

IT'S Comfort Food SEASON



SLIM CHICKENS®

PROMO 4B
IMPLEMENTATION GUIDE
NOVEMBER 28 – JANUARY 15

Introduction	p. 3
Calendar	p. 4
Transition Timeline	p. 5
Main Promotion: Tender Mac Bowl Meals	pp. 6-8
Sub Promotion: Holiday Pack	pp. 9-10
Sub Promotion: Catering	p. 11
Sub Promotion: Holiday Jar Desserts	pp. 12-13
Sub Promotion: Cranberry Lemonade	pp. 14-17
Front Porch Training	p. 18
Product Information	p. 19
POP Kit	pp. 20-25
Marketing Materials	pp. 22-24
Training Materials	p. 25
Digital Signage	p. 26
Planogram (What Your Restaurant Should Look Like)	p. 27
Next Steps	p. 28



IT'S COMFORT FOOD SEASON!

Promo Period:
11/28 – 1/15



TENDER MAC BOWLS



HOLIDAY PACK



HOLIDAY JARS



CRANBERRY LEMONADE

We're excited to transition into the second half of our Tender Mac Bowl Meal promotion after Thanksgiving.

Our **Tender Mac Bowl Meal** and **Buffalo Tender Mac Bowl Meal** have consistently ranked as two of our most beloved systemwide LTOs, and we expect them to continue to be a big hit through the end of the year.

Let's finish 2022 off strong with a solid promotion just in time for the holidays!

NOVEMBER 28TH – JANUARY 15TH, BRAND PROMOTIONS WILL FOCUS ON:

Tender Mac Bowl Meals: Classic & Buffalo (cont.)

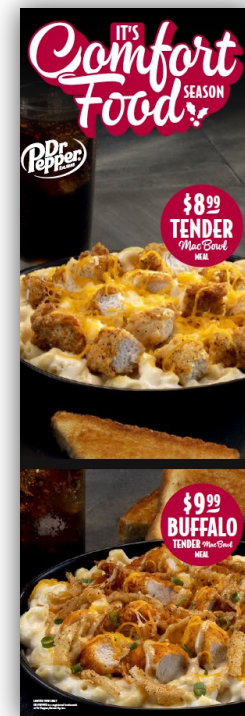
Holiday Pack

Holiday Jar Desserts

Cranberry Lemonade

Holiday Catering

Holiday Gift Cards



PROMO 4B CALENDAR

Wk. 47

11/21

Wk. 48

11/28

Wk. 49

12/5

Wk. 50

12/12

Wk. 51

12/19

Wk. 52

12/26

Wk. 1

1/2

Wk. 2

1/9

11/21
PROMO
4B SOFT
ROLL &
TRAINING

MAIN PROMO: TENDER MAC BOWL MEALS

SUB PROMOS: HOLIDAY PACK · HOLIDAY JARS · CRANBERRY LEMONADE · CATERING

HOLIDAY GIFT CARD CONTEST

11/24
Thanksgiving

12/8
Nat'l Brownie
Day

12/24
Christmas Eve

12/31
New Year's
Eve

11/28
Cyber Monday

12/15
Nat'l Comfort
Food Day

12/25
Christmas

1/1
New Year's
Day

11/25
Black Friday

See your local social calendar for local market ads, boosted posts and other digital activity.

PROMO 4A → PROMO 4B

Promo 4A: Tender Mac Bowls, Tailgate Pack, [Game Day] Catering & Harvest Jar Desserts

Remove In-Store Messaging: Monday, November 21st

Harvest Jar Desserts Disengaged from OLO: Monday, November 28th

Harvest Jar Desserts Disengaged from POS: Monday, December 12th

*PRIOR TO OPENING

Promo 4B: Tender Mac Bowls, Holiday Pack, Holiday Jar Desserts, Cranberry Lemonade & [Holiday] Catering

Soft Roll & Training: Monday, November 21st

Display In-Store Messaging: Monday, November 21st to Monday

Official Start Date & Media Launch: Monday, November 28th





Tender Mac Bowls

Our Mac Bowl Meals are made for comfort food season. Delicious mac & cheese topped with buttermilk-marinated, hand-breaded tenders and shredded cheese. Take it to the next level with Buffalo Tender Mac, featuring tenders shaken in Buffalo Sauce, crispy fried onions, scallions and a drizzle of Cayenne Ranch Sauce.



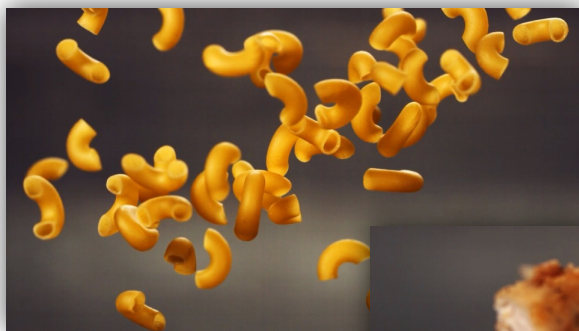
FOOD COSTS

Tender Mac Bowl Meal

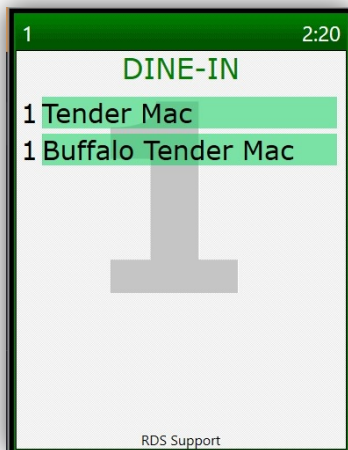
Item	Qty	Unit	Unit Cost	Totals
Mac & Cheese	11	oz	\$0.10	\$1.14
Tenders	2	Each	\$0.42	\$0.85
Cheddar Jack	0.6	oz	\$0.18	\$0.11
Toast	1	Each	\$0.11	\$0.11
Fountain Drink Composite	1	Each	\$0.27	\$0.27
Total Food Cost			27.48%	\$2.47
Paper Cost				
16 oz Bowl (Bottom)	1	Each	\$0.11	\$0.11
Lid (16oz Bowl Top)	1	Each	\$0.09	\$0.09
20 oz Cup	1	Each	\$0.06	\$0.06
20 oz. Lid	1	Each	\$0.02	\$0.02
Straw	1	Each	\$0.02	\$0.02
Cutlery	1	Each	\$0.03	\$0.03
Liner Paper - Basket 12x10	1	Each	\$0.01	\$0.01
Sandwich Sleeve for Toast	1	Each	\$0.03	\$0.03
Napkins	2	Each	\$0.01	\$0.01
Plastic Bag	1	Each	\$0.05	\$0.05
Total Paper Cost			4.84%	\$0.44
Total Food and Paper			32.32%	\$2.91
Menu Price				\$8.99

Buffalo Mac & Cheese Bowl Meal

Item	Qty	Unit	Unit Cost	Totals
Mac & Cheese	11	oz	\$0.10	\$1.14
Tenders	2	Each	\$0.42	\$0.85
Cayenne Ranch Spread	1	oz	\$0.08	\$0.08
Cheddar Jack	0.6	oz	\$0.18	\$0.11
Green Onions	1	oz	\$0.01	\$0.01
Fried Onions	1	oz	\$0.03	\$0.03
Hot Sauce	1	oz	\$0.11	\$0.11
Toast	1	Each	\$0.11	\$0.11
Fountain Drink Composite	20	oz	\$0.01	\$0.27
Total Food Cost			27.04%	\$2.70
Paper Cost				
16 oz Bowl (Bottom)	1	Each	\$0.11	\$0.11
Lid (16oz Bowl Top)	1	Each	\$0.09	\$0.09
20 oz Cup	1	Each	\$0.06	\$0.06
20 oz. Lid	1	Each	\$0.02	\$0.02
Straw	1	Each	\$0.02	\$0.02
Cutlery	1	Each	\$0.03	\$0.03
Sandwich sleeve for Toast	1	Each	\$0.03	\$0.03
Napkins	2	Each	\$0.01	\$0.01
Liner Paper - Basket 12x10	1	Each	\$0.01	\$0.01
Plastic Bag	1	Each	\$0.05	\$0.05
Total Paper Cost			4.36%	\$0.44
Total Food and Paper			31.40%	\$3.14
Menu Price				\$9.99



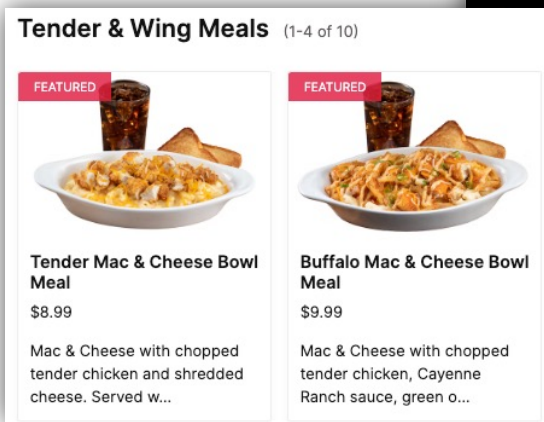
KDS



POS



OLO



*Local pricing may vary.

\$36.99 Holiday Pack

We will highlight the **\$36.99 Holiday Pack** during Promo 4B. The Holiday Pack is the perfect lunch or dinner option for four to five people.

This seasonal Family Pack includes 16 fresh, hand-breaded chicken tenders, six of our signature sauces, two large sides, four slices of Texas toast and five cutlery kits.

Holiday Pack				
Item	Qty	Unit	Unit Cost	Totals
Tenders	16	Each	\$0.42	\$6.77
Toast	4	Each	\$0.11	\$0.44
Mac and Cheese	16.5	Oz	\$0.10	\$1.71
Potato Salad	16.5	Oz	\$0.11	\$1.73
Sauces	6	Each	\$0.13	\$0.79
Total Food Cost			30.91%	\$11.43
Paper Cost				
16 oz Bowl (Bottom)	2	Each	\$0.11	\$0.23
Lid (16oz Bowl Top)	2	Each	\$0.09	\$0.18
Sauce Cup and Lid	6	Each	\$0.02	\$0.14
Napkins	12	Each	\$0.01	\$0.08
Cutlery	5	Each	\$0.03	\$0.14
Bag - Plastic Wave	1	Each	\$0.05	\$0.05
Liner Paper - Basket 12x10	3	Each	\$0.01	\$0.04
White Hinged Container	2	Each	\$0.16	\$0.33
Red Hinge Container	2	Each	\$0.21	\$0.42
Total Paper Cost			4.32%	\$1.60
Total Food and Paper			35.23%	\$13.03
Menu Price				\$36.99

FOOD COSTS

KDS

1

DRIVE THRU

1 - Holiday Pack

- 4 Toast

BBQ

BBQ

BBQ

BBQ

BBQ

BBQ

Mac & Chz LG

RDS Support

OLO

Family Meals (1-4 of 4)

FEATURED

Holiday Pack
 \$36.99 | 2940-5110 Calories
 16 Tenders, 2 Large Sides
 (Choose Mac & Cheese,
 Coleslaw or Potato Sal...

POS

1

1

Subtotal: \$0.00

Tax: \$0.00

Total: \$0.00

Balance Due: \$0.00

Delete

Modify

Repeat

Cancel Order

Quantity

Special Prep

Discounts & Promos

Adjust Payment

\$0.00

\$0.00

\$10

\$20

Comp Card

PIN Pad

PAY / CLOSE ORDER

New Order

Destination

Pickup Time

Future Orders

Rewards

Employee Functions

Manager Functions

Logout

10 Tenders

20 Tenders

25 Tenders

10 Wings

20 Wings

Chick's Tender Box

Slim's Tender Box

Slim's Chx Sand Box

Box Wrap

Coleslaw SC

Mac & Chz SC

Potato Sld SC

Garden Salad Tray

Bag of Chips

Coleslaw LC

Mac & Chz LC

Potato Sld LC

Texas Toast Tray

Gal Unsweet Tea

Gal Sweet Tea

Gal Peach Tea

Gal Rasp Tea

Gal Lemonade

Gal Cran Lemonade

Grab N Go Pack

Family Pack

Holiday Pack

Tailgate Pack

Meals

A La Carte

Sides & Desserts

Drinks

Catering

Regional Favorites

Gift Cards

Register 1 - Online Lane: Counter Destination: DRIVE THRU (DRIVE THRU) Currently logged in as RDS Support Version: 5.0.8190 10/17/2022 - 10:00:16 AM



Catering

Our delicious tender and wing trays, savory sides, chocolate chip brownies and convenient boxed lunches are the perfect fuel for a crowd of four or a crowd of 400 – especially during the holidays!



Holiday Jar Desserts

Our **Holiday Jar Desserts** are a crowd favorite and the perfect seasonal Jars for winter.

These decadent desserts feature classic cheesecake, Oreos / Reese's and thick whipped cream.

Oreo Cheesecake Jar Dessert				
Item	Unit	Quantity	Cost Per Unit	Total Cost/Qty
Cheesecake	pieces	16.00	\$0.07	\$1.06
Whip Topping	oz	1.00	\$0.18	\$0.18
Oreos (1/2 C.)	oz	2.20	\$0.25	\$0.55
Total Food Cost				\$1.79
Food Cost %				25.62%
Paper Cost				
Mason Jar	ea	1.00	\$0.52	\$0.52
Mason Jar Lid	ea	1.00	\$0.29	\$0.29
Spoon	ea	1.00	\$0.02	\$0.02
Napkin	ea	1.00	\$0.01	\$0.01
Total Paper Cost				\$0.84
Total Food and Paper Cost %				37.67%
Menu Price				\$6.99

Reese's Cheesecake Jar Dessert				
Item	Unit	Quantity	Cost Per Unit	Total Cost/Qty
Cheesecake	pieces	16.00	\$0.07	\$1.06
Whip Topping	oz	1.00	\$0.18	\$0.18
Reese's (1/2 C.)	oz	3.00	\$0.30	\$0.91
Total Food Cost				\$2.16
Food Cost %				30.83%
Paper Cost				
Mason Jar	ea	1.00	\$0.52	\$0.52
Mason Jar Lid	ea	1.00	\$0.29	\$0.29
Spoon	ea	1.00	\$0.02	\$0.02
Napkin	ea	1.00	\$0.01	\$0.01
Total Paper Cost				\$0.84
Total Food and Paper Cost %				42.88%
Menu Price				\$6.99

FOOD COSTS

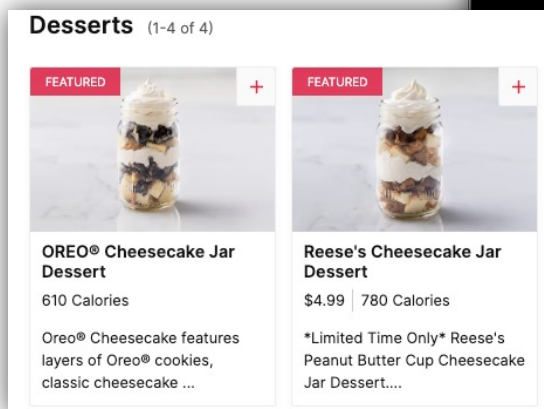
KDS



POS



OLO



*Local pricing may vary.

Cranberry Lemonade

Our **Cranberry Lemonade** is a fan favorite and the perfect beverage for the holiday season. Cran you handle it?



FOOD COSTS

Cranberry Lemonade | Kids Drink

Item	Unit	Quantity	Cost Per Uni	Total Cost
Cranberry Lemonade	oz.	7.20	\$0.05	\$0.33
Ice	oz.	4.80	\$0.00	\$0.00
Total Food Cost				\$0.33
Food Cost %				16.83%
Paper Cost				
Kids Cup	ea	1.00	\$0.06	\$0.06
Lid	ea	1.00	\$0.02	\$0.02
Straw	ea	1.00	\$0.00	\$0.00
Total Paper Cost				\$0.08
Total Food and Paper Cost %				20.88%
Menu Price				\$1.99

Cranberry Lemonade | Regular Drink

Item	Unit	Quantity	Cost Per Uni	Total Cost
Cranberry Lemonade	oz.	12.00	\$0.05	\$0.56
Ice	oz.	8.00	\$0.00	\$0.00
Total Food Cost				\$0.56
Food Cost %				24.38%
Paper Cost				
20 oz. Cup	ea	1.00	\$0.05	\$0.05
Lid	ea	1.00	\$0.02	\$0.02
Straw	ea	1.00	\$0.00	\$0.00
Total Paper Cost				\$0.08
Total Food and Paper Cost %				27.77%
Menu Price				\$2.29

Cranberry Lemonade | Large Drink

Item	Unit	Quantity	Cost Per Uni	Total Cost
Cranberry Lemonade	oz.	19.20	\$0.05	\$0.89
Ice	oz.	12.80	\$0.00	\$0.00
Total Food Cost				\$0.89
Food Cost %				32.02%
Paper Cost				
32 oz. Cup*	ea	1.00	\$0.10	\$0.10
Lid	ea	1.00	\$0.03	\$0.03
Straw	ea	1.00	\$0.00	\$0.00
Total Paper Cost				\$0.13
Total Food and Paper Cost %				36.61%
Menu Price				\$2.79

Cranberry Lemonade | Gallon

Item	Unit	Quantity	Cost Per Uni	Total Cost
Cranberry Lemonade	oz.	128.00	\$0.05	\$5.96
Total Food Cost				\$5.96
Food Cost %				59.61%
Paper Cost				
Gallon Jug + Lid	ea	1.00	\$0.89	\$0.89
Label	ea	1.00	\$0.02	\$0.02
Total Paper Cost				\$0.91
Total Food and Paper Cost %				68.74%
Menu Price				\$9.99

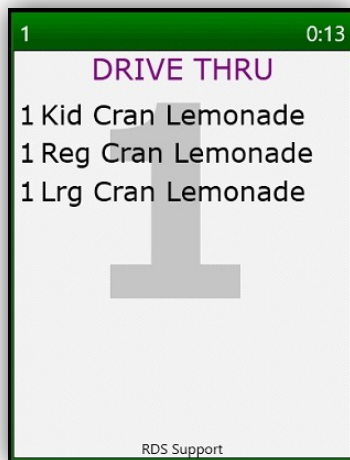
Cranberry Lemonade | Batch Prep

Item	Unit	Quantity	Cost Per Uni	Total Cost
Lemonade Concentrate	fl. oz.	64.00	\$0.21	\$13.14
Cranberry Concentrate	fl. oz.	48.00	\$0.21	\$9.85
Water	fl. oz.	384.00	\$0.00	\$0.00
Lemon (Sliced)	ea.	1.00	\$0.09	\$0.09
TOTALS		496.00	\$0.05	\$23.08

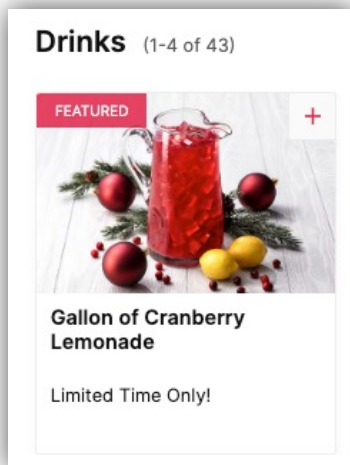


*32 oz. Styrofoam Cup

KDS



OLO



POS



*Local pricing may vary.

SUB PROMO: CRANBERRY LEMONADE

*



Drink Shack Bubblers



Drive Thru Bubblers

SLIM CHICKENS®

Home

Search

Notifications

Help

COUNTRY SELECTOR

Countries

TOOLBOX

My Tools

System

Training and Development

Communication

Operations

Home Dashboard

Customise

Welcome to Front Porch!

RECIPE BOOK

MANUALS

BRAND Announcements

&

FILES

LTO'S & Rollouts

LTO Training

LINKS

Congratulations TO OUR LATEST OPENINGS!

HOUSTON, TEXAS

Slim Chickens
160th Store Opening
March 14th, 2022

Welcome to the family!

Pin Program GUIDE

Click here for all
Promo 4B LTO
resources including
recipes, pre-shift
notes, schematics
and more.

18

Promo Name	Product	Auto-ship Qty	Auto-ship Date	Soft Roll	Official Start Date	Promotion End Date	Sysco OPCO SUPC's
Holiday Candy Jar Dessert (Oreo Cheesecake)	Oreos	N/A	N/A	11/21	11/28	1/15	3656998 (AR, Dallas, UT, MT, Louisville) 6400051 (Central AL, Central TX, West TX, NM, Seattle, Jackson (MS), Lincoln, Kansas City, Cleveland, VA, Columbia, Central FL, OK, Gulf Coast)

Promo Name	Product	Auto-ship Qty	Auto-ship Date	Soft Roll	Official Start Date	Promotion End Date	Sysco OPCO SUPC's
Holiday Candy Jar Dessert (Reese's Cheesecake)	Reese's Peanut Butter	1 case	11/17-11/19	11/21	11/28	1/15	7550502

Promo Name	Product	Auto-ship Qty	Auto-ship Date	Soft Roll	Official Start Date	Promotion End Date	Sysco OPCO SUPC's
Holiday Cranberry Lemonade	Cranberry Cocktail Syrup	1 case	11/17-11/19	11/21	11/28	1/15	5656657
	Evacuator	1 each	Shipped. Delivery to all stores by 11/4.	11/21	11/28	1/15	N/A

We will auto-ship your first case of these products. Additional cases will be available for order according to your standard delivery schedule. If you have any questions, please contact supplychain@slimchickens.com.

IT'S *Comfort Food* SEASON



PROMO 4B

POP KIT

HOW DO I GET MY POP KIT?

- * The Support Center will order the marketing and training materials (POP kit) and auto-ship them to each restaurant.
- * The cost of the materials will be covered by the BDF. There will be no cost to you.
- * POP will be shipped out around **November 14th**. Restaurants should start receiving kits around **November 16th**.



If you do not receive your kit by **November 17th**, please contact **your DM and Tim.**



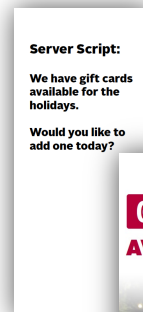
WHAT IS IN YOUR POP KIT?



Posters

Door Cling

Menu Side Panel



Cooler Cling

Register Topper (2-Sided)

Handouts

WHAT IS IN YOUR POP KIT?



Napkin Inserts



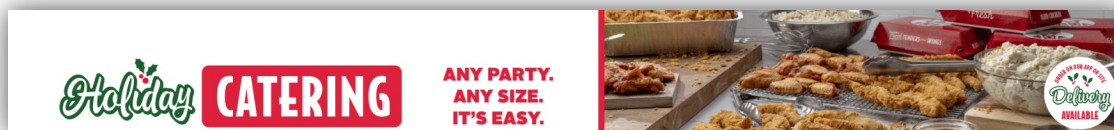
Real Estate Signs



Table Tent



Gift Card Merchandiser



TV Lug

WHAT IS IN YOUR POP KIT?



Window
Clings



Counter Mat



DT Static



Drink Shack



Stickers

Banners (8' x 4' & 6' x 3') are available for order on the Marketing Hub.



WHAT IS IN YOUR POP KIT?

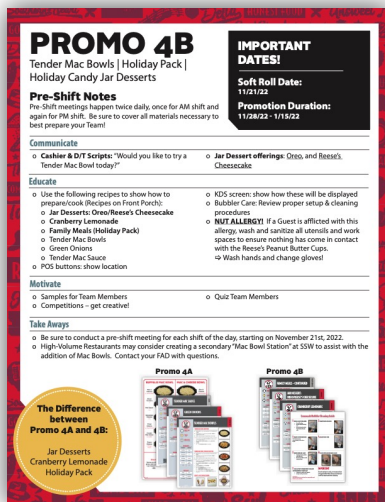


Pre-Shift Notes

Post on message board or office door. Review before each shift.

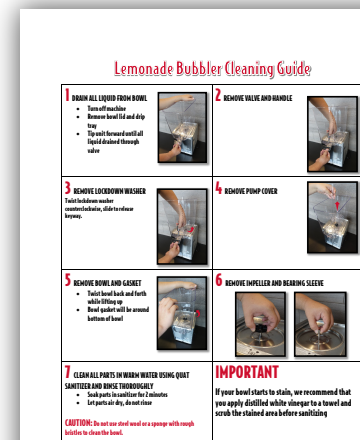
Bubblers Cleaning Guide

Post at drive thru station or dry storage area & review with staff.



Recipes

Available on Front Porch.



CHANGED OUT BY THE SUPPORT CENTER ON NOVEMBER 28



LTO
Screens



Brink Screens
(Full)



Pre-Sell
Board



Brink Screens
(Half)



Be sure to check that all your digital signage has been switched over to Promo 4B prior to opening on November 28th. If you experience any issues, please contact **Your DM and Tim.**

DT Order
Confirmation Board

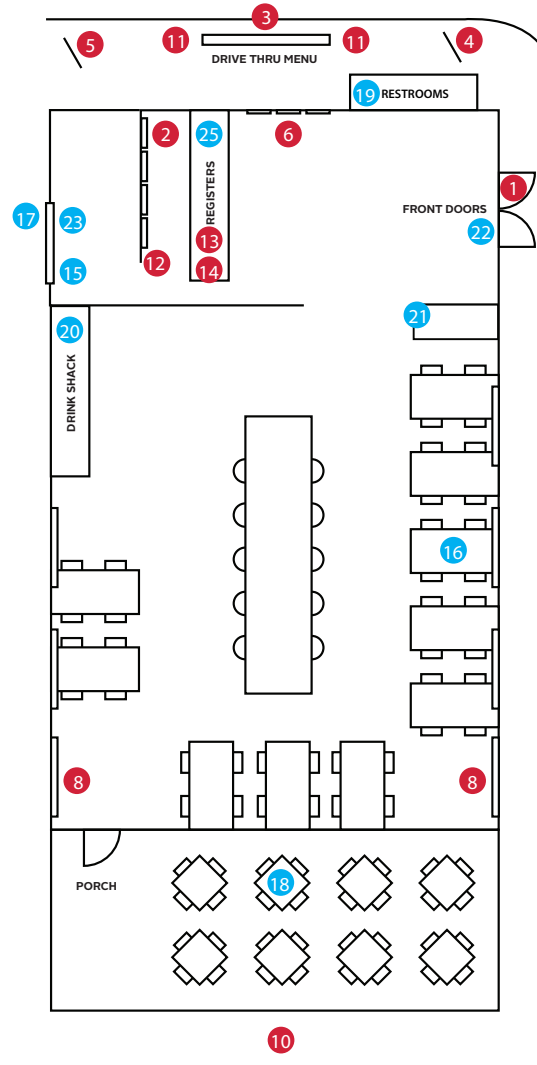


PROMO 4B

What Your Restaurant Should Look Like

HOT ZONES

1. **Door Static**
 - a. Holiday Hours
2. **LTO Screens (Horizontal & Vertical)**
 - a. Holiday Mac Bowls
 - b. Holiday Pack
 - c. Cranberry Lemonade
 - d. Holiday Gift Cards
3. **Drive Thru Order Confirmation Board**
 - a. Holiday Jar Desserts
4. **Pre-Sell Board (Static and/or Digital)**
 - a. Static: Holiday Mac Bowls
 - b. Digital: Holiday Mac Bowls
5. **Real Estate Signs**
 - a. Holiday Mac Bowls
 - b. Cranberry Lemonade
 - c. Holiday Catering
6. **Posters**
 - a. Holiday Mac Bowls
 - b. Holiday Pack
 - b. Holiday Jar Desserts
7. **Employee Uniform**
 - a. N/A
8. **Window Clings**
 - a. Holiday Mac Bowls
 - b. Holiday Pack
 - c. Holiday Catering
9. **Keeper Cup**
 - a. N/A
10. **Banner**
 - a. Holiday Mac Bowls
11. **Menu Side Panel (Static and/or Digital)**
 - a. Holiday Mac Bowls
12. **Cooler Cling**
 - a. Holiday Jar Desserts
13. **Brink Screens**
 - a. Holiday Jar Desserts
 - b. Holiday Gift Cards
14. **Counter Mat**
 - a. Holiday Mac Bowls



COLD ZONES

15. **Handouts**
 - Side 1: Holiday Mac Bowls
 - Side 2: Holiday Pack
 16. **Table Talkers**
 - Side 1: Holiday Mac Bowls
 - Side 2: Holiday Pack
 - Side 3: Holiday Jar Desserts
 - Side 4: Cranberry Lemonade
 17. **Drive Thru Static**
 - a. Cranberry Lemonade
 18. **Napkin Inserts**
 - a. Holiday Mac Bowls
 - b. Holiday Catering
 19. **Restroom Static**
 - a. N/A
 20. **Drink Shack**
 - a. Cranberry Lemonade
 21. **In Store TV Lug**
 - a. Holiday Catering
 22. **Exit Message**
 - a. N/A
 23. **To Go Bags**
 - a. N/A
 24. **Stickers**
 - a. Holiday Mac Bowls
 25. **Gift Card Static**
 - a. Holiday Gift Cards
- Miscellaneous**
- a. Register Topper: Holiday Gift Cards

OPERATIONS CHECKLIST

11.14.22
through
11.18.22

- ☐ **Verify LTO Keys in POS:**
Questions? - technology@slimchickens.com
- ☐ **Verify LTO Prices in POS:**
Questions? - technology@slimchickens.com
- ☐ **Verify KDS Appearance:**
Questions? - technology@slimchickens.com
- ☐ **Verify Receipt Appearance:**
Questions? - technology@slimchickens.com
- ☐ **Verify LTO Food Delivery:**
Questions? - brett@slimchicken.com
- ☐ **Verify POP Kit Delivery:**
Questions? - madeline@slimchickens
- ☐ **Verify Bib Evacuator Delivery:**
Questions? - brett@slimchicken.com

SOFT LAUNCH DAY 1!

(No marketing. Product becomes available to order online or in-store.)

11.21.22

CONDUCT DAILY

- ☐ **Conduct Pre-Shift Meetings:**
Pre-Shift Meeting Notes included in POP Kit
- ☐ **Educate Team Members:**
New Chip recipe, procedure and execution

OFFICIAL START DAY 1!

(Marketing begins via in-store prints and digital campaigns)

11.28.22

BEFORE OPENING

- ☐ **Remove Previous Promo Messaging:**
Posters, Table Tents, etc.
- ☐ **Display Mac Bowl Messaging:**
Posters, Table Tents, etc.
- ☐ **Display Mac Bowl Job Aids:**
Build Board, Pre-Shift Notes
- ☐ **Verify Digital Signage:**
Questions? - mark@slimchickens.com

Thank You



SLIM CHICKENS®