ 0.115
8326696	Onion Yel Jbo Bag 50/Lbs Fresh	\$ 30.81	712	oz.	\$ 0.04	0.81	\$ 0.04	\$ 0.035
3047412	Mayonnaise Heavy Duty Orig Recipe	\$ 43.55	512	oz.	\$ 0.09	0.66	\$ 0.06	\$ 0.056
7160602	Potato, French-Fry 3/16" Julienne	\$ 30.94	528	oz.	\$ 0.06	7.50	\$ 0.44	\$ 0.439
	Total BEVERAGE Q.FACTOR							\$ 0.596
	Total Q Factor Sandwich COMBO							\$ 0.240
	Total Q Factor Sandwich							\$ 0.123
TOTAL COMBO ITEM COST:								\$ 3.127

Freddy's Fries	Reg	Large	Combo	Item Cost	Menu Price	Food Cost%	Gross Profit
By Volume	5.5 oz	7.5 oz	T0	\$ 3.13	\$ 10.19	30.7%	\$ 7.06
By Weight	4.2 oz	6.5 oz	T1,2,3,5	\$ 3.13	\$ 10.59	29.5%	\$ 7.46
By Weight before cooking	7.5 oz	10.8 oz	T4	\$ 3.13	\$ 10.79	29.0%	\$ 7.66
			T6,7,8,9,10,11	\$ 3.13	\$ 11.09	28.2%	\$ 7.96
			T12	\$ 3.13	\$ 11.39	27.5%	\$ 8.26
			T13	\$ 3.13	\$ 11.59	27.0%	\$ 8.46
			T14	\$ 3.13	\$ 11.89	26.3%	\$ 8.76
			T15	\$ 3.13	\$ 12.09	25.9%	\$ 8.96

Sandwich ONLY	Item Cost	Menu Price	Food Cost%	Gross Profit
T0	\$ 1.97	\$ 7.19	27.5%	\$ 5.22
T1,2,3,5	\$ 1.97	\$ 7.59	26.0%	\$ 5.62
T4	\$ 1.97	\$ 7.79	25.3%	\$ 5.82
T6,7,8,9,10,11	\$ 1.97	\$ 8.09	24.4%	\$ 6.12
T12	\$ 1.97	\$ 8.39	23.5%	\$ 6.42
T13	\$ 1.97	\$ 8.59	23.0%	\$ 6.62
T14	\$ 1.97	\$ 8.89	22.2%	\$ 6.92
T15	\$ 1.97	\$ 9.09	21.7%	\$ 7.12

Order Guide - USF KC 08 19 22
All prices are approximate and vary by distribution center.

ITEM: **French Onion Steakburger - Triple**

Source ITEM #	Ingredient Description & Packaging	Source Price	Units Per Pack	Unit of Measure	Cost Per Unit	Recipe Quantity	Recipe Item Cost	TOTAL COST
Local - Bun	Burger Bun	\$ 2.40	12	each	\$ 0.20	1.00	\$ 0.20	\$ 0.200
188297	BEEF, PATTY GROUND STEAK BURGER 85/15 6:1 PUCK 1" THICK RAW REF	\$ 148.15	288	each	\$ 0.51	3.00	\$ 1.54	\$ 1.543
2340842	Cheese, Swiss American White SI 160Ct Ref	\$ 49.79	640	each	\$ 0.08	3.00	\$ 0.23	\$ 0.233
780278	Bacon, Applewood Smoked Sliced 0.95 Thickness	\$ 137.67	1200	each	\$ 0.11	2.00	\$ 0.23	\$ 0.229
8116550	Lipton Savoury Onion Soup	\$ 36.81	48	oz.	\$ 0.77	0.04	\$ 0.03	\$ 0.031
9004961	ONION, FRIED SLICED RESEALABLE BAG ORIGINAL TOPPING	\$ 35.25	144	oz.	\$ 0.24	0.47	\$ 0.12	\$ 0.115
8326696	Onion Yel Jbo Bag 50/Lbs Fresh	\$ 30.81	712	oz.	\$ 0.04	0.81	\$ 0.04	\$ 0.035
3047412	Mayonnaise Heavy Duty Orig Recipe	\$ 43.55	512	oz.	\$ 0.09	0.66	\$ 0.06	\$ 0.056
7160602	Potato, French-Fry 3/16" Julienne	\$ 30.94	528	oz.	\$ 0.06	7.50	\$ 0.44	\$ 0.439
	Total BEVERAGE Q FACTOR							\$ 0.596
	Total Q Factor Sandwich COMBO							\$ 0.240
	Total Q Factor Sandwich							\$ 0.123
TOTAL COMBO ITEM COST:								\$ 3.719

Freddy's Fries	Reg	Large	Combo	Item Cost	Menu Price	Food Cost%	Gross Profit
By Volume	5.5 oz	7.5 oz	T0	\$ 3.72	\$ 11.49	32.4%	\$ 7.77
By Weight	4.2 oz	6.5 oz	T1,2,3,5	\$ 3.72	\$ 11.89	31.3%	\$ 8.17
By Weight before cooking	7.5 oz	10.8 oz	T4	\$ 3.72	\$ 12.09	30.8%	\$ 8.37
			T6,7,8,9,10,11	\$ 3.72	\$ 12.39	30.0%	\$ 8.67
			T12	\$ 3.72	\$ 12.69	29.3%	\$ 8.97
			T13	\$ 3.72	\$ 12.89	28.9%	\$ 9.17
			T14	\$ 3.72	\$ 13.19	28.2%	\$ 9.47
			T15	\$ 3.72	\$ 13.39	27.8%	\$ 9.67

Sandwich ONLY	Item Cost	Menu Price	Food Cost%	Gross Profit
T0	\$ 2.57	\$ 8.49	30.2%	\$ 5.92
T1,2,3,5	\$ 2.57	\$ 8.89	28.9%	\$ 6.32
T4	\$ 2.57	\$ 9.09	28.2%	\$ 6.52
T6,7,8,9,10,11	\$ 2.57	\$ 9.39	27.3%	\$ 6.82
T12	\$ 2.57	\$ 9.69	26.5%	\$ 7.12
T13	\$ 2.57	\$ 9.89	25.9%	\$ 7.32
T14	\$ 2.57	\$ 10.19	25.2%	\$ 7.62
T15	\$ 2.57	\$ 10.39	24.7%	\$ 7.82

Order Guide - USF KC 08 19 22
All prices are approximate and vary by distribution center.

ITEM: **Oreo® Cookie Peppermint Shake - Mini**

Source ITEM #	Ingredient Description & Packaging	Source Price	Units Per Pack	Unit of Measure	Cost Per Unit	Recipe Quantity	Recipe Item Cost	TOTAL COST
2930378	Custard Mix, Plain Ref Bag *	\$ 50.46	736	oz.	\$ 0.07	3.50	\$ 0.24	\$ 0.240
2930386	Custard Mix, Chocolate Ref Bag *	\$ 54.50	736	oz.	\$ 0.07	3.50	\$ 0.26	\$ 0.259
2998714	Extract, Vanilla	\$ 200.37	512	oz.	\$ 0.39	0.01	\$ 0.00	\$ 0.004
8350258	Milk, Whole Vit D Plastic Jug Ref Pasteurized	\$ 21.52	512	oz.	\$ 0.04	3.00	\$ 0.13	\$ 0.126
3274537	Crumb, Cookie Oreo Med Piece Bulk	\$ 42.13	400	oz.	\$ 0.11	0.50	\$ 0.05	\$ 0.053
3657350	TOPPING, PEPPERMINT CRUSHED SHELF STABLE IMPORTED MEXICAN	\$ 46.55	160	oz.	\$ 0.29	0.93	\$ 0.27	\$ 0.271
4731220	UP, PEPPERMINT ITALIAN STYLE PLASTIC BOTTLE COFFEE BEVER	\$ 26.57	135	oz.	\$ 0.20	0.25	\$ 0.05	\$ 0.049
7999048	Topping, Whipped Cream	\$ 43.65	192	oz.	\$ 0.23	0.30	\$ 0.07	\$ 0.068
	Q Factor Shake - Generic Mini							\$ 0.121
TOTAL ITEM COST:								\$ 1.191

Market	Item Cost	Menu Price	Food Cost%	Gross Profit
T0	\$ 1.19	\$ 4.69	25.4%	\$ 3.50
T1,3,5	\$ 1.19	\$ 5.09	23.4%	\$ 3.90
T2	\$ 1.19	\$ 5.19	23.0%	\$ 4.00
T4	\$ 1.19	\$ 5.09	23.4%	\$ 3.90
T6,7,8,9,10	\$ 1.19	\$ 5.29	22.5%	\$ 4.10
T11	\$ 1.19	\$ 5.39	22.1%	\$ 4.20
T12	\$ 1.19	\$ 5.39	22.1%	\$ 4.20
T13	\$ 1.19	\$ 5.59	21.3%	\$ 4.40
T14	\$ 1.19	\$ 5.79	20.6%	\$ 4.60
T15	\$ 1.19	\$ 6.09	19.6%	\$ 4.90

Order Guide - USF KC 08 19 22

All estimates are approximate and vary by distribution center

ITEM: **Oreo® Cookie Peppermint Shake - Regular**

Source ITEM #	Ingredient Description & Packaging	Source Price	Units Per Pack	Unit of Measure	Cost Per Unit	Recipe Quantity	Recipe Item Cost	TOTAL COST
2930378	Custard Mix, Plain Ref Bag *	\$ 50.46	736	oz.	\$ 0.07	4.66	\$ 0.32	\$ 0.319
2930386	Custard Mix, Chocolate Ref Bag *	\$ 54.50	736	oz.	\$ 0.07	6.99	\$ 0.52	\$ 0.518
2998714	Extract, Vanilla	\$ 200.37	512	oz.	\$ 0.39	0.01	\$ 0.00	\$ 0.005
8350258	Milk, Whole Vit D Plastic Jug Ref Pasteurized	\$ 21.52	512	oz.	\$ 0.04	4.00	\$ 0.17	\$ 0.168
3274537	Crumb, Cookie Oreo Med Piece Bulk	\$ 42.13	400	oz.	\$ 0.11	0.50	\$ 0.05	\$ 0.053
3657350	TOPPING, PEPPERMINT CRUSHED SHELF STABLE IMPORTED MEXICAN	\$ 46.55	160	oz.	\$ 0.29	0.93	\$ 0.27	\$ 0.271
4731220	UP, PEPPERMINT ITALIAN STYLE PLASTIC BOTTLE COFFEE BEVER	\$ 26.57	135	oz.	\$ 0.20	0.50	\$ 0.10	\$ 0.098
7999048	Topping, Whipped Cream	\$ 43.65	192	oz.	\$ 0.23	0.30	\$ 0.07	\$ 0.068
	Q Factor Shake - Generic Reg							\$ 0.136
TOTAL ITEM COST:								\$ 1.636

Market	Item Cost	Menu Price	Food Cost%	Gross Profit
T0	\$ 1.64	\$ 5.69	28.7%	\$ 4.05
T1,3,5	\$ 1.64	\$ 6.09	26.9%	\$ 4.45
T2	\$ 1.64	\$ 6.19	26.4%	\$ 4.55
T4	\$ 1.64	\$ 6.09	26.9%	\$ 4.45
T6,7,8,9,10	\$ 1.64	\$ 6.29	26.0%	\$ 4.65
T11	\$ 1.64	\$ 6.39	25.6%	\$ 4.75
T12	\$ 1.64	\$ 6.39	25.6%	\$ 4.75
T13	\$ 1.64	\$ 6.59	24.8%	\$ 4.95
T14	\$ 1.64	\$ 6.79	24.1%	\$ 5.15
T15	\$ 1.64	\$ 7.09	23.1%	\$ 5.45

Order Guide - USF KC 08 19 22

All estimates are approximate and vary by distribution center

ITEM: **Oreo® Cookie Peppermint Shake - Large**

Source ITEM #	Ingredient Description & Packaging	Source Price	Units Per Pack	Unit of Measure	Cost Per Unit	Recipe Quantity	Recipe Item Cost	TOTAL COST
2930378	Custard Mix, Plain Ref Bag *	\$ 50.46	736	oz.	\$ 0.07	7.24	\$ 0.50	\$ 0.497
2930386	Custard Mix, Chocolate Ref Bag *	\$ 54.50	736	oz.	\$ 0.07	9.66	\$ 0.72	\$ 0.715
2998714	Extract, Vanilla	\$ 200.37	512	oz.	\$ 0.39	0.02	\$ 0.01	\$ 0.008
8350258	Milk, Whole Vit D Plastic Jug Ref Pasteurized	\$ 21.52	512	oz.	\$ 0.04	6.00	\$ 0.25	\$ 0.252
3274537	Crumb, Cookie Oreo Med Piece Bulk	\$ 42.13	400	oz.	\$ 0.11	1.00	\$ 0.11	\$ 0.105
3657350	DIPPING, PEPPERMINT CRUSHED SHELF STABLE IMPORTED MEXICAN	\$ 46.55	160	oz.	\$ 0.29	1.80	\$ 0.52	\$ 0.524
4731220	UP, PEPPERMINT ITALIAN STYLE PLASTIC BOTTLE COFFEE BEVER	\$ 26.57	135	oz.	\$ 0.20	0.75	\$ 0.15	\$ 0.148
7999048	Topping, Whipped Cream	\$ 43.65	192	oz.	\$ 0.23	0.30	\$ 0.07	\$ 0.068
	Q Factor Shake - Generic Large							\$ 0.155
TOTAL ITEM COST:								\$ 2.472

Market	Item Cost	Menu Price	Food Cost%	Gross Profit
T0	\$ 2.47	\$ 6.69	37.0%	\$ 4.22
T1,3,5	\$ 2.47	\$ 7.09	34.9%	\$ 4.62
T2	\$ 2.47	\$ 7.19	34.4%	\$ 4.72
T4	\$ 2.47	\$ 7.09	34.9%	\$ 4.62
T6,7,8,9,10	\$ 2.47	\$ 7.29	33.9%	\$ 4.82
T11	\$ 2.47	\$ 7.39	33.5%	\$ 4.92
T12	\$ 2.47	\$ 7.39	33.5%	\$ 4.92
T13	\$ 2.47	\$ 7.59	32.6%	\$ 5.12
T14	\$ 2.47	\$ 7.79	31.7%	\$ 5.32
T15	\$ 2.47	\$ 8.09	30.6%	\$ 5.62

Order Guide - USF KC 08 19 22

All estimates are approximate and vary by distribution center

Mobile App

The LTO will be automatically live on the OLO menu on launch day. If your location is currently out of a product, for example onion rings, the product will not be automatically 86'd for the LTO combo. To prevent a guest receiving a poor digital ordering experience, please go into the OLO menu on launch day and verify that anything that is unavailable at your store is 86'd with the LTO combo.

Please visit the [Mobile Ordering Page](#) on The Scoop for more information on the OLO menu.

Promotional Checklist

- Product Ordered..... ☐
- Specs Posted ☐
- Team Trained ☐
- Team Product Tasting..... ☐
- LED/Reader Board Updated..... ☐
- Translites..... ☐
 - Correct size ☐
 - Placed in Drive-thru ☐
- Yard Signs..... ☐
- Window Clings ☐
- Counter Cards ☐
- Register Order Confirmation Display Program ☐
- Photos of LTOs on Zenput..... ☐
- Product Prepped ☐



VETERANS DAY

2022 ROLLOUT GUIDE

As you know, Freddy was a decorated World War II Veteran, and Veterans Day is core to the Freddy's brand. This year, we will be continuing our program with a strong "thank you" message coupled with an offer to the Veterans & current military personnel.

The objective for this promotion is to honor and thank Veterans and current military personnel for their service, and to remind Guests of the strong link between Freddy's and the Veterans/military community.

Important Dates:

- **October 26th**
 - » Marketing Materials start arriving with the Promo Window 5 POP kits
- **November 1st-30th**
 - » Folds of Honor Giveback
- **November 11th**
 - » Veterans Day – Give out comp cards
 - » First day for Veterans/military personnel to redeem comp cards
- **November 30th**
 - » Last day for Veterans/military personnel to redeem comp cards

Offer:

A free Freddy's Original Double with Cheese combo meal card to be given out to Veterans and current military personnel only on Veterans Day, Friday, 11/11.

- This specially designed card is valid through 11/30/22.
- While the card is intended to be used on a later visit, all Freddy's locations should honor it if the Veteran wants to use it that day.
- The card can only be received by a Veteran/military personnel, but anyone can redeem - i.e. the Veteran could give the card to someone else to use.
- No purchase is necessary to receive or redeem the card. **Military ID IS NOT required to receive or redeem the card.**
- When Guests redeem these cards, please use the Veterans Day button.

Other Considerations:

- We encourage you to fully honor the free Freddy's Original Double with Cheese combo meal offer without restrictions – i.e. if the Guest wishes to modify or upgrade the components of his/her combo meal.
- If your restaurant runs out of the Veterans Day combo meal cards, please use standard free combo meal cards and have a manager write “Veterans Day” on the back, to better track redemptions.

POP Kit Inclusions:

- Veterans Comp Cards
- Digital Menus – auto push
- Register – auto push
- Poster
- Digital OOH
- Social Media
- Yard Sign
- Freddys.com
- Email



VETERANS DAY PROMOTION CALENDAR

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Post materials & begin to wear Veterans Day buttons (wait until 11/11 to distribute Comp Cards) Distribute posters to local Veterans groups	2	3	4	5
6	7	8	9	10	11 Veterans Day Give current Veterans & military personnel comp card EOD - Remove all signage & buttons Redeem Veterans Day Free Freddy's Original Double w/ Cheese Combo Meal Cards	12
13	14	15	16	17	18	19
Redeem Veterans Day Free Freddy's Original Double w/ Cheese Combo Meal Cards						
20	21	22	23	24	25	26
Redeem Veterans Day Free Freddy's Original Double w/ Cheese Combo Meal Cards						
27	28	29	30 EOD - Comp Card Expires			
Redeem Veterans Day Free Freddy's Original Double w/ Cheese Combo Meal Cards						

Folds of Honor & Giving Back

In addition to our Veterans Day promotion, we will also be doing a month long Giveback with our new foundation partner, Folds of Honor.



The Folds of Honor Foundation has been providing scholarships to spouses and children of America's fallen and disabled service members since 2017. And now, their mission expands to the families of America's first responders.

Folds of Honor holds a special place in Freddy's community, as this was a foundation that Freddy himself wanted to be a part of & make donations to.

Objective: Guests will have the option to give back to the Folds of Honor Foundation by rounding up to the nearest dollar in-restaurant or selecting a \$1, \$3, \$5 or \$10 donation when ordering in-app or Online.

Timeline: November 1st – November 30th

Register Instructions: Will be sent out via email & posted directly only the scoop. Please ensure all Team Members and management review.

Artwork: Digital menu artwork will be uploaded to your menu boards. Once the digital menu board artwork is live on November 1, you may begin promoting the Giveback.

CASHIER TALKING POINTS

Folds of Honor Give Back

This program will be driven by cashiers politely asking Guests if they'd like to participate. By sharing the Folds of Honor fundraising efforts with our Guests, you remind them of Freddy's commitment to community.

After the order is placed, but before taking payment, cashiers should ask the following:

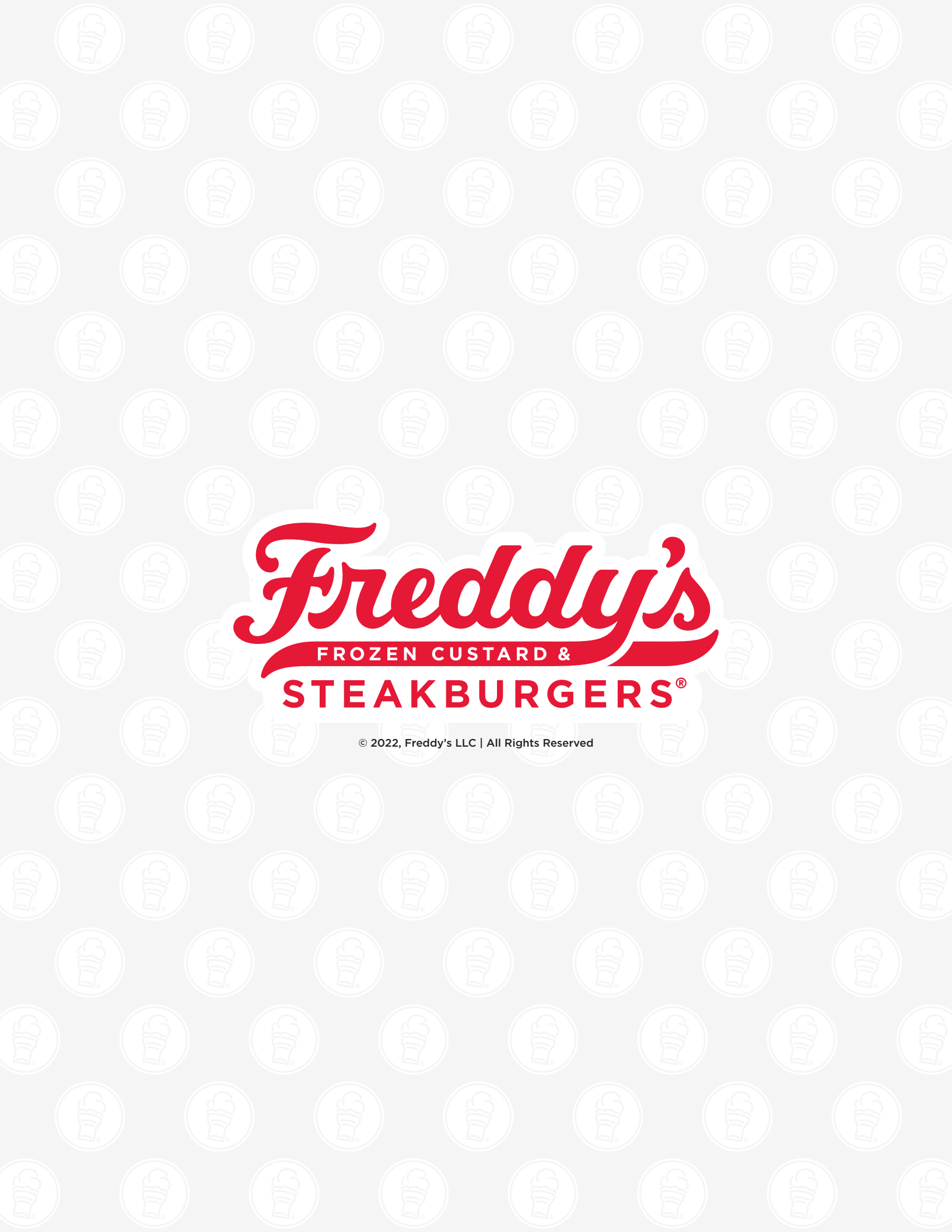
Cashier: ***Would you like to round up to the nearest dollar to support the Folds of Honor Scholarship program?***

Guest: Sure!

Cashier: ***Thank you for your contribution! All funds will be donated to the Folds of Honor organization.***

Guest: What is the Folds of Honor Foundation?

Cashier: ***The Folds of Honor Foundation provides scholarships to spouses and children of America's fallen and disabled service members.***

The background of the entire image is a repeating pattern of small, light gray ice cream cones, each topped with a swirl of custard, enclosed within a thin circular border.

Freddy's

FROZEN CUSTARD &
STEAKBURGERS®

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