

Weekly Communication 3/22/21

March									
Week 3									
Stone	Lincoln	Grand Island	Lexington	N. Platte S	Ogallala	Sidney	Time Saver S	Time Saver N	Total Stones
Total Sales \$	\$75,945	\$43,613	\$83,932	\$361,350	\$243,737	\$57,516	\$105,859	\$154,660	\$1,126,612
Inside Sales \$	\$19,377	\$5,823	\$22,409	\$57,442	\$27,415	\$10,157	\$17,733	\$38,551	\$198,907
Inside Sales LY	\$14,763	\$4,316	\$28,620	\$41,002	\$19,888	\$8,155			\$116,744
Inside Sales % to LY	31.3%	34.9%	-21.7%	40.1%	37.8%	24.5%	#DIV/0!	#DIV/0!	70.4%
Fuel Sales \$	\$56,568	\$37,790	\$61,523	\$303,908	\$216,322	\$47,359	\$88,126	\$116,109	\$927,705
Fuel Sales Gallons	19,556	13,637	22,290	102,468	72,147	16,512	30,380	40,943	317,933
Fuel Sales Gallons LY	29,603	12,268	16,968	88,885	88,991	14,917			251,632
Fuel Sales Gallons % to LY	-33.9%	11.2%	31.4%	15.3%	-18.9%	10.7%	#DIV/0!	#DIV/0!	26.3%
Payroll Hours Used	302.55	134.38	288.35	567.97	446.97	143.63	228.62	302.45	2415
SPWH- Sales Per Work Hour (how many \$'s did you generate/hour of labor spent, efficiency)	\$64.05	\$43.33	\$77.71	\$101.14	\$61.34	\$70.72	\$77.57	\$127.46	\$82.37
Loyalty Sign-ups	1	2	12	17	7	4	2	11	56
Loyalty Usage (% of Loyalty Trans./total Trans.)	4.04%	7.29%	7.02%	10.73%	5.74%	9.26%	2.98%	4.30%	6.42%
Average Loyalty Transaction \$Amount	\$30.89	\$9.37	\$15.99	\$73.60	\$92.21	\$17.62	\$76.68	\$18.91	\$41.91
Gulf Self Assessments									#DIV/0!

Notes:

S2k Vendor Update: VVS Inc. has been added to s2k as the supplier for your coffee/cappuccino. I am working to get a complete list of product upc's to add to s2k as well. This will make the invoicing process much easier. Thank you for your patience through this transition!

Supplier Update: Please updated your shelf labels on all Dekuyper Schnapps Products as they have changed from Republic to Southern (SWS). Please also update all Arbor Mist Wine labels as they have changed from Republic to Johnson Brothers (JB). If you notice any issues with the descriptions or supplier indicators, please let me know.

Safety Topics: Please see the attached safety topics for the months of March & April. This was an oversight on my part not sending March's. Please work with your teams over the next couple of weeks to complete the below trainings and send back to Greg and Nate. Those of you who are still missing January or February, please complete these this month as well. If you need those trainings resent, let me know!

March: Hot Work, Safer Material Handling, & Safety Inspections

April: Work Zone Safety, What Happens After the Incident, Hand-Only CPR

Still Need:

TS South:

February21

TS North:

February21

Ogallala:

January21

February21

Cashwa Updates:

Price Changes:

EGGS LARGE CARTON (BRK TO EACHES)	REFRIG GROCERY	\$ 3.29	45.49%	\$ 1.79	71101000039
LIGHTER BIC LE MARBLE	SUNDRIES	\$ 1.99	47.99%	\$ 1.04	70330658318
OIL SINCLAIR 10W30 SN	AUTOMOTIVE PRODUCTS	\$ 5.49	43.69%	\$ 3.09	14168018890
DELI EXPRESS OMLET W/HAM CHSE ON CROISSANT	SANDWICHES	\$ 5.69	40.58%	\$ 3.38	41433029992
CAT FOOD WHT FISH/TUNA FRISK	PET FOODS	\$ 1.49	42.95%	\$ 0.85	50000424948
SOLO PARTY CUPS 18oz (30 pack)	NON FOOD PAPER	\$ 5.49	42.62%	\$ 3.15	41165600100

New Items:

	027914	8	2oz	BOULDER CANYON JALAPENO CHIPS	\$ 1.89	43.45%	\$ 1.07	708163125065
	030109	8	4oz	MUDDY BUDDIES PRETZEL BITES PNT BTR CHOC	\$ 3.19	40.24%	\$ 1.91	16000170322
	030111	8	4oz	MUDDY BUDDIES PRETZEL BITES COOKIE CRM	\$ 3.19	40.24%	\$ 1.91	16000170339
	030266	12	1.5oz	DUNKAROOS VANILLA COOKIE	\$ 1.99	40.75%	\$ 1.18	16000288010
	030793	18	ct	AIRHEADS EXTREMES SWT SOUR BLUE RASPBERRY	\$ 1.49	51.53%	\$ 0.72	73390008277
	043091	10	4.75oz	KEEBLER KING SIZE FUDGE STRIPE COOKIE	\$ 2.49	40.96%	\$ 1.47	27800053357
	056621	12	7 oz	BURRITO DM BACON & EGG #18431	\$ 2.69	40.83%	\$ 1.59	27086184318
	500958	8	6.1oz	DELI EXPRESS SUB SANDWICH PHILLY BEEF & CHEES	\$ 4.49	42.37%	\$ 2.59	41433004708

Deleted Items:

	028279	6	ct	SPECIAL K CHERRY TRAIL NUT BAR	\$ 1.99	40.95%	\$ 1.18	38000007408
	032768	12	2.12oz	ONE BAR DARK CHOCOLATE SEA SALT	\$ 2.69	42.53%	\$ 1.55	788434105187
	038968	9	5.35oz	SPIZ SALTED CARAMEL SUNFLOWER SEEDS	\$ 1.99	46.12%	\$ 1.07	28400332712
	103494	1	ct	TOWEL BOUNTY 2 PLY 36 SHEETS WHITE	\$ 2.49	41.77%	\$ 1.45	37000762300

Teammate Referral Program: **FOR A LIMITED TIME ONLY!** Wilkinson Companies has announced for a limited time only, we will be rolling out a NEW Teammate Referral Program! Starting today, if any of your teammates refer an applicant to any of the positions available with Wilkinson Companies, they will be eligible to earn \$100. The NEW Teammate must stay employed with the company for 90 days, and the referral form will need to be submitted. This form will be sent out later tonight or tomorrow. Below are the steps to be taken:

1. Communicate this exciting incentive to you team!
2. When a teammate refers a new applicant to Wilkinson Companies, they MUST completed the Teammate Referral Form and turn this into their site manager.
3. Site Managers will then scan and forward the referral forms to Nate via email.
4. Nate will communicate to the other companies of the referral and upon the completion of their first 90 days, Nate will work with the office ensure payment of the incentive to the appropriate teammate.

Rewards Updates from Ben:

Bit of a bumpy week for new loyalty sign ups compared to the previous week, falling behind by (-53). Our customers did use their loyalty cards last week though, this is the highest percentage of usage we've seen this year at 6.68%. However, our rewards customers left almost \$25,000 sitting on the table last week dropping our average rewards transaction from \$65.60 the previous week to \$52.03 (ouch).

Overall a great month so far, with 241 new loyalty sign ups this month and \$393,557.35 in loyalty sales. I'm very interested to see how the month end this week!

Store	Lincoln	Grand Island	Lexington	N. Platte S	Ogallala	Sidney	Time Saver S	Time Saver N	Total Stores
Loyalty Sign-ups	1	2	12	17	7	4	2	11	56
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Looks like Sidney is giving NP South a run for their money for top usage! Keep it up Sidney! Lexington and Grand Island are not far behind with over 7% usage! Way to go everyone! Keep in mind, **USAGE = LOYALTY!**

***Keep the needle moving everyone! Remember to ask every customer, every time! If you notice a teammate is struggling to talk about the program, practice with them! If you are unsure or struggling talking about the program, reach out to Greg, Nate, or Ben! Let's finish his month out strong!**

Low Fuel Level Reminder: We need all stores to please go over the expectations with your teams regarding when to bag the pumps. Over the past couple of weeks there have been a couple instances where the store has been below 600 gallons and did not get bagged. Please ensure your teams are staying in communication with you when we reach low levels. Below are the guidelines to cover with your teams.

- **Tank reaches 1000 gallons (GAS), 1500 gallons (Diesel),**
 - Store communicates to Store Manager!
 - Store Manager directs team to begin taking fuel readings **EVERY HOUR**
 - Store Manager notifies Nate and Greg via text message
- **Tank reaches 800 gallons (GAS), 1000 gallons (Diesel)**
 - Store Manager directs team to bag pumps
 - Store Manager notifies Nate & Greg via text

It is very important your teams follow these procedures. By tanks going below 600 gallons, we are running the risk of blowing up a sub-pump. These pumps are hundreds of \$'s and on top of that expense, we lose revenue because we can't sell fuel.

New Frazil Product (NP South, NP North, Ogallala ONLY): in the next week or 2, these 3 stores will be receiving the below product via Cashwa. Tristen will be placing the order when this product is available. The Double Bubble Cups are \$3 for the first fill and \$1 Refills. There are upc's preprinted on the cups themselves and these will be already loaded into s2k at those prices.



New Item (from Weekly Communication 2/22): I have reached out to Tristen and these items are now in stock with Cashwa. Tristen has placed the order for the items, and they should be hitting your stores this week or next. Please follow the below direction for merchandising. If you have any questions, please let me.

The below items will be coming into Cashwa in the beginning of March. There will be 1 case of each forced out to each store. Please be preparing now for this product to come. I would like this merchandised on a fastrack as close to you pegged candy aisle as possible. Please use the entire fastrack for this product only. Do not move product off an existing fastrack prior to receiving this product, but simply know what your plan is to make the merchandising possible. If you have any questions on the merchandising, please reach out to me or Greg.



12/5oz Fruit Snacks

- Original Green Tea
- Apple
- Mandarin
- Plum Blueberry



- Original Arnold Palmer
- Strawberry
- Mango
- Peach

Why Arizona Fruit Snacks?

Leverage the Brand Equity & Loyal Arizona Consumers

The Arizona Brand will expand your Fruit Snack category.

"New Consumers" = "New Growth"

Wholesale Pricing
Does not include any necessary upcharge

Fruit Snacks	
Case Cost:	\$13.65
CMA Rebate:	\$0.25
Net Cost:	\$13.40
Unit Cost:	\$1.12
SRP:	\$2.19
Penny Profit:	\$1.07
Profit Margin:	49%

Arizona Fruit Snacks consumer benefits:

- Gluten Free
- Fat Free
- Made with Real Fruit.
- 100 Calories
- Vitamin C
- No Artificial Colors
- No Artificial Flavors