



SNS News

12/28/16

Post in All Corporate Stores

IN THIS ISSUE

- \$5 Certificate Redemption
- New Restaurant Opening
- Serving the Grinch!

\$5 Certificate Redemption

\$5 Off Certificate Redemption begins on Saturday, December 31st.

Certificates expire February 28, 2017.

- ◆ Guests can use up to Four (4) Certificates on 1 transaction.
- ◆ Change is NOT issued for transactions totaling less than the Certificate Value. Offer to let the guest add a Milkshake or a Cookie to their order if the total is less than the Certificate value.
- ◆ If the check total is LESS than the Value of the Certificate(s) presented, enter the check total as the Discount Amount.
- ◆ Any other coupons must be applied to the check BEFORE applying the \$5 Certificate Discount.
- ◆ KEEP any remaining inventory of pre-printed certificates in the Restaurant Safe.
- ◆ Remember, to apply the Certificate, you must **scan the COUPON NUMBER first, followed by the SERIAL NUMBER second.** You can also manually enter both numbers if the coupon is unable to be scanned, entering the 5-digit Coupon Number first and the Serial Number second.
- ◆ IF a guest presents a \$5 Certificate that has faded, and you are unable to SCAN or ENTER the Coupon and Serial Numbers, use one of the Pre-Printed Certificates instead to give the guest their discount. Staple the Guest's faded Certificate to the pre-printed certificate for coupon reconciliation at the end of the day.

Free \$5 Certificate for every \$20 spent in gift card purchases

Good for up to \$5.00 off the purchase of any regular-priced menu items.

Redeemable
1/1/2017 -2/28/2017



* H O L 1 6 G C P O 0 4 1 *
Scan 1st

One Use Only. Valid in-store and drive-thru only. Taxes and gratuity payable by bearer. Not valid with any other offer and is not redeemable for cash. Expired or lost certificates will not be replaced. Coupon reproductions or web downloads will not be accepted. Certificates not eligible for gift card purchases or reloads.

Cpn#30041

SERIAL **Scan 2nd**



* 0 4 1 3 2 9 3 8 3 7 2 *



Another Steak 'n Shake Grand Opening was celebrated in Weatherford, Texas on Tuesday, December 20th!



SNS Wings Team Member Chris Corbin served some Holiday cheer to warm the Grinch's cold heart!

IT or IT Equipment Issues 1-866-390-1250

Associate or HR Related Issues 1-888-989-7444

All Trash Issues (Missed Pickups, etc.) 1-888-625-5323

Employee/Guest Accident Reporting 1-800-718-6783



KEEP TOMATOES COLD

- ✓ Hold in walk-in away from door
- ✓ Pull cases from walk-in one at a time
- ✓ Rinse tomatoes under cold running water
- ✓ Layer sliced tomatoes in a deep pan
- ✓ Prep tomatoes first then put them back in the walk-in cooler



LIMIT
8 tomatoes per pan



Fundamental Five!

- | | | | | |
|---|--|---|--|---|
| 1
Wash Your Hands
 | 2
Monitor Temperatures
 | 3
Use Clean Equipment
 | 4
Stay Home If You're Sick
 | 5
Wear Gloves
 |
|---|--|---|--|---|

TO BE POSTED WEEK OF DECEMBER 28th

Post in the Office for
Manager Review & Sign Off

Weekly Updates



December 28, 2016

LOOK OUT FOR NEXT MONTH'S KEY DATES

JANUARY 2017						
1 NPL Verifications due to your DM	2 Winter NPL Go-Live No Staples Deliveries Today	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24 Field P1 End	25	26	27	28
29	30	31 2016 W-2 Forms Mailed to Home Address and Available Online				

What's New!

- ❄️ Chocolate Chip Cookie Dough for the Chocolate Chip Cookie Dough Milkshake is expected to be back IN STOCK in all Distribution Centers in early January, 2017.
- ❄️ **ALL CORPORATE RESTAURANTS will receive an Auto-Shipment of 1 Case of Chocolate Chip Cookie Dough ASAP when it is received in your Sygma Distribution Center.** You do not need to place an order for Chocolate Chip Cookie Dough at this time.
- ❄️ Restaurant Management and Eligible Above Store Leaders may carry over *up to 1 week* of unused 2016 Vacation Time until the end of February 2017. The 1/4/17 paystub will include only NEW 2017 Vacation balances. Eligible Carry Over Balances will be added onto the 1/18/17 paycheck.

WINTER ISME KIT ARRIVAL

Winter ISME Kits are scheduled to arrive in restaurants by today, December 28th.

- ◆ Classic Stores will receive 4 boxes. Report any missing deliveries *after December 28th* on the Marketing Toolkit!
- ◆ **When you receive your boxes, check immediately for missing or damaged items! Report any issues immediately on the Marketing Toolkit.** Install Winter ISME and Menu Pieces Sunday, January 1st for the January 2nd promotion go-live.

WINTER 2017 PROMOTIONAL MATERIALS

Order all required Marketing Materials for the current Promotional Window. Materials will be located as they are presented in the Promotions Guide. The electronic version of the PROMOTIONS GUIDE can be accessed at any time on the Toolkit, and is available two weeks prior to the start of all Promotional Windows.

Interior	Menu	Exterior	Seasonal
Promotions Guide & Future Dates	Drive-Thru Composite	Industry News	ISME Report Shipping/Delivery Issues

Checking Rehire Eligibility

Steak 'n Shake does not wish to rehire individuals who demonstrated poor performance or conduct during their initial employment with the company. Individuals who have been classified as ineligible for rehire will need appropriate approval for rehire.

Please feel free to make exception requests for any candidate who appears to be a good fit for your team so that we are considering each case individually.

Process for Requesting an Exception

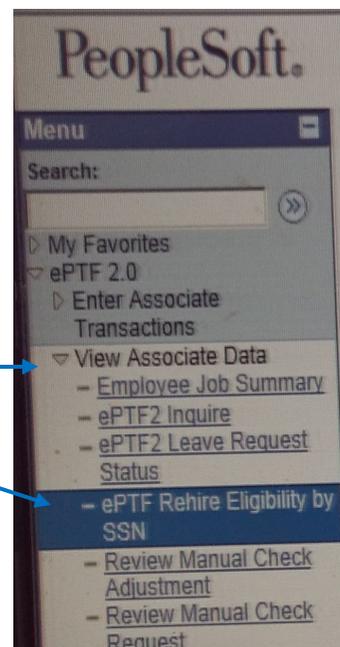
Former Associate for a Crew Position

If interviewing a former associate for a crew position who is classified as not eligible for rehire results in the consideration to rehire, the General Manager must follow this procedure:

1. General Manager will submit a request for rehire to their District Manager.
2. District Manager will submit an email to the HR & Training Manager along with the Division President to include the following:
 - a. Termination history and dates of employment
 - b. Reasons for previously leaving the brand
 - c. Statement explaining why they are convinced/believe it is the right decision for the individual to return
 - d. Select the Best
3. The HR & Training Manager and the Division President will communicate their decision to the District Manager.
4. If unanimous approval is granted the Office Manager will be notified by the District Manager via email to key the change of eligibility in ePTF2. All approvals need to be included.
5. The Office Manager will print the email(s) with approvals and file accordingly.
6. Before an offer is extended to the candidate, all necessary approvals must be received in writing.

How to Check Re-Hire Status in EPTF

1. Log in to ePTF 2.0 (PeopleSoft)
2. Expand **View Associate Data**
3. Select **ePTF Rehire Eligibility by SSN**



\$2 Million Club!

As of the end of Period 11, 2016, the following Restaurant has reached and exceeded the \$2,000,000 sales tier and is hereby officially inducted into the \$2 Million Club!

Steak 'n Shake #552

1568 West Lane Road, Machesney Park, Illinois

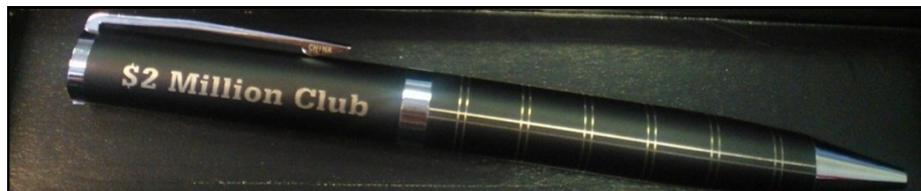
Bloomington Group Market, District Manager: Courtney Davis

General Manager: Mark Peceniak

Trailing 52 Week Sales: \$2,002,000

In Recognition for joining the \$2 Million Club, all current Crew Associates (including Trainers and Operations Supervisors) will receive a \$10 Steak n Shake Gift Card.

All current Managers will receive an engraved \$2 Million Club pen.



Congratulations and Welcome to the \$2 Million Club!

2017 Calendars

The Steak 'n Shake 2017 Fiscal Year begins for the field on Wednesday, December 28, 2016!

You can view the Field 2017 Fiscal Year Calendar (with Period and Quarter End Dates) [here](#).

You can view the 2017 Payroll Processing Calendar on the Digital Ops Manual [here](#).



New Product: Strawberry Crush Gum

- ◆ In early January, we will introduce a NEW gum flavor, Hubba Bubba Strawberry Crush.
- ◆ All Corporate Restaurants will receive an Auto Shipment of Strawberry Crush Gum from Sygma.
- ◆ Place the Strawberry Crush into the display case as soon as it arrives, with the current Orbit Spearmint and Orbit Peppermint flavors.



JANUARY ANNIVERSARIES

Proudly Celebrating our Associates with 20+ Years of Service in the Steak 'n Shake Family!

Bloomington Group Market

Kimberly Crist SNS #7—27 Years of Service, Service Associate

Cleveland Group Market

Jeff Calkins SNS #441—20 Years of Service, Chairman's Club General Manager

Indianapolis Group Market

Teresa Windhorst SNS #32—22 Years of Service, Service Associate

Orlando Group Market

Wendy Vercillo SNS #674—22 Years of Service, Service Associate

Timothy Fox SNS #597—28 Years of Service, Production Associate

St. Louis Group Market

Anthony Livingston SNS #48—21 Years of Service, General Manager

Debra Ann Labruyere SNS #298—34 Years of Service, Service Associate



Redesigned Huddle

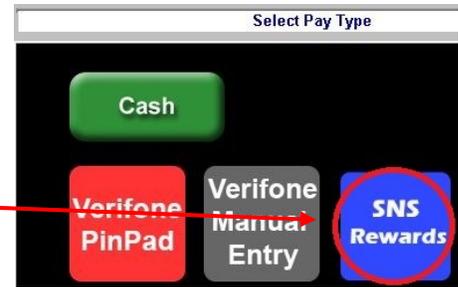
FOCUS		Steak 'n Shake	
Week of _____			
RECOGNITION			
Birthdays/Anniversaries	Guest Compliments	Exceeding Expectations	
GUEST FOCUS			
Food Safety/Standards	Guest Service (Complaints)	Drive Thru	
RESTAURANT RESULTS			
Top Food Loss Items		How YOU Can Help	
Other Area to Improve		How YOU Can Help	
OTHER NEWS			

The Weekly Huddle sheet has been Redesigned as the NEW Steak 'n Shake Focus Sheet!

- ◆ The New Focus sheet is Type-able. You can add your specific Huddle Details directly onto the form before you print it.
- ◆ The Focus sheet is posted on the Digital Ops Manual under Trending at SNS. It will no longer have a new version posted each week.
- ◆ Use the new Focus Sheet for your shift readiness, Huddles, and Crew Communication to ensure associates and managers stay informed!

NEW Drive Thru Trigger Scanners

- ◆ You should **NEVER** touch the customer's device under any circumstances.
- ◆ Cashier must initiate rewards entry by pressing the "SnS Rewards" button on the POS payment screen BEFORE scanning the Guest's Phone.



- ◆ Scan the customer's phone from 1-1.5 feet away.

The original rewards scanner scanned better at a close range. The HoneyWell Trigger device works better from further away.



- ◆ Hold the trigger down until you hear the scanner do a double beep.

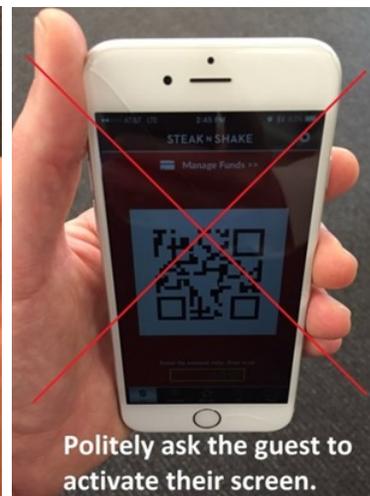
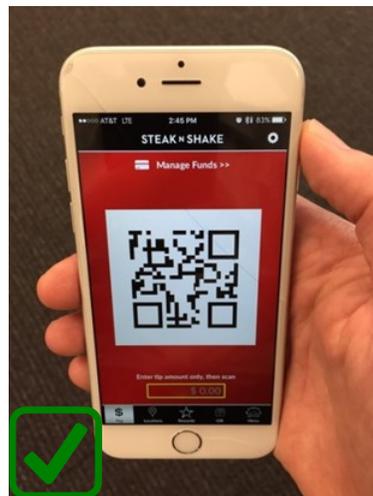
If the trigger is held down, the device will continuously attempt to locate the barcode as you position the scanner. Try to avoid pulling the trigger multiple times throughout the process of scanning the customer's phone—just press and hold until you hear the double beep.

- ◆ Rotate the scanner up and down as the trigger is held in order to bring the barcode/customer's phone into focus.

Sometimes the scanner won't be perfectly aligned with the customer's phone at first aim. While holding the trigger to perform a scan, move the scanner beam up and down to help the scanner find the phone.

- ◆ Make sure the customer's phone screen hasn't dimmed.

Most mobile devices will dim the screen after a certain period of inactivity. Politely ask the guest to touch their screen to "awaken" the device before attempting to scan



POST IN DRIVE THRU UPON NEW SCANNER INSTALLATION

2016 In Review



LOOKING BACK ON 2016

Dear Steak 'n Shake Family,

As we close the door on 2016, I am energized by the progress we have made this year within our Steak 'n Shake family. It has been a year of hard work as we have dedicated ourselves to furthering the Vision and Mission. We have worked to make several changes, things we heard directly from YOU to specifically benefit our Steak 'n Shake family.



Thank you for your hard work and consistency. I am excited to see what 2017 has in store, and I am so glad to have you in the family.

Happy New Year,

Scott Moore
Chief Operating Officer

