The Future is Bright
Jennifer Schuler
President
Millennials make up ¼ of the population!
Good news – they love to snack!
What do they care about?

- Foodies – trendy & instagrammable food experiences
- Convenience/ease via technology
- Social causes
- Fresh/clean food
In the days ahead, snacking will fully embrace freshness. Snacking will involve even greater scrutiny by consumers around freshness as a symbolic indicator of quality in foods and beverages. – The Food Business School
FREAKY FAST!
FREAKY FRESH!

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Big Trends in the Restaurant Industry

- Technology
- Delivery
- Data
Testing at Dodger’s Stadium
Delivery: Eating IN is the new eating OUT
Consumers Want Convenience
How do we bring PRETZELS to the PEOPLE?
Mom Age 35
2 Kids
Visits Baybrook Mall 2x Month
Spends $11.50 at Wetzel’s
Favorite Products:
• Dog Bites
• Cheese Dip
• Frozen Lemonade
Email Address: laura@gmail.com
Facebook: @lauramom
Instagram: @lauraluv
Leverage System Data to Build Your Business

- Analyze new product tests to ensure they drive new traffic
- Develop a deeper understanding of pricing impact on consumer behavior and offer strategies to increase your sales
- Monitor loss prevention dashboard to alert you of issues
- Use store performance comparisons to identify high potential stores
Industry Challenges

- Amazon Effect
- Commodity Pricing
- Labor
Amazon Effect
Commodity Increases

- Impacting all restaurants
- Our simple menu/low COGS insulates us
Innovation to Drive Margins
“All too often restaurant companies turn to adding new menu items to spur top-line growth, but forget to remove underperforming items, to maintain efficiencies.”
Coming Soon... New Warming Unit ideas
Get Smart about Pricing Strategies

- Competitive Practices
- Cost of Goods
- Consumer Preferences and Behavior
The Real Issue: Labor

- Minimum wage increasing
- 4 of the top 10 topics you wanted to discuss at Convention were around Labor
- Biggest line item on our P&L
- Foundation of Store Success
<table>
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<th>System P&amp;L</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tr>
<td>AUV</td>
<td>$619k</td>
<td>$636k</td>
<td>$686k</td>
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<tr>
<td>COG’s</td>
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<td><strong>Labor</strong></td>
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<td>EBITDA</td>
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Labor is impacting the P&L
Top 5 Topics

Using Metrics to better manage your business

Improve performance of high potential/under-performing bakeries

Local Store Marketing

Develop and retain team

Reporting and Accounting to Drive Profits

More time discussing ideas together!
TODAY: Wetzel’s Pretzels is a regional, mall-based soft pretzel franchise
FUTURE:
The fastest growing hot, fresh pretzel franchise in the nation ideally suited to high foot traffic locations everywhere.
EAT.
SLEEP.
PRETZELS.
REPEAT.
thank you!