

TO: All Stores
FROM: Marketing and Operations
DATE: October 8, 2018
RE: **THE NEXT GENERATION BURGER CONTEST!!!**

MISC 1813

OVERVIEW

We want to see your burger ideas! We will have a companywide (Hoss's and Marzoni's) competition to find the next great burger! Prizes will be awarded throughout the different phases of the contest and the winning burger will be featured on both the Hoss and Marzoni's menus for a limited time, with the possibility of making it onto the permanent menu! The competition is open to everyone that works in our stores and the details are outlined below. A special thank you goes out to our partner Reinhart for helping to sponsor this contest.

How it works:

We will select one winner from every store and then a district winner will be selected by your District Manager. Once selected, all 6 districts (Marzoni's included) will compete head-to-head at the Home Office for the top prize and bragging rights for creating The Next Generation Burger! **Posters will be sent to all stores this week.**

Timeline:

- The contest begins today.
- Stores determine your location winner by Friday, November 9th.
- The DM's will determine their district winner by Friday, November 23th.
- Cook off and judging for district winners will be held at the Home Office on Wednesday, December 12th. The Winner of the next great burger contest awarded at that time!

Burger Criteria Required:

1. The burger must be made with products we already have in house. We do not want to bring in any new products.
2. The total food cost, including fries, must be under 30%. Food cost worksheet is included.
3. The price cannot exceed \$10.99.
4. The burger entry must include the completed food cost sheet with the selling price, food cost, ingredients, and suggested name of burger.

Contest Phase One:

- Everyone who is interested should develop a new burger.
- Each participant should receive a scoring sheet (for reference) and a food cost sheet. These will be sent along with a poster outlining the details to your store next week.
- Each store should set aside a date and have the contestants cook up their burger and the store will choose their favorite burger from all the entries.
- The burger will be scored using the score sheet provided. All managers should be involved in the tasting and scoring. We also encourage you to get as many of your crewmembers involved in the tasting and scoring as well.

- The burger with the highest score will be the winning entry for your location. *The burger entry must include the selling price and food cost.

THE NEXT GENERATION BURGER CONTEST!!!

October 8, 2018

Page 2 of 3

Contest Phase Two:

- One winning burger from each store will be presented to the District Manager. The District Manager will coordinate a date and time where they will sample the burger from each of their stores.
- The DM will sample the winning burgers from each store in their district.
- The DM will choose the district winner based on taste, ease of operation and FPC.

Contest Phase Three:

- Each district will be represented with the winning burger from their district.
- The burger creator will represent their district in a cook off at the Home Office on Wednesday, December 12th.
- A judging panel will sample the burgers at this cook off and the overall winner will be determined.

Prizes:

- Prizes will be awarded at the store level, district level and finally at the overall winner's level.
- **Each finalist must have a food cost sheet with final calculations to be turned in with their finished burger at the cook off.**

Prizes:

Store level winner -	\$50 Sheetz gift card
District level winner -	\$200
Grand prize winner -	\$1,000, trophy (engraved spatula), and the burger named after creator and featured on menu

Determining Food Cost: *******Food Cost Sheet will be sent to all stores**

Use the total of all burger ingredients. IE: bun, burger, toppings, spices, condiments etc.

Add the Fries at 20 cents for a 4 oz. portion

Add 12 cents chemical cost

Add these all together to get the cost of the finished product

Take this total and divide it by your suggested selling price

Example: Total cost of finished product equals \$3

Suggested selling price \$9.99

$3/9.99 = .3003$ or 30.03%

Burger creator's name: _____

Suggested burger name: _____

Burger ingredients (unit of measure, cost per ingredient) include 4 oz. fries at a cost of 20 cents and 12 cents chemical costs with your calculation

THE NEXT GENERATION BURGER CONTEST!!!

October 8, 2018

Page 3 of 3

The Next Great Burger Scoring Sheet *******Scoring Sheets will be sent to your store**

Burger creator: _____

Suggested burger name: _____

Score on a scale of 1 to 5 in all categories
1 being the lowest 5 being the highest

Presentation: _____ x 25% _____

Comments:

Food cost and price: _____ x25% _____

Comments:

Creativity, taste _____ x50% _____

Comments:

Total out of 5 _____