

SMK 4

Oct. 10th, 2022 – Jan. 15th. 2023



MESSAGING STRATEGY

Can't Not Have Toppers. Our new positioning campaign, "Can't Not Have Toppers", will continue to leverage our Customer's cravings for Toppers Pizza. We will have newly created video ads, still photography ads and display ads.

New & Current Product News. During SMK 4 there will be 2 limited time offers (LTO) and we will be sunsetting the summer wing LTOs.

Evergreen Deals. We will have 3 main offers this SMK.

- **Pick 2 or More for \$7.99 each or less**
 - » \$7.99 each Medium 2-Topping Pizzas, Any Single Topperstix, ½ lb. Boneless Wings
 - » \$5.99 each Monkey Bread, Mac 'N Cheese, Cheese Curds, Frozen Custard Pints
- **Pick 3 for \$9.99 each – Jay-T's Pickup Tailgate Box**
 - » Medium 3-Topping or House Pizzas, Any Double Topperstix
- **Pick 2 or More for \$11.99 each**
 - » Large 3-Topping or House Pizzas, Triple Topperstix, 1 lb. Boneless Wings

App & Loyalty. During SMK 4 we will have a series of app and loyalty promotions designed to drive signups, participation, and frequency.

MENU UPDATES

New Products Additions

Base Sauce

- Alfredo

Premium Toppings

- Sliced Prime Rib (LTO)

Premium Pizzas

- Wisconsin Cheesesteak (LTO)
 - » Our homemade garlic sauce, smothered in 100% Real Wisconsin Mozzarella, topped with sliced prime rib, onions, green peppers, mushrooms, and baked with a creamy cheese sauce.
- Chicken Alfredo Cheesemaker
 - » Alfredo sauce topped with our 4-cheese Wisconsin cheesemaker blend, grilled chicken, diced tomatoes, mushrooms and applewood smoked bacon.

Topperstix

- Double Orders (LTO)
 - » Descriptions – same as the single / triple orders.
- Raspberry Streusel Kringlestix (LTO – Launch 11/7)
 - » Our version of a classic Wisconsin pastry dessert. Our in-house dough, brushed with butter, dusted with cinnamon and sugar, baked with a raspberry topping and streusel crumble, and finally drizzled with cream cheese icing.
- Apple Streusel Kringlestix (LTO – Launch 11/7)
 - » Our version of a classic Wisconsin pastry dessert. Our in-house dough, brushed with butter, dusted with cinnamon and sugar, baked with an apple pie topping and streusel crumble, and finally drizzled with cream cheese icing.

Product Removals

The following products will be removed at the beginning of SMK 4.

Premium Pizzas

- CBR Cheesemaker

Wings

- Chipotle Citrus
- Sweet Heat BBQ

New product postings reflecting all these additions are available to order on the MRC.

PRICE & PROMOTION STRATEGY

Promotional Strategy Update

Toppers promotion strategy is to have a handful of system wide offers each SMK that are fixed across all markets and a series of optional local offers that can be altered or removed at the sole discretion of local owners.

PLEASE NOTE: Price points on system-wide fixed offers CANNOT be changed in your POS or online.

System-wide offers include:

- **Pick Two or more**
 - \$7.99 each:
 - » Any Medium up to 2-Topping Pizzas
 - * Premium toppings available for upcharge
 - » Any Single Orders of Topperstix
 - * Veganstix available for upcharge
 - » Any ½ lb. Boneless Wings
 - \$5.99 each:
 - » Any Baked Mac 'N Cheese.
 - » Any Monkey Bread
 - » WI Beer Battered Cheese Curds
 - » Pints of frozen Custard
- **Pick 3 for \$9.99 each – Jay-T's Pickup Tailgate Box**
 - » Any Medium 3-Topping or House Pizzas
 - * Premium Pizzas available for upcharge
 - » Any Double Orders of Topperstix
 - * Veganstix available for upcharge
- **Pick Two or more for \$11.99 each:**
 - » Any Large 3-Topping Pizza or house pizza
 - * Premium Pizzas available for upcharge
 - » Any Triple Topperstix
 - * Veganstix available for upcharge
 - » Any 1 Lb. order of Boneless Wings
 - * Plant Based Boneless Chicken available for upcharge

ADDITIONAL REQUIRED SYSTEM WIDE ONLINE DEALS:

- **\$11.99 Any Large 3-Topping or House Pizza carryout only**
- **Pick 2 or More - \$13.99 each**
 - » Any Large Plant-powered Pizzas or Triple Veganstix

SMK4 Special Promotions

- **Jay-T's Monday Night Foodhaul – Monday 9/12 through Monday 1/2**
 - » Double Points in Upper Crust Society account for ordering on Monday nights.
- **12 Days of Toppers | December 12 – December 23**
 - » TBD

COUPON PANEL + PROJECTED FOOD COSTS

It is strongly recommended that you research your local competition's base pricing, promotional pricing (i.e. local coupons), and delivery fees to make sure you are competitive in your local market. Use the template below as a guide for gathering pricing and use competitor online ordering websites to gather information. You can also find the template store on Toppers OS.

Base Pricing

Here is a guideline for performing base pricing research:

1. Go to the Domino's and Papa John's online ordering websites.
2. Use your store's address for delivery.
3. Fill your shopping cart with 1-Topping, 2-Topping, & 3-Topping pizzas across all sizes.
4. Fill your cart with their (poser) versions of cheesy breadsticks.
5. Fill your cart with their small, medium, and large size wings.
6. NOTE: Pay close attention to how the prices between the topping levels of the pizzas change. Some Domino's locations will have Dynamic Pricing in place, which discounts items when multiple pizzas are added to a cart (to avoid this, add pizzas and refer to the shopping cart on an individual basis).
7. Once the template is filled in with each competitor, analyze the gap between the two the competitors.
 - a. Is it close? Then you may want to set your pricing at parity or within 5% of Papa Johns (who will most likely be on the higher end).
 - b. Is there a big difference (more than 10%)? Then you may want to consider being at parity or below Papa Johns (within 5%), particularly in a newer market.
 - c. Take into consideration who you believe is the main "player" in the market. If there is someone doing particularly higher volumes than the rest, you may want to specifically focus on them vs the others.
8. Finally, include Pizza Hut and other regional and local restaurants operating in your trade area for an even more well-rounded analysis.

Local Coupon Panel Offers

Follow the same strategy for promotions that you used for base pricing.

1. Fill out the template and compare the offers across chains.
 - a. Are they serving a particular day part or occasion that your offers are not?
 - b. Do they have more 1-2 person offers or large party offers than you do?
2. If so, include your own versions of these offers either on your menus / postcards OR just program them in your POS after the download and make sure they're synced to your online ordering so Customers can see them there.

Of course, whenever setting price and promotions for your location, you must always take into account local economic conditions (like wage regulations), your stores' individual fixed costs, and your own goals for your location (i.e. are you looking to aggressively steal market share? Are you attempting to drive down food cost? Or labor cost?).

If, after you've done this work, you're looking for more guidance, please do not hesitate to call a rep in the Toppers HQ Marketing Department or your fellow Franchisees. We're all in this together.

State - Location		Dominos	Pizza Hut	Papa Johns
10" Pizza	1-Topping			
	Additional Top.			
	Specialty Meat			
12" Pizza	1-Topping			
	Additional Top.			
	Specialty Meat			
14" Pizza	1-Topping			
	Additional Top.			
	Specialty Meat			
Cheesey Bread Stix	1 Order			
	2 Orders			
Wings	Small Order			
	Medium Order			
	Large Order			
Sauce Cups				
Delivery Fee				

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Please reach out to your FBC or Toppers HQ Marketing Department (marketing@toppers.com) as needed.

Example local coupon offers for some Pizza People, Inc. stores.

The Every Day Special PICK 2 OR MORE FOR \$11.99 EACH Large 3-Topping or House Pizzas, Triple <u>Topperstix</u>, and 1 lb. of Boneless Wings		
Additional charges apply for Premium pizzas & premium toppings.		
Pick any 2 or more \$7.99 Each <ul style="list-style-type: none"> • Medium 2T Pizzas • Single <u>Topperstix</u> • ½ lb. Boneless \$5.99 Each <ul style="list-style-type: none"> • WI Cheese Curds • Monkey Bread • Baked Mac • Pints Frozen Custard 	PICKUP ONLY! \$11.99 Large 3-topping or House pizza	Pick any 2 or more \$13.99 Each Large plant-powered pizzas OR Triple <u>Veganstix</u>
\$14.99 Large 2-topping pizza & <u>single</u> order of original <u>Topperstix</u>	\$19.99 Large 1-topping pizza, single order of original <u>Topperstix</u> , & ½ lb. boneless wings	QR Code For Full Menu

* Additional charges apply for extra toppings & premium toppings.

CREATIVE

Menu

Due to the addition of categories and pizzas, the printed menu will now be treated as a promotional piece. We have added a QR code for Customers to scan that will give them the ability to look at the full menu online.

PHILLY MADE IT FAMOUS, WE MADE IT WISCONSIN

Wisconsin Cheesesteak - LIMITED TIME ONLY!
Homemade garlic sauce topped with Wisconsin mozzarella, sliced prime rib onions, green peppers, mushrooms, and a creamy cheese sauce.

Pick 2 Or More

\$7.99 Each Medium 2-Topping Cheese Burger or Toppings™ 12 3/4" Crusts of Bonanza Wings	\$5.99 Each WI Beer Battered Cheese Curds Mushroom Swiss Braised New 'N Cheese Dynamite Cauliflower Pizza
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TOPPERS.COM
and more at toppers.com

Pick 2 Or More

\$13.99 Each Large regular pizza or large Toppings™	\$14.99 Large 2-Topping pizza or large Toppings™
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TOPPERS.COM
and more at toppers.com

Additional charges apply for extra toppings & premium toppings.

WE'RE HIRING!

DELIVERY & CARRYOUT
10:30 AM - 10:00 PM
3030 N. 10TH AVE. SUITE 500
MILWAUKEE, WI 53212-1245
Phone: 414-244-0744

**4028 E. Washington Ave.
Address Line 2
Milwaukee
Phone: 414-244-0744**

DELIVERY & CARRYOUT
10:30 AM - 10:00 PM
3030 N. 10TH AVE. SUITE 500
MILWAUKEE, WI 53212-1245
Phone: 414-244-0744

DELIVERY & CARRYOUT
10:30 AM - 10:00 PM
3030 N. 10TH AVE. SUITE 500
MILWAUKEE, WI 53212-1245
Phone: 414-244-0744

THE TOPPERS PIZZA

TAILGATE BOX

Pickup Any 3 for \$9.99 each
Medium 2-Topping Pizza, House Pizza, Any possible Toppings™

PICK TWO OR MORE

\$11.99 EA CH

Any large house pizza or 2-Topping pizza, or large Toppings™ 1 lb. order of Bonanza wings.

CAN'T NOT HAVE

TOPPERS

HOUSE PIZZAS

There's no other pizza like this.

WISCONSIN CHEESECAKE TOPPER™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

LOADED TOTAZA™
Loaded with pepperoni, mushrooms, ham, and a drizzle of honey.

HEAT TOPPER™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

SHOXY BBQ CHICKEN™
Chicken, onions, and a drizzle of honey.

HAD 'N CHEESE™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

PREMIUM PIZZAS

CHICKEN ALFREDO CHEESECAKE™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

CAULIPOWER™ KING™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

BUFFALO CHICKEN HAD 'N CHEESE™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

TOP YOUR OWN

9" Small 4 Slices | 12" Medium 8 Slices | 14" Large 12 Slices

40+ Toppings

TOPPERSTIX™

Ridiculously dipable, awesomely shareable Topperstix™ slathered in hedonistic amounts of Wisconsin mozzarella cheese. A Wisconsin original. Triple up.

Single 1/2 lb. 1 Topping Sauce | **Triple** 1/2 lb. 3 Topping Sauce

ORIGINAL TOPPERSTIX™
CINNAMONSTIX™
3-CHEESE GARLICSTIX™
PEPPERONI-STIX™
BACONSTIX™
NACHOSTIX™

PLANT-POWERED PIZZAS

VEGAN PESTO MARGHERITA TOPPER™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

VEGAN BUFFALO CHICKENLESS TOPPER™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

VEGOC CLASSIC™
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

TOP YOUR OWN

CRUST
CAULIPOWER™
TOPPERSTIX™
VEGANSTIX™

BONELESS WINGS
PLANT-BASED BEYOND CHICKEN™ TENDERS

SIDE KICKS

WINGS
They won't kick them.

OVEN ROASTED SMOKY BBQ BOOM BOOM SAUCE™
MILD BUFFALO™
HOT BUFFALO™
BALSAMIC GARLIC™

WI BEER BATTERED CHEESE CURDS
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

BAKED MAC 'N CHEESE
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

2-CHEESE WISCONSIN MAC™
BUFFALO CHICKEN MAC™
LOADED TATER MAC™
GRU MAC™

SWEET TREATS

FROZEN CUSTARD PINTS
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

VINTAGE VANILLA™
ALMOST 9 HOURS™
LAVA CAKE™

MONKEY BREAD
Homemade Wisconsin Cheesecake, topped with Wisconsin mozzarella, green onions, and a drizzle of honey.

CINNAMON SWIRL™

New menu boards are needed due to product removals.

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PLANT-POWERED MENU

PIZZAS

8" Small \$12.25 12" Medium \$15.95 14" Large \$18.95

VEGAN PESTO MARGHERITA TOPPER

(180-450 kcal) Veggies and cheese-free pesto topped with 100% real Wisconsin mozzarella cheese, green peppers, mushrooms, basil, olives, tomatoes and onions. Make it vegan with Italian herb marinara (at top) for non-meatloaf.

VEGGIE CLASSIC

(150-300 kcal) Veggies topped with 100% real Wisconsin mozzarella cheese, green peppers, mushrooms, basil, olives, tomatoes and onions. Make it vegan with Italian herb marinara (at top) for non-meatloaf.

VEGAN BUFFALO CHICKENLESS TOPPER

(170-400 kcal) Vegan buffalo sauce, Italian Veggie Beef, dairy-free mozzarella, plant-based chicken, onions, sauce and dairy-free ranch.

TOP YOUR OWN

Make it your own with toppings.

TOPPERSTIX™

VEGANIST

8" Small \$12.25 12" Medium \$15.95

(150-180 kcal) (please see menu)

Make it your own with toppings.

CRUST

CAULIPOWER

(180 kcal) (please see menu) (please see menu) (please see menu)

BONELESS WINGS

PLANT-BASED BEYOND CHICKEN

TENDERS

(170 kcal) (please see menu) (please see menu) (please see menu)

Box tops will continue to be optional. If you want a specific box top offer, please contact marketing@toppers.com and you will be provided creative and a quote to print with our vendor Suttle Straus. You can also print locally.

Promo Boards & Clings

THE TOPPERS PIZZA

TAILGATE BOX

Pickup Any 3 for \$9.99 each
Medium 3-Topping Pizzas, House Pizzas, Any Double Topperstix™

LIMITED TIME ONLY!
Wisconsin Cheesesteak

LIMITED TIME ONLY!
Chicken Alfredo
Cheesemaker

LIMITED TIME ONLY!
Double Order
of Topperstix™

CAN'T NOT HAVE

CARRYOUT OR CURBSIDE PICKUP ONLY. LIMITED TIME OFFER. TAX CHARGES APPLY.



PICK TWO OR MORE

\$11.99 EA

**Any large house or 3-topping pizzas*,
triple orders of Topperstix.™
1-lb. boneless wings**

*Premium toppings and premium Topperstix available for an upcharge.