



BEST BRAND BUILDERS

Our vision and mission statements reflect our expectations for our company's future.

☆ Our VISION is to be the "Best In Class" in all of our food businesses. ☆ Our MISSION is building brand loyalty by delighting customers with high-quality, delicious products, "at your place or ours," while balancing the needs of our employees, guests and stockholders.

The BEST Brand Builders are how we're going to achieve our vision and mission.

1. WIN TOGETHER AS A TEAM

- ☆ Get everyone on the same page
- ☆ Get the right people doing the right jobs
- ☆ Share BEST practices
- ☆ Link incentives to performance metrics

2. CONSISTENTLY DRIVE SALES GROWTH

- ☆ Get more guests in our restaurants and buying our grocery products through effective marketing
- ☆ Suggest our great menu items at every table
- ☆ Bring our brand positioning to life in everything we do

3. IMPROVE MARGINS WITH AN EYE ON CUSTOMER SATISFACTION

- ☆ Keep guests satisfied and make high-quality products while improving long-term profitability
- ☆ Use effective systems and processes to deliver margin improvements

4. BE THE BEST AT OPERATIONS EXECUTION

- ☆ Drive team member satisfaction
- ☆ Drive guest satisfaction improvements
- ☆ Fix and minimize service "dissatisfiers"
- ☆ Drive operational efficiency and productivity
- ☆ Commit to the highest food safety standards and produce the highest quality products

5. INCREASE RETURNS ON INVESTED CAPITAL

- ☆ Ensure a good return on the money we are spending
- ☆ Think of our company as "your company"; act like an owner
- ☆ Buying our stock should be a better investment than a return on a savings account or CD

ENERGY ★ EXCITEMENT ★ ENTHUSIASM ... EXECUTED EVERY DAY

