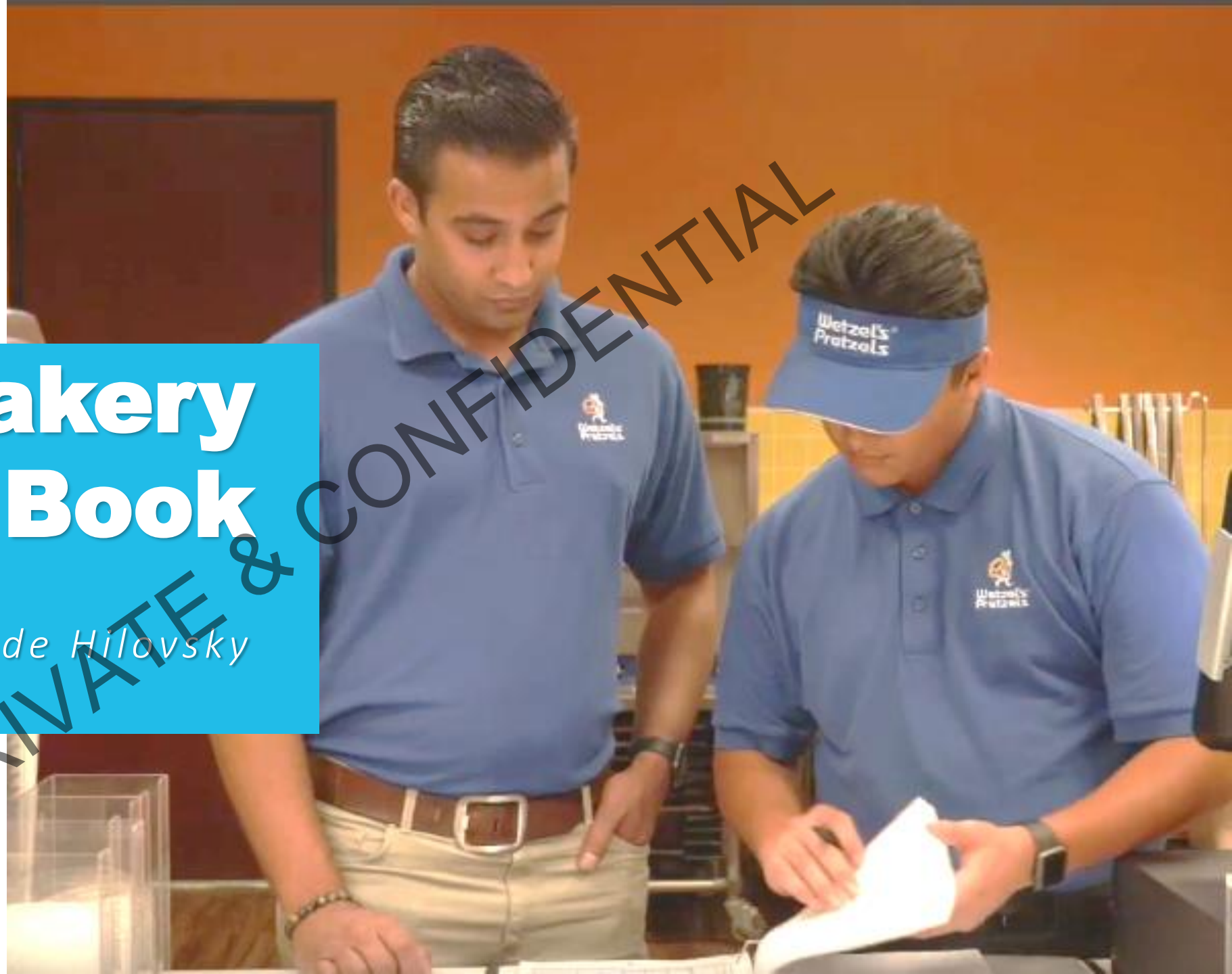




Bakery Blue Book

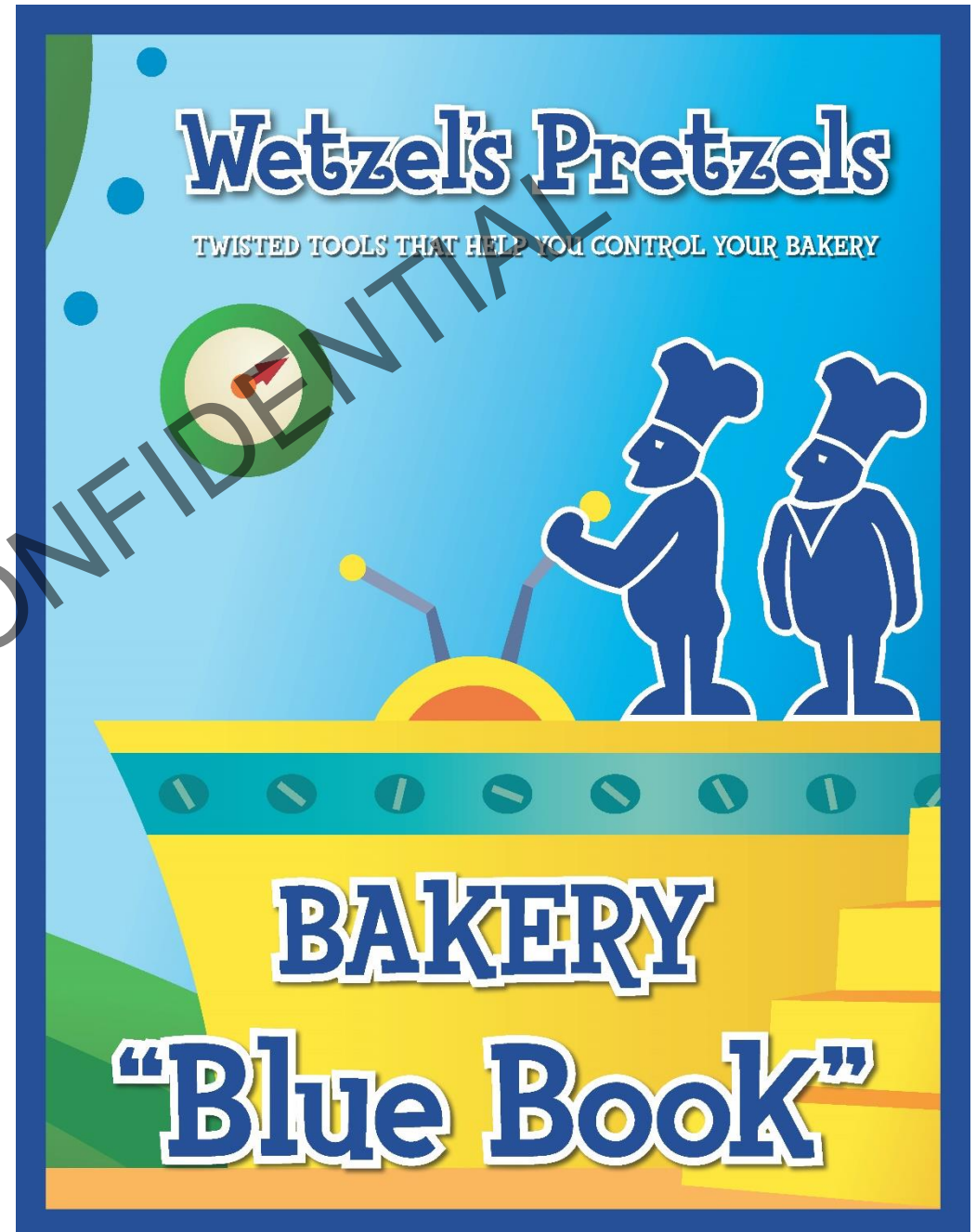
Dede Hilovsky

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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: _____

Annual and Monthly Goals

Bakery "Blue Book"

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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Page 1

Month: _____

Some examples: Did HOT weather help to increase sales or did inclement weather cause a decrease? Did you run a promotion or did your competitor? Jot down anything you think is important to remember when forecasting sales for next year.

[illegible]

Month: _____

		Sales						
Date	Day	Daily Avg Ticket Goal	Daily Avg Ticket	Cust Count LY	Cust Count	Daily Net Sales LY	Daily Net Sales	+/- Net Sales
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
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19								
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22								
23								
24								
25								
26								
27								
28								
29								
30								
31								
Monthly Total								
Monthly Average								

Step #3 Daily sales sheet

- **Monthly manager notes**
- **Use sales growth report**
- **Calculate variances**
- **Tally month end totals**

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										
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27										
28										
29										
30										
31										
Monthly Total										
Monthly Average										





DEPOSIT LOG

Month: _____

Date	Day	Amount	Manager Signature Doing Deposit	Team Member Signature Witnessing Deposit
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
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25				
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27				
28				
29				
30				
31				



SAFE LOG

Month: _____

Date	Day	Amount of Safe	AM Manager Signature	Amount of Safe	PM Manager Signature
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
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26					
27					
28					
29					
30					
31					



TEMPERATURE / DELIVERIES LOG

Month: _____

Product Temp	Date	At 1st delivery	At 2nd delivery	At 3rd delivery	At 4th delivery	At 5th delivery	At 6th delivery	At 7th delivery	At 8th delivery	At 9th delivery	At 10th delivery	At 11th delivery	At 12th delivery	At 13th delivery	At 14th delivery	At 15th delivery	At 16th delivery	At 17th delivery	At 18th delivery	At 19th delivery	At 20th delivery	At 21st delivery	At 22nd delivery	At 23rd delivery	At 24th delivery	At 25th delivery	At 26th delivery	At 27th delivery	At 28th delivery	At 29th delivery	At 30th delivery	At 31st delivery	Deliveries								
																																	Company	Product	Comments						
Day																																									
1																																									
2																																									
3																																									
4																																									
5																																									
6																																									
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31																																									



- Deposit log
- Safe log
- Temperature & delivery log

Step #5
Logs



You manage what you measure...

- **BVR & self evaluation**
- **Secret shops**
- **Health inspections**
- **Misc. inspections**

Evaluations - BVR

Bakery "Blue Book"

Field Business Manager BVR Scores & Action Plan

BVR #1

Date:

Overall Score

ACTION PLAN

Responsibility

Due Date

OVERALL SCORE %:

EARNED POINTS:

POSSIBLE POINTS:

95% to 100% = outstanding

85% to 94.9% = pass

84.9% or below = fail

Meets	Defic.	Violation	#	SERVICE	N/A	Meets	Defic.	Violation
10	7	0	2.1	Sampling fresh product	20	n/a	0	
10	7	0	2.2	Friendly greeting	10	n/a	0	
10	7	0	3.3	Wiring unit has enough prod.	10	7	0	
10	7	0	2.4	Drink machines are stocked	10	7	0	
10	7	0	2.5	Suggestive and/or upselling	10	7	0	
10	n/a	0	2.6	Staff is friendly/inviting	10	7	0	
10	7	0	2.7	Thank you & friendly closing	10	7	0	
10	7	0	2.8	Staffed according to traffic	10	7	0	
ACT						AVG =		

Points Earned

Possible Points

OVERALL CLEANLINESS

Meets

Defic.

Violation

#	CLEANLINESS	N/A	Meets	Defic.	Violation
4.1	Ovens/Hood clean / 600 °F	5	3	0	
4.2	Warmer clean / 150 °F	5	3	0	
4.3	Lemon dip clean/working	5	3	0	
4.4	Granita clean/working	5	3	0	
4.5	Refilling & gaskets clean/ good	5	3	0	
4.6	Front counter clean	5	3	0	
4.7	Ceiling/tiles/vents clean	5	3	0	
4.8	Work/Cust floor/drains clean	5	3	0	
4.9	Bakery is clutter free	5	3	0	
4.10	Drink area and nozzles clean	5	3	0	
4.11	Indoor cabinets clean/repair	5	3	0	
4.12	Ice machine/ inside/out clean	5	3	0	
4.13	Freezers and gaskets clean	5	3	0	
4.14	Mixer & bowl	5	3	0	
4.15	Restroom clean/good repair	5	3	0	
4.16	Diy/Wdy clean checklist used	5	3	0	

Points Earned

Possible Points

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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

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**

PRIVATE & CONFIDENTIAL





thank you!