

# Weekly Communication 3/15/21

March Week 1									
Store	Lincoln	Grand Island	Lexington	N. Platte S	Ogallala	Sidney	Time Saver S	Time Saver N	Total Stores
Total Sales \$	\$66,766	\$36,633	\$80,707	\$351,565	\$213,573	\$69,935	\$112,506	\$141,729	\$1,073,414
Inside Sales \$	\$17,737	\$4,292	\$23,185	\$50,374	\$21,751	\$11,235	\$18,927	\$34,770	\$182,271
Inside Sales LY	\$15,844	\$3,807	\$25,141	\$37,779	\$17,252	\$7,846			\$107,669
Inside Sales % to LY	11.9%	12.7%	-7.8%	33.3%	26.1%	43.2%	#DIV/0!	#DIV/0!	69.3%
Fuel Sales \$	\$49,029	\$32,341	\$57,522	\$301,191	\$191,822	\$58,700	\$93,579	\$106,959	\$891,143
Fuel Sales Gallons	17,513	11,787	21,496	106,957	67,142	21,427	33,698	39,011	319,031
Fuel Sales Gallons LY	20,945	7,506	25,875	87,860	71,160	12,563			225,909
Fuel Sales Gallons % to LY	-16.4%	57.0%	-16.9%	21.7%	-5.6%	70.6%	#DIV/0!	#DIV/0!	41.2%
Payroll Hours Used	279.55	141.17	357	526.63	488.05	153.87	226.88	292.6	2466
SPWH- Sales Per Work Hour (how many \$'s did you generate/hour of labor spent, efficiency)	\$63.45	\$30.40	\$64.94	\$95.65	\$44.57	\$73.02	\$83.42	\$118.83	\$73.92
Loyalty Sign-ups	1	10	2	30	14	8	1	10	76
Loyalty Usage (% of Loyalty Trans/total Trans.)	3.87%	7.56%	5.47%	7.98%	4.32%	6.53%	3.35%	4.70%	5.47%
Average Loyalty Transaction \$Amount	\$27.66	\$13.74	\$17.88	\$97.04	\$114.27	\$13.89	\$80.81	\$16.86	\$47.74
Gulf Self Assessments									#DIV/0!

## Notes:

**FD YTD Sales Comparative Report:** The below report is a recap of 1/1/20 to 2/28/20 compared to 1/1/21 to 2/28/21. This report shows you a Recap of Sales \$, Margin, & Gallons sold. The blue highlighted boxes are your Margin% 2020 vs. 2021. Under the Differences section, the yellow highlighted boxes are the differences in your INSIDE sales \$'s, and you GALLONS sold qty.

Department	Previous (1/1/2020 - 2/28/2020)				Current (1/1/2021 - 2/28/2021)				Difference				
<b>Grand Island [TC] #17058</b>													
c-store	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
c-store Total:	10,456	\$29,237.06	31.56%	\$9,226.68	11,424	\$36,549.83	30.45%	\$11,129.64	969	9.26%	\$7,312.77	25.01%	\$2,602
Fuel	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
Fuel Total:	57,112	\$147,573.85	16.47%	\$24,304.89	87,171	\$212,525.99	16.30%	\$34,647.35	30,059	52.63%	\$64,952.14	44.01%	\$10,342.46
Site Total:	67,568	\$176,810.91	18.95%	\$33,531.57	98,595	\$249,075.82	18.38%	\$45,776.99	31,027	45.92%	\$72,264.91	40.87%	\$12,245.42
<b>Lexington [TC] #17055</b>													
c-store	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
c-store Total:	44,208	\$193,521.38	21.81%	\$42,209.31	36,350	\$173,907.85	21.73%	\$37,788.21	-7,858	-17.78%	-\$19,613.53	-10.14%	-\$4,421.10
Fuel	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
Fuel Total:	178,321	\$422,712.00	9.65%	\$40,805.50	163,560	\$388,525.98	14.09%	\$54,741.53	-14,760	-8.28%	-\$34,186.02	-8.09%	-\$13,936.03
Site Total:	222,528	\$616,233.38	13.47%	\$83,014.81	199,910	\$562,433.83	16.45%	\$92,529.74	-22,618	-10.16%	-\$53,799.55	-8.73%	-\$17,699.13
<b>Lincoln Fatdogs [TC] #17057</b>													
c-store	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
c-store Total:	38,189	\$117,566.33	21.67%	\$25,470.95	38,482	\$128,280.33	22.89%	\$29,365.63	293	0.77%	\$10,714.00	9.11%	\$3,894.68
Fuel	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
Fuel Total:	142,991	\$357,336.83	12.59%	\$44,999.46	127,179	\$317,732.07	16.92%	\$53,771.49	-15,811	-11.06%	-\$39,604.76	-11.08%	-\$8,772.02
Site Total:	181,180	\$474,903.16	14.84%	\$70,470.42	165,661	\$446,012.40	18.64%	\$83,137.12	-15,519	-8.57%	-\$28,890.76	-6.08%	-\$12,666.70
<b>North Platte [TC] #17054</b>													
c-store	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
c-store Total:	82,105	\$302,989.02	38.50%	\$92,410.83	97,370	\$387,793.32	32.15%	\$124,691.48	15,265	18.59%	\$84,804.30	27.99%	\$32,280.66
Fuel	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
Fuel Total:	753,422	\$1,914,826.04	11.00%	\$210,684.90	811,450	\$2,023,534.28	10.95%	\$221,556.73	58,029	7.70%	\$108,708.24	5.68%	\$10,871.83
Site Total:	835,527	\$2,217,815.06	13.67%	\$303,095.73	908,821	\$2,411,327.60	14.36%	\$346,248.21	73,294	8.77%	\$193,512.54	8.73%	\$43,152.48
<b>Ogallala Fatdogs Conoco [TC] #17028</b>													
c-store	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
c-store Total:	38,467	\$119,784.92	28.19%	\$33,769.84	45,995	\$165,026.13	31.18%	\$51,451.63	7,528	19.57%	\$45,241.21	37.77%	\$17,681.78
Fuel	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
Fuel Total:	551,495	\$1,431,804.47	11.59%	\$165,935.29	506,444	\$1,270,060.66	10.74%	\$136,467.21	-45,051	-8.17%	-\$161,743.81	-11.30%	-\$29,468.08
Site Total:	589,961	\$1,551,589.39	12.87%	\$199,705.13	552,439	\$1,435,086.79	13.09%	\$187,918.83	-37,523	-6.36%	-\$116,502.60	-7.51%	-\$11,786.30
<b>Sidney [TC] #17056</b>													
c-store	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
c-store Total:	15,853	\$56,809.98	23.47%	\$13,335.63	22,184	\$88,462.50	26.27%	\$22,709.86	6,331	39.94%	\$29,652.52	52.20%	\$9,374.23
Fuel	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin%	Profit \$	Sales #	Sales \$	Margin %	Profit \$	
Fuel Total:	93,271	\$245,845.28	11.83%	\$29,094.87	154,281	\$365,658.60	16.40%	\$38,034.71	61,010	65.41%	\$119,813.32	48.74%	\$8,939.84
Site Total:	109,124	\$302,655.26	14.02%	\$42,430.51	176,465	\$452,121.10	13.44%	\$60,744.57	67,341	61.71%	\$149,465.84	49.38%	\$18,314.07
C-Store Grand Total:	229,277	\$819,908.69	26.40%	\$216,423.25	251,804	\$978,019.96	28.34%	\$277,136.46	22,527	9.83%	\$158,111.27	19.28%	\$60,713.21
Fuel Grand Total:	1,776,611	\$4,520,098.47	11.41%	\$515,824.91	1,850,086	\$4,578,037.58	11.78%	\$539,219.01	73,475	4.14%	\$57,939.11	1.28%	\$23,394.10

Time Saver will be included in this starting May 1<sup>st</sup>!!!! We are so excited to see where those 2 locations have grown over the past months.

**Time Saver Q1 Excellent in Action Assessment:** We have reached out to our reps for the Excellent in Action Assessment both TS locations had last month. They must be slower reporting because the results have not been submitted yet. We will keep you posted on the file scores as they are sent to us.

**Penny and Floyd,** please remember to sign-up for one of the webinars on the Cure Program to make the best of your assessments! Please remember to let me know what session you have selected for both you and your assistances to attend. Below is the link to schedule your session if you need it.

<https://go.phillips66solutions.com/March-2021-CureProgram-TriBrand-BN-LP.html>

**Vacation:** I will be on vacation next week starting on Tuesday 3/16-3/21 to welcome our new little baby boy to the world. We have a planned C-Section scheduled for 3/16. Please continue to include me in emails and text messages so I can stay more updated throughout that week. When I am able, I will respond to any emails/text that I can.

**Coffee Transition:** All of the new coffee equipment has arrived in Grand Island! We will be finding out the install schedule soon and will pass along to you. Sounds like the goal will be to have the installs all completed by the end of this week, and most likely start in Lincoln and move west. We'll keep you updated.

**Firespring Culture Survey:** Today, you and your teams will receive an email from a Firespring email address from Clarine. This is a survey that will help continue the process of understanding what our teams are looking for in a company culture, help us define what our culture is, and guide us in the right direction to becoming a company that even more people want to be a part of! Please let you teams know we need their input on these survey's! Coordinate with them to complete the survey in-store if needed.

**Upcoming Nebraska Events:** The weekend of the 26<sup>th</sup>, 27<sup>th</sup>, & 28<sup>th</sup> the Rocky Mountain Wrestling Tournament will be held at the D&N Event Center in North Platte along with numerous other events. Please see the notes below from the North Platte/Lincoln County Visitors Bureau. With not only the events in North Platte, but across the state, please ensure you are fully staffed over this weekend, your stores are ready for the increase traffic, you have plans in place with your teams to ensure they are staying on top of their game. Let's ensure we are stocked throughout the stores from Cashwa items to cooler doors. We are expecting Summer Weekend traffic so let's be prepared!

Clarine,

I wanted to let you know that the weekend of March 26<sup>th</sup> will be busy here in North Platte with sporting events. I am sure Jeff has shared on the hotel end, but I'm concerned for your Subway and fuel in that area as well. We have a wrestling tournament that will bring in 500 to 800 wrestlers at the D &N, College Softball Tourney, Bull riding clinic and there is a Softball Tourney in Grand Island that we are seeing hotel overflow from. We are making a concerted effort to make sure everyone knows what is happening that weekend, so our customer service is top notch!

Let me know if you have questions.

**\*\*North Platte South:** Please remember to be prepared for the Wrestling Tournament Partnership!

**Wrestling Tournament**

D&N Event Center, North Platte, Ne

- Will be purchasing 30 cases of FD Water (Ashley Order through Cashwa)
- 3 Times the amount of Pizza as last tournament, use thin crust for easy of thawing dough? (Lisa & Ryan)
- Donating FREE Drink Cards to put in kids' welcome packets
- 800-1000 wrestlers attending

**Daylight Savings:** Please remind your teams this Saturday we SPRING forward 1 hour.

**Lynco March/April Promotions:** Sorry, this is late getting to everyone! Please see the list of Lynco Items below and their promotional prices. Orders will be shipped this week and the fliers and tags will be with the product. Please let me know if you do not receive the print materials! The prices have been updated in s2k to scan correctly. You will also be receiving the below flier from Lynco. Please ensure we have one of these fliers in each of the bathroom stall/Urinal sign holders.

Item #	Description	Price	Retail	UPC	Price	Retail
014-56819	Defense Boost Gummies Elderberry 12ct	3.60	5.99	840078568190	3.29	5.99
014-56820	Defense Boost Gummies Sleep Support 12ct	3.60	5.99	840078568206	3.29	5.99
014-56821	Defense Boost Gummies Apple Cider Vinegar 12ct	3.60	5.99	840078568213	3.29	5.99
014-56822	Defense Boost Gummies Vitamin C 12ct	3.60	5.99	840078568220	3.29	5.99
017-63501	Disinfectant Wipes Alcohol Free 50ct Pk	2.25	3.99	860003635018	1.98	2.99
032-83201	Flashlight 32 LED 3D - Black	11.90	19.99	856224832015	9.67	14.99
061-00135	SB Pump Spray Black Bomb 1oz	2.25	3.99	855765001355	2.00	2.99
061-00138	SB Pump Spray Baby Powder 1oz	2.25	3.99	855765001386	2.00	2.99
061-00139	SB Pump Spray Black Cherry 1oz	2.25	3.99	855765001393	2.00	2.99
061-00140	SB Pump Spray Clean Cotton 1oz	2.25	3.99	855765001409	2.00	2.99
061-00146	SB Pump Spray Hawaii Blue 1oz	2.25	3.99	855765001461	2.00	2.99
061-00152	SB Pump Spray Mango Tropical 1oz	2.25	3.99	855765001522	2.00	2.99
061-00160	SB Pump Spray Pomegranate 1oz	2.25	3.99	855765001607	2.00	2.99
061-00165	SB Pump Spray Tangerine Blast 1oz	2.25	3.99	855765001652	2.00	2.99
061-00166	SB Pump Spray Vanillaicious 1oz	2.25	3.99	855765001669	2.00	2.99
410-45714	Protective Mask 10/bx	7.97	12.99	659806457145	6.50	9.99



**Marketing/Rewards Update:** Last week we started a transition in our Marketing Department. Please see the breakdown of communications below. To better help you get information as quick and accurate as possible, please copy me on ALL marketing related questions/emails you send. Reference the below list of contact information for future communications.

**Missy Couse:** Sales and Brand Development ([mcouse@wilko.com](mailto:mcouse@wilko.com))

Oversees/managers: Fat Dogs Fleet Card Program, Wilkinson Companies Newsletter, Block Grill Tavern & Market

**Ben Riewe:** Rewards & Media Specialist ([marketing@wilko.com](mailto:marketing@wilko.com))

\*Oversees/manages: Rewards/Teammate Discount, Facebook, post designs, In-Store Signing/Media Development

**Cammie Kroll:** Web Design & Content Specialist ([CKroll@wilko.com](mailto:CKroll@wilko.com))

\*Oversees/manages: FatDogs.com & Intranet Pages, Google/Yelp Pages, Nebraska Grow site and partnership, Marketing Calendars, In-Store Signing/Media Development

Fleet Card Program Questions/Applications: Missy/Nate

Fat Dogs/Time Savers News/Special Shoutouts: Missy/Nate

Rewards/Teammate Discount Card: Ben/Nate

Register to Win/Giveaways Questions and New Ideas: Ben/Nate

Community Events/Partnership: Ben/Cammie/Nate

Signing Needs: Ben/Nate

Facebook Post Corrections: Ben/Nate

Intranet Page Errors: Cammie/Nate

Google/Yelp! Page Updates/Questions: Cammie/Nate

Register/Card Reader: Nate

**Teammate Discount Cards:** By the end of this week, all companies under the Wilkinson Companies Umbrella will have their teammate discount cards in hand. We have experienced some of the cards not working properly. If you have issues with the TEAMMATE DISCOUNT CARDS NOT WORKING PROPERLY, please reach out to Peter McCarville directly at 615-777-9102, at the time of the transaction. He will not be able to help trouble shoot the issues unless he has able to be on the phone during the transaction. If after talking with Peter, you are still having an issue, you will need to let Ben and myself know. Please do not reach out to Peter for any other reason at this point.

**New Southern Glaziers Item (Lexington, NP South, Ogallala, Sidney):** Smirnoff is coming out with a new Spring/Summer Flavor that will be available starting in April. If you are interested in trying this in your location, please let me know in April. You will need to find a home for it in the set or you will need to partner with me on additional floor stack space. This will be available in all sizes and is priced in line with the regular Smirnoff Vodka. They are projecting this to be as popular as the Red, White, and Berry flavor.



**Cashwa Price Changes:**

2ct	AIR FRESHENER BLACK ICE LITTLE TREE	AUTOMOTIVE PRODUCTS	\$ 2.89	43.34%	\$ 1.64	76171220554
2ct	AIR FRESHENER NEW CAR LITTLE TREE	AUTOMOTIVE PRODUCTS	\$ 2.89	43.34%	\$ 1.64	76171220899
2ct	AIR FRESHENER VANILLAROMA LITTLE TREE	AUTOMOTIVE PRODUCTS	\$ 2.89	43.34%	\$ 1.64	76171220059
2.5gl	DEF AMERIBLU 32 DIESEL EXHAUST FLUID	AUTOMOTIVE PRODUCTS	\$ 14.99	40.96%	\$ 8.85	862824000105
150ct	PLATE PAPER 9" ALWAYS SAVE (8)	NON FOOD PAPER	\$ 5.49	40.80%	\$ 3.25	70038326557
50ct	MATCHES BOOK DX	NON FOOD PAPER	\$ 2.99	43.14%	\$ 1.70	70038326670

**Cashwa New Items:** There are a lot of new items this week for Cashwa. If you are seeing items not being able to be ordered, please check the list and see if it has updated to a new upc/order number.

030204	12 ct	RICE KRISPIE TREAT BIG BAR COCOA W/M&M 2512	\$ 1.49	40.16%	\$ 0.89	38000178290
030249	6 3oz	POPCORN INDIANA KETTLE 3oz	\$ 2.49	41.43%	\$ 1.46	843571005643
032562	12 4OZ	TROLLI TWISTED SOUR BRITE CRAWLERS	\$ 1.99	42.00%	\$ 1.15	41420018237
032924	8 3oz	KIT KAT CRISP WAFERS THINS PEG	\$ 4.59	63.92%	\$ 1.66	34000856626
032929	12 2.12oz	ONE BAR CHOCOLATE CHIP COOKIE DOUGH	\$ 2.79	40.26%	\$ 1.67	788434108812
033868	12 5 oz	MIKE AND IKE REDRAGEOUS THEATER	\$ 1.59	46.54%	\$ 0.85	70970471285
034555	12 6oz	AIRHEADS XTREMES BITES BLUE RASPBERRY	\$ 2.49	41.93%	\$ 1.45	73390009243
038115	12 1.75oz	BEER NUT ORIGINAL BEER BOTTLE BAG	\$ 0.99	44.44%	\$ 0.55	70842001657
043090	12 ct	RICE KRISPIE DUNK'D COOKIES N' CREME 25106	\$ 1.99	39.49%	\$ 1.20	
043100	12 1.83oz	RX BAR CHOCOLATE SEA SALT	\$ 2.69	40.68%	\$ 1.60	857777004232
043101	12 1.83oz	RX BAR PEANUT BUTTER CHOCOLATE	\$ 2.69	40.68%	\$ 1.60	857777004683
043102	12 1.83oz	RX BAR BLUEBERRY	\$ 2.69	40.68%	\$ 1.60	857777004195
060046	12 18ct	BAIT NIGHTCRAWLERS 18ct 12020	\$ 3.99	31.93%	\$ 2.72	84403180019
060313	12 3.6oz	HARD BOILED EGG W/TURKEY BACON	\$ 2.89	40.02%	\$ 1.73	709893007898
102473	1 32oz	DRANO REGULAR LIQUID	\$ 4.99	44.89%	\$ 2.75	19800001162
103274	1 60ct	ROLAIDS ADVANCED TAB MIXED BERRY 60ct	\$ 8.99	38.82%	\$ 5.50	41167104019
103283	1 8.45oz	SHAMPOO H&S 2 IN 1 CLASSIC CLEAN 8.45oz	\$ 6.99	38.48%	\$ 4.30	37000901617
103287	4 2ct	MUCINEX SEVERE CONGESTION RELIEF 2ct	\$ 2.89	53.72%	\$ 1.34	363824201443
500214	12 14oz	BURRITO DM BURRITO BOMB CHICKEN	\$ 3.89	43.44%	\$ 2.20	70496740056
502388	8 5.8oz	DELI EXPRESS OMLET W/HAM CHSE ON CROISSANT	\$ 5.49	40.57%	\$ 3.26	41433029992
502389	8 6.3oz	DELI EXPRESS SAUSAGE JALAPENO BACON ON BISCUIT	\$ 5.49	40.57%	\$ 3.26	41433030004
502410	8 6.7oz	DELI EXPRESS MARKET EGG TURKEY SAUSAGE CHEESE	\$ 5.49	40.57%	\$ 3.26	41433029985
502411	8 5oz	DELI EXPRESS EGG CHEESE CHILI SALSA SANDWICH	\$ 5.49	40.57%	\$ 3.26	41433030011
715229	1 100tz	BEST CHOICE HEADACHE PAIN RELIEF	\$ 8.99	43.83%	\$ 5.05	70038201670
796354	1 8oz	SOLARCAINE ALOE GEL BURN RELIEF	\$ 9.99	40.94%	\$ 5.90	41100081384

**Cashwa Deleted Items:**

029585	18 ct	TWIX CREAMY PEANUT BUTTER	\$ 1.49	50.41%	\$ 0.74	40000490845
032333	18 ct	TWIX CREAMY PEANUT BUTTER KING	\$ 2.19	41.27%	\$ 1.29	40000490876
033774	12 6oz	STARBURST GUMMIBURST DUOES PEG	\$ 2.49	40.09%	\$ 1.49	22000116086
034262	12 6oz	STARBURST GUMMIBURST PEG 6oz	\$ 2.49	40.09%	\$ 1.49	40000162643
101878	50 ct	LIGHTER BIC SE NIGHTS OUT	\$ 1.99	42.96%	\$ 1.14	70330643291
102474	1 22oz	SHOUT STAIN TREATMENT TRIGGER SPRAY	\$ 5.99	39.90%	\$ 3.60	46500022517
715228	1 ct	HEADACHE RELIEF EXTRA STRENGTH	\$ 1.99	44.72%	\$ 1.10	369168285248
726092	1 7oz	SPAM HORMEL	\$ 3.99	44.86%	\$ 2.20	37600000017