



# RAISE THE BAR

Round 2

## TOP THREE IN THE DIVISION

1. Buffalo - 96%
2. St. Charles - 91%
3. Zona Rosa - 88%

## TOP 5 CATEGORIES

1. Guest greets at the table
2. Guest greets at the bar
3. All spec products
4. POP, menus, and chalkboards correct
5. Sparklin' Ruby

## BOTTOM 5 CATEGORIES

1. Safety procedures in place
2. Kitchen equipment clean and sanitized
3. Communicate to every guest about Rituals, LA's, and Louie's Mobile Mob
4. All products labeled
5. Sparkling clean windows and doors

LEADING REGION DO:

Mike Taylor

RTBA TEAM AVG:

79.2%

## RECIPE FOR SUCCESS

Q. What incremental sales per guest, during P5, would have helped Bar Louie reach its sales commitment of 2.5% growth?

A. **\$.038/guest!** That's only: 1 second martini for every 12 guests or 1 second beer for every 8 guests during happy hour; 1 20 oz. upsell for every 2 guests or 1 Big Pour for every 4 guests during late night; 1 basket of fries for every 8 guests on burger night; or 1 appetizer for every 26 guests during lunch.

Too often, sales goals are perceived as intimidating, or even impossible, and our teams get frustrated. Once broken down, however, you can see that our goals are at our fingertips!

## SHOUT OUTS!

### 100% Take the Hill

1. Cleveland
2. Orlando UCF
3. Midtown Miami
4. St. Charles
5. Central West End
6. Buffalo
7. Greece
8. Gainesville
9. Ashburn
10. Hampton
11. Beavercreek
12. Willowbrook
13. Zona Rosa
14. Ann Arbor
15. Newport
16. Firewheel
17. S. Arlington

### 100% People

1. Midtown Miami
2. Greece
3. Beavercreek

### 100% Product

1. Buffalo
2. Perrysburg

### 100% Package

1. Westlake
2. Tampa
3. Midtown Miami
4. St. Charles
5. Buffalo
6. Greece
7. Gainesville
8. Ashburn
9. Zona Rosa
10. Bayshore

### 100% Process

1. Greece
2. Zona Rosa
3. Naperville
4. Geneva

### Best Profit Page

1. Denver 94%

### MOST IMPROVED:

St. Charles +37%