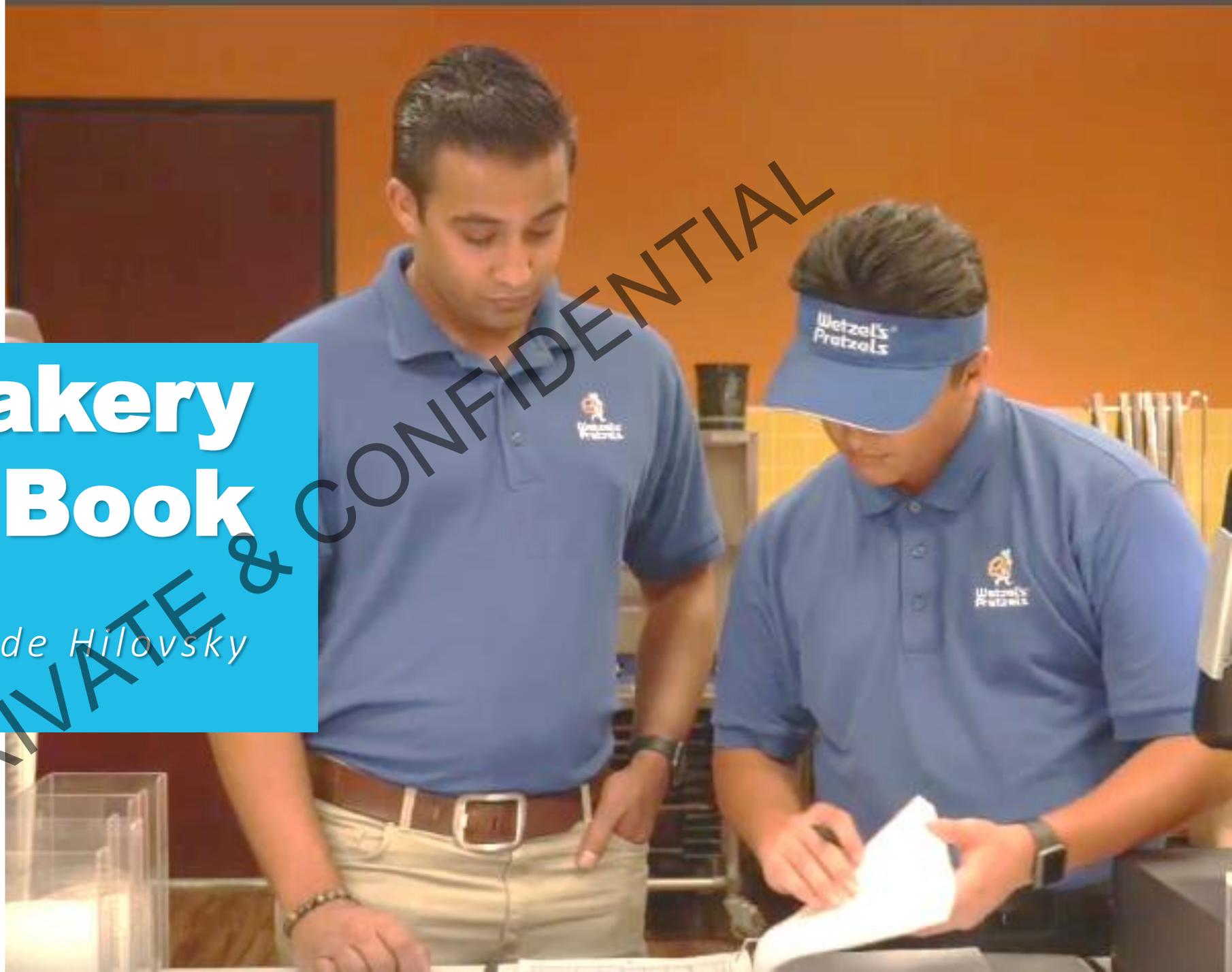


Bakery Blue Book

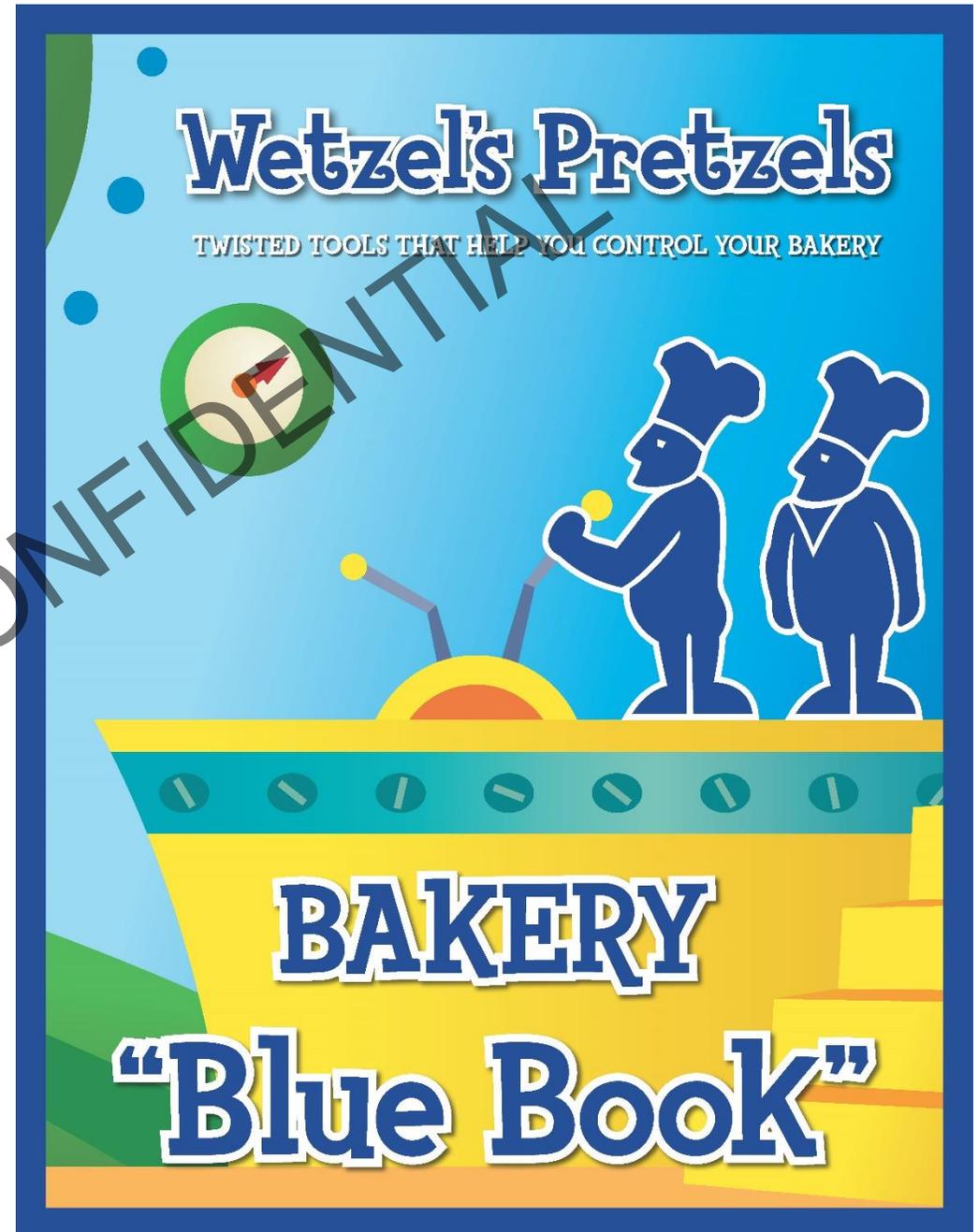
Dede Hilovsky

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The BBB is your single source to...

- **Align goals with
Wetzel's goals**
- **Track and measure
performance**
- **Drive sales**
- **Increase profitability**





THE BAKERY SNAPSHOT - "Marketing"

Next, let's look at your Marketing efforts... what are you doing to build sales and ticket average?

How do you market to mall employees (VIP customers)?

1.

2.

3.

How many catering events and/or deliveries do you do month

Is Sampling on the schedule? YES NO



THE BAKERY SNAPSHOT - "Staffing and Training"

First, we want to be sure your Bakery's Staffing Levels are on target and you training programs are in place.

Certified Manager Name _____

Master Cashier #1 Name _____

Master Cashier #2 Name _____

Master Cashier #3 Name _____

Manual / Program	Yes	No	N/A
Pretzels & People Manual			
Marketing Guide			
RMU Manual			
Orientation Video			
Disc Tracking Form(s) Up To Date			
Team Member Training Manual			
Training Tracking Forms Up To Date			
Master Cashier Training Workbook			
Certificates Posted			
Assistant Bakery Manager Training Manual			
Certification Path(s) Up To Date			
Bakery Manager Training Manual			
Certification Path Up To Date			

Staffing				Staffing Recommendations	
Position	Current	Target	Need to Hire	Annual Sales	Number of Employees
BM				\$400K - \$600K	1 BM, 2 ABMs, 6 TMs
ABM				\$601K - 800K	1 BM, 3 AGMs, 8 TMs
TMs				\$801K and above	1 BM, 4 AGMs, 12+ TMs



Step #1 Bakery snapshot

Staffing and training

- Certified managers
- Correct number of master cashiers
- Staffing levels vs. recommendations

Step #2 Annual & monthly goals

- Compare bakery performance to Wetzel's seven annual goals
- Map out monthly goals
- Staffing goals ~ *holidays & events*



Annual and Monthly Goals Bakery "Blue Book" 

MONTHLY GOALS Month: _____

WETZEL'S ANNUAL GOALS - Setting Smart Goals

1. **REVIEW** the Wetzel's Goals below.
2. **ADD** any additional Annual Goals your organization has.
3. **COMPARE** the Bakery's performance to the Annual Goal and use the results to set their Monthly Goals.

- 🍪 BVR above 85%
- 🍪 Average Ticket at least \$ _____
- 🍪 3 Master Cashiers on staff
- 🍪 Sampler scheduled weekdays between 2pm & 7pm and weekends from 12pm – 6pm
- 🍪 Corporate Marketing programs are in place
- 🍪 Bakery is staffed based on Annual Sales Volume and Staffing Recommendations
- 🍪 All Team Members have completed the required training
- 🍪
- 🍪
- 🍪

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Step #4 Money & labor sheet

- Use red flag & labor reports
- Review cash over/short
- Calculate labor percent
- Tally month end totals



MONEY AND LABOR NUMBERS

Month: _____

Date	Day	Money						Labor		
		\$ Refunds	\$ Cancelled	\$ Deletions	No Sale	Credit Card %	Cash +/-	Labor \$	Daily Net Sales	Labor %
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
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19										
20										
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
Monthly Total										
Monthly Average										



PUTTING IT INTO ACTION

List your Bakeries and the dates for:

- BBB Roll Out
- Quarterly BVR Self-Evaluations

Bakery	Date BBB Roll Out	Date Q1 - BVR	Date Q2 - BVR	Date Q3 - BVR	Date Q4 - BVR

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Putting it into action!

Scheduling:

- BBB rollout
- Quarterly self-evaluation BVR's



Top three hot ideas

**Plan and
calendar
your
rollout!**

**Inspire!
Model!
Support!**

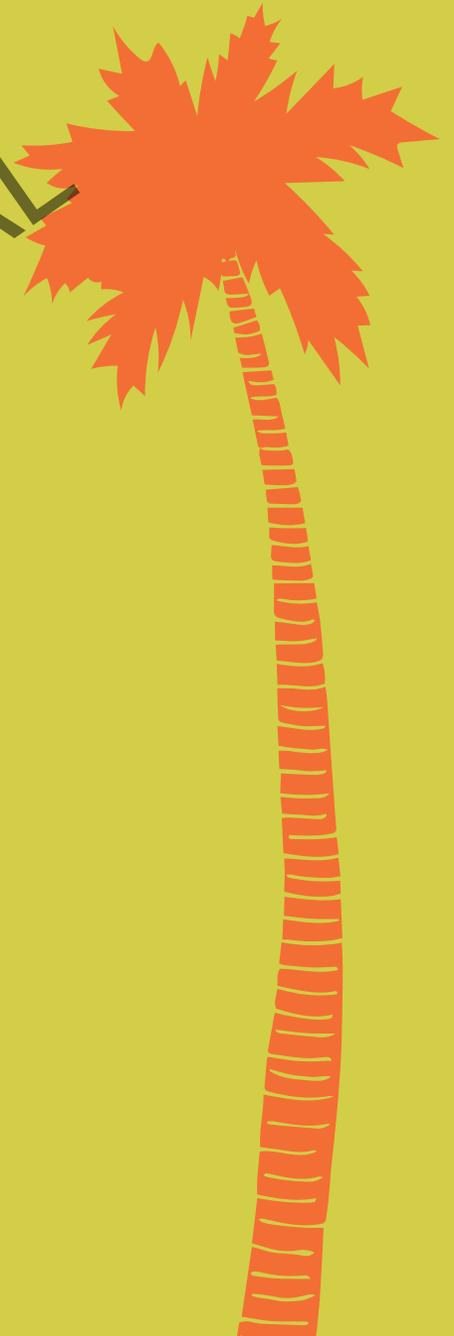
**Champion
the BBB!**

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**You get yours for
coming to the
convention...**

**Also available at
the Wetzel's store**

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thank you!