

September 7, 2009



SALES UPDATES

FLOWER MOUND has been up over 20% (compared to the same weeks in 2008) for the last 3 weeks. School catering has been a big plus!

Just a few more weeks on the sales contest. A few decent bonuses paid. Get the orders in from your school groups (band, sports teams, clubs, etc), local businesses and so on to earn 10% of the order total plus have a chance at the big prize for bringing in the most business!

1-YEAR ANNIVERSARY

September 15th marks one year that the Magnolia area has enjoyed Which Wich! Keep driving sales and driving the experience! We opened right after the hurricane and were the only restaurant in our center with power for 2 weeks!

E-LOYALTY TEST

The Houston market will be a test market for Which Wich to test electronic loyalty...no more paper. We'll be able to gather a large database to promote future product launches, etc in the future and are excited to see how the test goes. Hopefully to all markets soon after the test!

SOCIAL NETWORKING UPDATE

Over 400 Facebook fans and almost 1,000 twitter followers. Get your friends connected to us ASAP!

The new Sienna Plantation store (not even under construction yet) has a number of followers waiting for that store to open.



GUEST FEEDBACK – it's not always rosy – let's learn from it!

"Overall price of combo meal with drink and chips is a bit much. The price of the meal with the \$2.00 off from completing your surveys is reasonable, which I will continue to do as long as possible."

"When I ordered my sandwich, the restaurant wasn't that busy but it took longer to prepare it because the workers were talking to their friends who were hanging out at the counter the entire time they made sandwiches for me and other guests behind me. I found it very annoying and I was on "pins and needles" worried they would mess up my sandwich because they were obviously distracted by talking to their friends, who were just hanging out while they were at work"

"The girl handing out the order was very pleasant and helpful. I will be using this restaurant for future catering."

"Sandwich was not completely warmed...it had cold spots in it." (don't pull wiches out of oven too soon!)"

"The girl that calls your name out when sandwich is done needs to interact more with customers. She is not mean, just too quiet."