

THERE'S A NEW TASTE IN TOWN!



New England Maple Cheddar Sandwich!

Limited-Time Offer: March-May 2004

Get ready for the great new taste of our delicious New England Maple Cheddar Sandwich. It features a maple-flavored sausage patty and our standard fried egg, with a slice of mild white cheddar cheese melted on top. These savory ingredients are sandwiched between a light and flaky croissant for an exciting new breakfast treat.

Spot the Difference

This standard-build sandwich features two new ingredients: maple sausage and mild cheddar cheese. To help you tell the new items apart from the existing SKUs, note the visual differences: regular sausage patties are round, while the new maple sausage patties are **square**; and regular cheddar slices are yellow, while the new mild cheddar slices are **white**.

Regular round sausage patty and regular yellow cheddar cheese



White Cheese

Square Patty

Tips for Serving a Superior Sandwich



- 1 Select and slice a fresh **croissant**; then place the sliced croissant on a wrap.
- 2 Place a **square maple sausage** on top of an egg; heat for **30 seconds** using the **Sausage with Egg** button on the microwave.
- 3 Place a slice of **white cheddar** cheese on top of the sausage and egg and heat for **5 seconds** using the **Cheese Melt** button on the microwave.
- 4 Place the **heated fillers** on **bottom half of croissant**, then place **other half of croissant** on top.
- 5 **Wrap the sandwich** and serve.

Selling the Sandwich

1. **Get the word out!** Be sure to suggest the new sandwich to each guest you serve during breakfast hours.
2. **Sample the sandwich.** If you love the taste, let guests know it. Personal recommendations are a great sales tool.
3. **Here today, gone tomorrow.** Point out that the New England Maple Cheddar Sandwich is available for a limited time only.

Suggestive Selling Tips

Crew member:

"Hi, would you like to try our delicious New England Maple Cheddar Sandwich? It's available now for a limited time."

Guest:

"Yes, I would like to try one."

Crew member:

"That comes served on a freshly-baked croissant; is that okay?"

Guest:

"Hum, are there any other choices?"

Crew member:

"Certainly. What would you like your sandwich to be made on?"

Guest:

"Can I substitute an item in the sandwich?"

Crew member:

"The combination of egg, maple sausage, and mild cheddar cheese is what gives our New England Maple Cheddar Sandwich its great taste, so we recommend that the sandwich be prepared with only those ingredients."

If guest still insists on having it made a different way, try to accommodate the special request (if possible).

Peak-Hour Preparation

- 1 Follow standard batch-cooking procedures: place a maximum of **six eggs** and **six sausage patties** in separate pans, and place lids on pans.
- 2 Heat in microwave using the correct timer key for each pan: **batch egg (6)** and **batch sausage (6)**.
- 3 Place the heated fillers in the **hot-holding unit** and set the timer for **30 minutes**.
- 4 Prepare a new batch of fillers when the count is **two or less** or when remaining time is less than **two minutes**.
- 5 When 30-minute timer sounds, **discard** leftover fillers and **record** waste.

Important Rules to Remember

- 1 **Never toast a croissant.** Toasting will burn it and may cause a fire.
- 2 **Do not mix** the maple sausage patties with regular sausage patties in the heating pans or hot holding unit.
- 3 **Assemble fillers in proper order:** egg on bottom, sausage in middle, cheese on top.
- 4 **Follow standard-build procedure** for the New England Maple Cheddar Sandwich: do not change or substitute ingredients for this sandwich unless the customer specifically asks you to do so.
- 5 **Always melt cheese** on *all* breakfast sandwiches.

Remember



- ▲ The new maple sausage patties are **square**
- ▲ The new mild cheddar slices are **white**
- ▲ **Never** toast a croissant
- ▲ Assemble in **proper** order
- ▲ **Always** melt cheese

Get Ready for a GREAT New Taste

Our delicious New England Maple Cheddar Sandwich with maple-flavored sausage patty, our standard fried egg and a slice of mild white cheddar cheese inside a light and flaky croissant.

Manager's Checklist

- ❧ Program the **registers** for New England Maple Cheddar Sandwich. The recommended price is the same as existing sandwiches with meat: **\$2.39-\$2.49** (or **\$1.99** for shops participating in the market-wide breakfast sandwich price promotion).
- ❧ Verify that **microwaves** are programmed correctly; the "Egg with Sausage" key should heat for **30 seconds** and the "Cheese Melt" key should heat for **5 seconds**.
- ❧ Order a sufficient quantity of **maple sausage** and **white cheddar cheese** to meet demand, and ensure that you have enough freshly-baked croissants available each day.
- ❧ Review proper **sandwich preparation** with your crew, and train them to promote the new sandwich via **suggestive selling**. Use the poster on the reverse side to highlight proper preparation and key selling points.
- ❧ **Emphasize** the five important rules outlined in the poster. Remind crew to **never** toast croissants and **never** mix up maple and regular sausage patties. Stress that this is a **standard-build sandwich** that requires the correct ingredients assembled in the proper order. Finally, point out that crew should **always** melt cheese on all breakfast sandwiches. (This is a new step, so make sure your team is aware of it.)
- ❧ **Observe** each employee preparing and serving a New England Maple Cheddar Sandwich, and **provide feedback** and/or praise on their ability to correctly demonstrate the proper procedures.
- ❧ Have employees practice **answering guest questions** to ensure they fully understand the product.
- ❧ Make sure all employees have an opportunity to **sample the sandwich**. If they enjoy the sandwich themselves, their recommendation will be more believable to guests.
- ❧ Conduct periodic **quality checks** throughout program to ensure that employees are preparing and serving the sandwich properly.
- ❧ **Hang** the **POP** materials on the program start date: **March 1, 2004**.
- ❧ **Remove** most of the POP materials when the media campaign ends on **April 18, 2004**. However, you should leave up a **back-case burst**, a **drive-thru burst**, and a couple of register toppers and continue selling the sandwich until your supply runs out (around the end of May 2004).

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- ▲ **Always** melt cheese