

Weekly Communication 4/19 & 4/26/2021

C-Store/T-Center Metrics

April Week 2										
Store	Lincoln	Grand Island	Lexington	N. Platte S	N. Platte N	Ogallala	Sidney	Time Saver S	Time Saver N	Total Stores
Total Sales \$	\$77,440	\$44,109	\$83,386	\$347,451	\$18,287	\$288,656	\$77,515	\$107,420	\$151,223	\$1,196,487
Inside Sales \$	\$19,943	\$6,752	\$21,151	\$51,962	\$7,462	\$31,363	\$12,393	\$18,411	\$34,645	\$204,082
Inside Sales LY	\$12,551	\$3,447	\$20,815	\$33,896		\$8,981	\$5,846			\$85,536
Inside Sales % to LY	58.9%	95.9%	1.6%	53.3%		249.2%	112.0%	#DIV/0!	#DIV/0!	138.6%
Fuel Sales \$	\$57,497	\$37,357	\$62,235	\$295,489	\$10,825	\$257,293	\$65,122	\$89,009	\$116,578	\$991,405
Fuel Sales Gallons	20,117	13,456	22,438	102,675	3,895	89,380	22,816	31,484	41,068	347,329
Fuel Sales Gallons LY	16,789	5,116	11,931	56,811		45,410	8,501			144,558
Fuel Sales Gallons % to LY	19.8%	163.0%	88.1%	80.7%		96.8%	168.4%	#DIV/0!	#DIV/0!	140.3%
Payroll Hours Used	311.45	131.12	322.72	559.15	248.85	546.63	155.72	279.77	281.22	2837
SPWH- Sales Per Work Hour (how many \$'s did you generate/hour of labor spent, efficiency)	\$64.03	\$51.49	\$65.54	\$92.93	\$29.99	\$57.38	\$79.59	\$65.81	\$123.20	\$71.95
Loyalty Sign-ups	2	1	1	9	0	4	3	4	4	28
Loyalty Usage (% of Loyalty Trans/total Trans.)	3.88%	7.11%	6.49%	11.07%	6.00%	5.77%	6.27%	3.22%	358.00%	45.31%
Average Loyalty Transaction \$Amount	\$35.73	\$14.89	\$15.06	\$68.79	\$10.62	\$78.98	\$18.35	\$90.23	\$19.92	\$39.17
Gulf Self Assessments										#DIV/0!

April Week 3										
Store	Lincoln	Grand Island	Lexington	N. Platte S	N. Platte N	Ogallala	Sidney	Time Saver S	Time Saver N	Total Stores
Total Sales \$	\$75,150	\$47,639	\$87,782	\$339,280	\$30,424	\$299,680	\$80,533	\$103,508	\$151,593	\$1,215,589
Inside Sales \$	\$18,515	\$8,249	\$23,037	\$51,433	\$10,374	\$32,972	\$12,582	\$19,229	\$36,323	\$212,714
Inside Sales LY	\$14,577	\$4,584	\$21,145	\$40,427		\$13,106	\$5,919			\$99,758
Inside Sales % to LY	27.0%	80.0%	8.9%	27.2%		151.6%	112.6%	#DIV/0!	#DIV/0!	113.2%
Fuel Sales \$	\$56,635	\$39,390	\$64,745	\$287,847	\$20,050	\$266,708	\$67,951	\$84,279	\$115,270	\$1,002,875
Fuel Sales Gallons	19,715	14,146	23,385	99,859	7,275	92,616	23,887	29,756	40,799	351,438
Fuel Sales Gallons LY	17,264	5,554	15,062	68,025		62,348	8,520			176,773
Fuel Sales Gallons % to LY	14.2%	154.7%	55.3%	46.8%		48.5%	180.4%	#DIV/0!	#DIV/0!	98.8%
Payroll Hours Used	270.2	129.83	302.53	609.2	276.98	607.12	156.68	270.37	277.27	2900
SPWH- Sales Per Work Hour (how many \$'s did you generate/hour of labor spent, efficiency)	\$68.52	\$63.54	\$76.15	\$84.43	\$37.45	\$54.31	\$80.30	\$71.12	\$131.00	\$73.35
Loyalty Sign-ups	3	3	3	3	8	1	14	0	1	36
Loyalty Usage (% of Loyalty Trans/total Trans.)	4.22%	6.64%	6.44%	11.06%	6.06%	4.89%	7.39%	2.97%	3.70%	5.93%
Average Loyalty Transaction \$Amount	\$34.11	\$15.27	\$17.38	\$63.65	\$16.06	\$80.65	\$19.71	\$66.73	\$19.08	\$36.96
Gulf Self Assessments	87.23%								97.00%	92.12%

New loyalty sign-ups are not correct for week April 18-24th (these submissions will be included in this week's reporting) as we were overrun with submissions last week and was not able to have all cards entered until 5pm Monday.

Subway Metrics:

Date	Sales	WTD	WTD vs. 1Y	Date	Sales	WTD	WTD vs. 1Y
Wed Apr 14	\$1,325.78	\$1,325.78	105	Wed Apr 21	\$1,638.38	\$1,638.38	177
Thu Apr 15	\$1,416.54	\$2,742.30	233	Thu Apr 22	\$1,713.29	\$3,351.65	181
Fri Apr 16	\$1,495.16	\$4,237.46	208	Fri Apr 23	\$1,908.17	\$5,258.82	200
Sat Apr 17	\$1,516.05	\$5,753.51	194	Sat Apr 24	\$1,802.24	\$7,062.05	191
Sun Apr 18	\$1,607.50	\$7,361.01	188	Sun Apr 25	\$1,802.15	\$8,864.21	190
Mon Apr 19	\$1,167.65	\$8,528.66	173	Mon Apr 26	\$1,692.73	\$10,556.94	191
Tue Apr 20	\$1,543.62	\$10,072.28	171	Tue Apr 27	\$1,551.17	\$12,108.11	185

Our newly remodeled Subway is hitting the ground running! Way to go Subway Team!!! We are very excited to see what we can do with the entire OG facility fully remodeled and open. As Nate and Ryan

continue to get settled into their Subway roles, we will adjust the metrics being shared to provide the most impactful information! Welcome to the weekly communication Subway!

Notes:

New Additions: I would like to welcome a couple of new teammates to our C-Store group!

Christy Glen is joining us from Washington State where she worked in a truck stop for the past almost 5 years. Christy brings a great amount of C-Store/Truck Stop experience and knowledge and we look forward to seeing her in Time Saver North in a couple of weeks. Christy started Monday training with Gina in Sidney and will continue her Time Saver training once she arrives in North Platte.

Jessica Lemmert joins us as our Merchandise Support Teammate and will be assisting Gina in Sidney with store responsibilities as an assistant. Jessica brings a variety of experiences in merchandising in big box retail and customer service at Cabela's Call Center. Jessica trained with Gina over this past week and is venturing to Ogallala this week to finish up any Store Operations training needed. Jessica will eventually be trained on s2k operations including creating and updating departments, subcategories, and inventory controls. She will become our Promotions/Price Change expert and assisting Greg and I in Inventories and store remodels and new builds.

We also want to welcome a few additions to the Corporate office.

Misty Tobiasson is joining our payroll team assisting Jet in her many roles at the helm!

Julie Miller will be leading our human resource responsibilities for Wilkinson Companies!

Carissa Guy has joined the team as the Executive Assistant to C-Stores & Travel Centers.

***Please note, there are NO process changes at this time! Please continue to partner with Greg and Nate for questions regarding onboarding, evaluations, wage increases, and disciplinary actions. When emailing regarding payroll questions, please continue to email payroll@wilkco.com. This inbox will be managed by both Jet and Misty.**

Welcome to our ever-growing team everyone! We look forward to getting to know you!

Frazil Hologram: All Fat Dogs stores should have their Hologram displays for you Frazil Machines. Please click the link below to watch an installation video. Partner with me if you are unable to put this together.

https://youtu.be/36crIP_kN54

Once this is up and running, please take a picture and send to me and Greg.

New Item: Southern as released their new Svedka Vodka flavor Cherry Lime. If your store has a large Vodka Set with space you would like to try this on, please let me know when you send your next order. This is available in all sizes, so please indicate what size you want.



Vendor Indicator Update: Please updated the labels on the below items as they have changed from Republic to Southern. Let me know if we have missed any upc's.

8380404315	Cooks Brut 1.5L SWS	WINE
8380404715	Cook's Grand RSV Champ SWS	WINE
8380404719	Cook's Spumante 750ml SWS	WINE
8380404721	Cook's Brut Champ SWS	WINE
8380404723	Cook's Dry Champ SWS	WINE

Cashwa Add/Deletes: Attached you will find the entire April Adds and Deletes list from Cashwa. They have been having issues getting this sent out in April. Please use this as a guide if you have found products that are recently discontinued and need to find the substitute or replacement. Please let Greg know if you have any questions.

Cashwa Price Changes: Gina will be sending out the April Cashwa Price Changes throughout this week and next until they are all caught up. Please ensure you are updating your store labels with the new pricing as there are many changes.

Alcohol Compliance Check: Congrats to Lexington for passing an Alcohol Compliance Check on 4/15! They are out full force ensuring everyone is following the rules and keeping our youth safe! Please remind your teams of the incentives if they pass a compliance check! Great Job Lexington!

National Loyalty Day: You all should have, or will be receiving, packets from our marketing team with materials for the May 1st promotion for National Loyalty Day. Please read through these packets and practice with your teams now by doing role plays. You teams will need to be able to speak to the promotion on May 1st and be able to answer questions from the customer if needed. Please reach out to Greg, Ben, and me if you have any questions.

****Yes, teammate's who swipe their Discount cards will also receive the bonus 500 points on May 1st!**

****No, the stores will not need to do anything extra on this day to award the points!**

Cinco De Mayo: This year for Cinco De Mayo we will be offering a 10% discount on all Tequila! Along with the 10% off, we will be offering the first 5 customers who purchase a 750ml Tequila, starting at

noon) a FREE Alligator Ice Slushy Mix (excludes GI). We will be distributing these to all the stores prior to next Wednesday. Signing will be sent out for this event from the marketing team prior to the start.

May Safety Topics: Please see the attached file with May’s Safety topics. Please complete Burns and Sharps trainings and send back to Greg and me.

Outstanding Pass Fuel Trainings: If your store has teammates on the list below. Please ensure they complete their Pass Fuel Trainings by end of day Friday. Let me know if passwords need to be reset for any of the accounts. If a teammate has been terminated, please let me know so we can receive the credit back for the unused training.

Nebraska UST Class C Operator Training Added Fatdogs Ogallala Anna Jochem	about 1 month ago
Nebraska UST Class C Operator Training Added Fatdogs Ogallala Stephen Endahl	about 1 month ago
Nebraska UST Class C Operator Training Added Fatdogs Ogallala Kylli Altaras	about 1 month ago
Nebraska UST Class C Operator Training Added Fatdogs North Platte North Aili Nichols	about 2 months ago
Nebraska UST Class C Operator Training Added Fatdogs North Platte South Cynthia Smith	about 2 months ago
Nebraska UST Class C Operator Training Added Fatdogs Lexington Gavin Holen	4 months ago
10 Trainings	

Hiring the Right Person: We have been talking a lot lately regarding hiring and recruiting. We started the process of identifying our culture with the company activity at Best Western in North Platte. We have also partnered with Culture Index and have made great strides in understanding where we are as a team, and how we can support not only the business in our vast positions, but also each other. As we continue to roll Culture Index out to more and more positions, please use these survey results as a tool to help you grow with the company! In everything we do, remember, your teams are seeing it. Below is yet another tool you can use to help refine and grow your leadership skills. This article talks about reducing employee turnover and steps to accomplish this. You may not have control over all these points, but they are some good things to remember and apply where you can.

[12 Surefire Tips to Reduce Employee Turnover \(workhuman.com\)](https://www.workhuman.com/12-surefire-tips-to-reduce-employee-turnover/)

Traffic Increase: Over the past week, there has been a lot of comparisons of this year’s sales to LY and also to 2019. We are very excited to share that C-Stores and Travel Centers are showing double digit increases compared to both 2019 and 2020!!! Way to go everyone!

What does this mean to each of you???? You and your teams must be on your “A” game every day! You will need to lead your teams different then you have in the past 2 years from how you delegate task, to your observations of your facility. Over the past couple of weeks, in some cases, we have noticed this traffic is catching up to us. We have missed some critical points from a customer’s perspective. With our large projects coming to a close, for a while, Greg and Nate will be in the stores more again. We will

be challenging you on your opportunities, and high fiving you on your WINS! You all have GREAT talents, some that we haven't even tapped into yet. We are very much looking forward too yet another successful year and we can't do it without any of you!

I would also like to shout out to the support teams in the office and all the other outlying teams we have on this email. Without each of you, we wouldn't be able to do what we do! From marketing to accounts payable, and everything in between you all provide so much support, knowledge, and understanding. THANK YOU and know your efforts do not go unnoticed!

**WE ARE NOT
A TEAM BECAUSE
WE WORK TOGETHER.**

**WE ARE A TEAM
BECAUSE WE RESPECT,
TRUST AND CARE
FOR EACH OTHER.**