



**PROMOTIONAL
IMPLEMENTATION
PACKET**

SMK 4

Oct 10, 2022 – Jan 1, 2023

Note: The PIP is designed for Managers. It includes the operational information needed to make a smooth transition into the upcoming SMK promo.

SMK 4 Menu Changes:

New Product 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

Premium Pizzas

- CBR Cheesemaker

Wings

- Chipotle Citrus
- Sweet Heat BBQ

Postings

All postings affected by menu changes have been updated and are a part of the postings update kit. Each store should receive postings kits prior to 10/10/2022.

Pricing & Promotions

- **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 2 or More for \$11.99 each**
 - Large 3-Topping or House Pizzas, Triple Topperstix, 1 lb. Boneless Wings

Additional Systemwide Required Deals:

- \$9.99 Large 2-Topping Pizza carryout only
- \$11.99 Any Large House Pizza carryout only

SMK 4 Special Promotion

- **Pick 3 for \$9.99 each – Jay-T's Pickup Tailgate Box**
 - Medium 3-Topping or House Pizzas, Any Double Topperstix

LSM

Work with your FBC or the Marketing team for creative ways to market in your area. Also tune into the Word to see what others are doing for LSM. If you need ideas please reach out to marketing@toppers.com

Promotions Checklist

Dates	Task
Sept 19 - Sept 24	Read the ENTIRE PIP! Discuss any questions with your Supervisor or FBC Schedule Meetings for week prior to SMK start.
Sept 25 – Oct 1	Conduct meetings and training
Oct 2 – Oct 8	Prepare for SMK <ul style="list-style-type: none">• Take menus to hotels, bars, dorms, businesses• Make the product and taste it
Oct 9	<ul style="list-style-type: none">• Update all in-store materials• Discard all old materials
Oct 10	New promotion begins <ul style="list-style-type: none">• Follow SMK Programming Execution Checklist (See Below)

SMK Programming Execution Checklist

Objective	Tools/Notes
Activate/set pricing for any new product/recipe-	<ul style="list-style-type: none">• PiZMET Pricing document (SMK section of Toppers U)<ul style="list-style-type: none">◦ Adjust Aggregator pricing as well• New Menu Item Checklist (SMK section of Toppers U)
If your store is changing pricing of existing products	<ul style="list-style-type: none">• Follow the PiZMET Pricing Document<ul style="list-style-type: none">◦ Adjust Aggregator pricing as well• Use the NEW Menu Item Checklist to ensure you don't miss a menu item when changing prices (SMK section of Toppers U)
Premium Pricing	<ul style="list-style-type: none">• If you need to adjust premium pricing for select toppings, use the Pricing PiZMET Document (SMK section of Toppers U)
Confirm Offers	<ul style="list-style-type: none">• If you have changed pricing make sure to change all offers to reflect the new pricing.• Also add in any new products as "satisfiers" to all existing local offers.

SYNC

Once you have completed all updates go to Cloud>Setup>Replication>Sync Configuration Package. Then, email IT (techsupport@toppers.com) that your store is ready to be synced.

Please have website sync requests in before/after business operating hours. Doing syncs mid-day causes problems for our customers, but if it is an emergency Toppers tech support will sync as soon as a time becomes available