

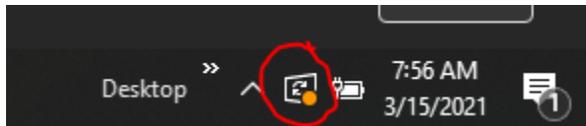
Weekly Communication 3/15/21

March									
Week 2									
Store	Lincoln	Grand Island	Lexington	N. Platte S	Ogallala	Sidney	Time Saver S	Time Saver N	Total Stores
Total Sales \$	\$70,341	\$41,315	\$86,487	\$359,965	\$266,723	\$74,231	\$118,902	\$147,799	\$1,165,763
Inside Sales \$	\$17,664	\$5,848	\$21,751	\$49,568	\$24,351	\$9,981	\$18,603	\$35,497	\$183,263
Inside Sales LY	\$15,466	\$4,101	\$25,247	\$39,848	\$18,515	\$6,788			\$109,965
Inside Sales % to LY	14.2%	42.6%	-13.8%	24.4%	31.5%	47.0%	#DIV/0!	#DIV/0!	66.7%
Fuel Sales \$	\$52,677	\$35,467	\$64,736	\$310,397	\$242,372	\$64,250	\$100,299	\$112,302	\$982,500
Fuel Sales Gallons	18,343	12,760	24,067	105,336	81,663	22,803	35,017	40,135	340,124
Fuel Sales Gallons LY	20,613	9,682	24,672	92,966	67,372	10,407			225,712
Fuel Sales Gallons % to LY	-11.0%	31.8%	-2.5%	13.3%	21.2%	119.1%	#DIV/0!	#DIV/0!	50.7%
Payroll Hours Used	275.43	45	260.92	569.15	478.02	155.53	235.73	301.78	2322
SPWH- Sales Per Work Hour (how many \$'s did you generate/hour of labor spent, efficiency)	\$64.13	\$129.96	\$83.36	\$87.09	\$50.94	\$64.17	\$78.92	\$117.63	\$78.94
Loyalty Sign-ups	0	5	6	25	29	24	5	15	109
Loyalty Usage (% of Loyalty Trans./total Trans.)	3.90%	6.84%	5.64%	10.87%	4.58%	8.98%	3.32%	4.28%	6.05%
Average Loyalty Transaction \$Amount	\$38.47	\$13.44	\$19.93	\$85.58	\$176.65	\$17.16	\$76.94	\$18.49	\$55.83

Notes:

Vacation Reminder: Just a reminder, starting Tuesday I will be on vacation through next Sunday.

Windows Update: If you have not already done so, please restart your computers. There was a windows updated that was released at the end of last week. Below is an icon that appears in the bottom right corner of the screen when there is an updated to be done. Please let me know if you have any issues with the download.



Teammate Recognition Program: We are already seeing great, POSITIVE reviews coming into the FatDogs.com website! Great job everyone! It is awesome to see the impact your teams are all having on your stores and with our customers! Last week, in a fortune cookie I was given, I received such a fitting “fortune”.... “At the end of each day, think “what has the day brought to me, and what have I given it?”. Not really a fortune but what great timing! Everyone on our team as the opportunity to influence change, be an inspiration to someone, be a leader. GREAT CUSTOMER SERVICE is one very easy way to create a purpose in our communities! Below are some of the comments we have received over the past week. Enjoy!

Ratings

5

Review

Always friendly, greets me by name and knows what I want when I go in. Recommended the fatdogs rewards card and signed me up. Great friendly service every time

Store Clerk Name

Vidal Montelongo

Ratings

5

Review

from the time I walked in I felt a certain comfort almost like home...Vidal greeted me right away and was very helpful pointing me in the right direction he is a true asset to the company as i observed him over and over greeting guests and having a great attitude. Definately a cut above the rest..I will be sure and stop every time I pass through and get my snacks and gas from this store as it helped make me feel a certian joy almost like being back home thank you sincerely Martin DeSomma any questions pleaase call 402 802 2874...thanks again for the outstanding service!!!

Store Clerk Name

Vidal Montelongo

Ratings

5

Review

It dont matter what day I come in he is always keeping busy stocking cleaning or fixing something. He is ALWAYS helpful when I come in and that is quite often. You got a good worker which are had to come by . Pls show him some appreciation and tell him thank you from ALL his customers!

Store Clerk Name

IKE

Ratings

5

Review

Always excellent and friendly service! We actually drive a few miles out of our way just to come to this location. Stephanie is always excellent and you cant help but to smile and laugh when she takes care of us! Place is always very clean and great selection! Breakfast burritos are outstanding!

Store Clerk Name

Stephanie

Ratings

5

Review

If you guys don't know this girl you should. She is the best and talk about customer service she knows this. I never see her not working, cleaning or just saying hi to every customer that comes thru the door. She is the best!!

Store Clerk Name

Raenae Curry

WOW! WHAT GREAT FEEDBACK! Please make sure you share these comments with your teams, and specifically the people mentioned in them! Thanks again for everything you all do, not only for the store but for the communities!

Coke/Pepsi Cooler Resets: Below are the scheduled reset dates for Coke/Pepsi in both Time Savers. Please ensure your coolers are ready for them to work and rearrange. You will not need to help with the actual moves but will need to ensure when the teams are done, the coolers are cleaned up and organized. Please partner with Jim and put Greg and I on copy if you have any questions!

Tuesday	16th	Time Saver-South
Wednesday	17th	Time Saver-North

As I receive the rest of the store's schedules, I will share those dates.

Community Involvement/Partnership: As our communities open back up from covid in 2021, please keep your eyes open for community involvement opportunities! Your Chamber of Commerce is a great resource to get started!

For example: In Lexington over the weekend, the movie theater had it's Grand Re-opening. April partnered with the theater and we were able to hand out Free 32oz Fountain Drink Coupons to everyone that walked through the door! YAY!!! The theater was more then excited to not only give something away at their front door, but also help promote our business! Great job April!

Gina's Community holds the KSID Spring Expo. Last year this event was virtual, but they are bringing back the in-person event. Gina has partner with Missy, and they will be having a booth setup promoting our Fleet Cards! We are going to shout loud and proud what we can do for our community partners with our fuel offerings! Gina is a great example of someone who gets involved in her community! Great Leadership Gina!

Right in our own back yard in North Platte, we will be helping to support the Rocky Mountain Wrestling Tournament held at the D&N Event Center! This event alone will bring anywhere from 500-800 people right past Fat Dogs South and Time Saver South! FD's will be providing all the pizza slices for this event and .5L bottles of water! How exciting! Brace yourself NP Team's....the skies the limit!

BankShot Skills Machines (Lex, NPSouth, TSSouth, TSNorth, Sidney): The new skills machines that are being installed in the stores will have a little different option for the customers. These new machines will allow a customer to put the voucher slip back into the machine and continue to play using the earned credits without having to cash them out. We are waiting to hear back regarding the retention of these slips that are removed directly from the machine. At this point, please collect these slips and retain in your skill machine safes. The vouchers that are turned in to the cashier to be paid out, will still need to be retained and attached to the register receipts as before (This process DOES NOT change). We will send out additional communication as we learn more. Thank you for your patience through this transition!

Insurance/Benefits: There has been a lot of communication surrounding the 2021 Teammate Benefits options. Please refer to the [latest communication from Clarine on 3/12/2021](#). This email contains

specific details such as coverage start date, contact information if you or teammates have questions, and temporary ID cards until teammates actual cards arrive via snail mail.

Competitor Pricing: If you have not sent me your fuel competitors' information that was requested last Thursday, please do so by end of day Wednesday 3/17. [See communication sent from Nate on 3/11/21.](#)

Southern Glaziers New Item Update: Communication was sent out a couple of months ago talking about a New Crown Royal 4-pk cans item. We have also heard from customers, this is available. I reached out to our Rep and this is false information. If customers are seeing this in the markets, it was not purchased through our Southern Glaziers Distributor. The closes state that has released this product is MO. NE is expecting to launch this in July 2021.

Teammate Discount Update: A couple of you have reporting seeing the 10% discount being applied to Fuel Prepay Purchases and on Lottery sales. I have communicated with P2P, and this issue should be resolved. Thanks for your patience and communication! Great teamwork!