















2009-2010 PROMOTION SERIES OVERVIEW



Retail Dining

		2009 T1				2010 T2				2010 T3				
Objective/s		September '09 7 14 21 28	October '09 5 12 19 26	November '09 2 9 16 23 30	December '09 7 14 21 28	January '10 4 11 18 25	February '10 1 8 15 22	March '10 1 8 15 22 29	April '10 5 12 19 26	May '10 3 10 17 24 31	June '10	July '10	August '10	
	In Season (LTO)	→												
	C-Store (Coming T2)													
	Simply To Go (Fresh Food)	→												
	Simply To Go (Impulse)	→												
	Perfect Pairings	→												
	Simply Divine	→												
	Catering (Coming T3)													
	myDtxt Daypart Offers/Training	→												
	Serving The Communities Which We Serve													

Mandatory

Promotion Objectives:



Increase Check Average



Increase Customer Counts



Capture Higher Margins



Drive Traffic By Day Part



Increase Customer Satisfaction