

BAMA: LAUNCH KIT

BY MADELEINE PAGE



Launch VIC - Wednesday 13 May.
Launch National - late May

BAMA TRIAL: LAUNCH KIT



Overview

Start Date	VICTORIA: Wednesday 13 May - VIC NATIONAL: Late May, date to be advised pending stock availability.
End Date	NA
Timings	<p>Phase One: Development and Trial (December - February) Includes menu and brand development, and rollout of a trial at four locations.</p> <p><u>CURRENT STAGE - Phase Two: Convert and Scale (February - May)</u> Review learnings and data from trial, make any adjustments to the menu or marketing strategy before converting all AC&W's to Bama.</p> <p>Phase Three: Sustained Growth (May/June onwards) Based on learnings from previous virtual brand refreshes, we know the key to long-term growth is sustained investment in the brand. This phase is about continuing the momentum built up in the initial 3 months. The first 6 to 12 months are vital to establishing ourselves in a crowded market. This infancy stage will be fully supported with a channel marketing strategy to drive brand awareness, consideration, conversion and retention.</p>
What	<p>Bama is where the chicken is always crispy, the sauces are made for dunking, and nobody's leaving hungry. We've taken on a southern style, cranked up the flavour, and created a fried chicken spot that's all about good vibes and messy fingers. Bold, crunchy, saucy.</p> <p>Bama will focus on its XL Tenders and dunking sauces as its unique Selling Proposition (USP) in the market.</p>
Why	<p>Alabama Chicken and Wings sales are in decline YoY and LFL due to lack of brand differentiation and/or innovation over time in a highly competitive and growing market. This trial will see converting Alabama Wings & Chicken to Bama Fried Chicken at select locations. Re-positioning the brand strategy, creative identity, and product positioning with a distinct USP and bold branding.</p>
Unique Selling Propositions	<p>We are honing in on current market trends within the fried chicken category, super-sized chicken pieces and the dunking experience, as the cornerstone of the brands USP. These products are social media first products, that help create eating moments worth sharing on Instagram and TikTok, generating UGC (user generated content) than can help gained earned media (advertising you don't pay for), and make us a sought after brand, and stand out from a crowded market.</p>
Strategic Pillars	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #00a0c0; color: white; border-radius: 20px; padding: 10px; text-align: center;"> Grow FP Sales </div> <div style="background-color: #00a0c0; color: white; border-radius: 20px; padding: 10px; text-align: center;"> Improve FP Profitability </div> <div style="background-color: #00a0c0; color: white; border-radius: 20px; padding: 10px; text-align: center;"> Product Innovation </div> </div>
Measures of Success	<div style="background-color: #00a0c0; color: white; border-radius: 20px; padding: 10px; text-align: center; width: fit-content; margin: 0 auto;"> Sales uplift +7% YoY </div>



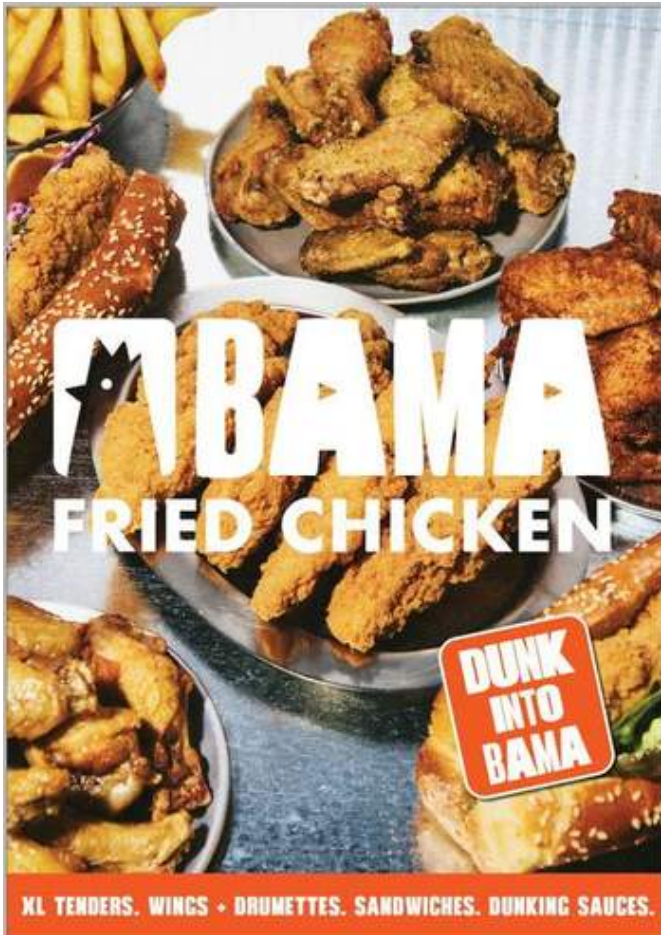
Marketing

To support the trial, marketing will be almost fully digital, with an aggressive ad campaign on Door Dash and Uber Eats, and geo-targeted social ads.

<p>Printed Assets</p>	<p>Launch Kit: Delivered directly to each location wc 4 May</p> <ul style="list-style-type: none"> • A4 Bama Launch Pack • Standard Operating Procedures (SOPs/Cookbook) • 3 x roll of 500qty Stickers for unbranded packaging to brand during trial • A5 promo flyer (250 qty per store). <ul style="list-style-type: none"> ◦ Stores to distribute/include in ATE / Aggregator Delivery orders of PS to drive brand awareness. <p><i>*artwork reference below, final printed assets may have variations.</i></p>
<p>Digital Menu Boards</p>	<p>DMBS will be activated on launch day to support our launch offer (see details on page 6)</p>
<p>ATE Rewards</p>	<p>All of the below will be targeted to trial location customers only.</p> <p><u>Push notifications:</u> Launch + reminder notifications</p> <p><u>App:</u> Homescreen banner</p> <p><u>eDM:</u> Launch eDM to trial location customers, and follow up.</p> <p><u>ATE Exclusive Offer:</u> offer to drive trial of NEW brand on ATE at key locations, available OTC/Pick-Up and Delivery (see details on Page 6)</p>
<p>Social</p>	<p>Bama Fried Chicken profiles have been created across Google, Meta (Facebook / Instagram) and will be used to run social advertising. Advertising will focus on Awareness (introducing people to Bama) and Reach (getting the ad in front of as many people as possible).</p>
<p>Website</p>	<p>No changes to current AC&W website will be made until post-trial (phase 2). Social ad links will be directed to ATE, DoorDash or UberEats.</p>
<p>Google My Business</p>	<p>Existing AC&W profiles will be rebranded to Bama Fried Chicken to provide delivery drivers with clear direction for collection.</p>



Marketing: Key Visuals



Flyer - Side A



Flyer - Side B



Marketing: Key Visuals



Delivery: Banners



XL Tenders 2pc



OG Bama Sandwich



OG Bama Sandwich



Bama Hot Wings & Drumettes



DOUBLE DUNK: Bama + Dill Ranch



XL Tenders Combo

Delivery: Product Tiles



Marketing: Packaging

Plain packaging has been ordered for the trial; this will ensure that if the full rebrand does not proceed post-trial, packaging can still be used across other brands. Each site will receive 1 size of sticker with the Bama branding (pictured below). The size has been designed to fit all sizes of the packaging. **Please place as neatly on the packaging as you are able. Branded packaging will help introduce our brand to new customers and increase the likelihood of sharing their experience with others.**

Sticker required:

- Hot dog container (For Bama Sandwich)
- Burger clam (for chicken)
- Regular snack box
- Carry box (combo/bundles meal)

No sticker required: CRITICAL THAT ALL SAUCES ARE SERVED IN THIS PORTION SIZE CONTAINER THIS IS ESSENTIAL TO THE BRAND POINT OF DIFFERENCE & CUSTOMER EXPERIENCE. ALL ITEMS HAVE BEEN COSTED ACCORDINGLY. WE WILL BE MONITORING THIS CLOSELY. NO SHORTCUTS PLEASE.

- 90ml sauce container & lid - total 500pc per site



Sticker print file

Sticker placement example on burger clam
→ place on top of lid of any unbranded packaging



Redcat and Delivery

<p>Redcat and Delivery</p>	<p>Will automatically go live at individual trial sites on Wednesday 13 May.</p> <p>AC&W will be turned off the POS & ATE Rewards & Delivery Aggregators.</p> <p>UBER EATS: profiles will rebrand to Bama Fried chicken for duration of the trial, and changed back when trial is completed (depending on the trial performance and if it is extended). All previous sales history, customer data will remain.</p> <p>DOORDASH: a new profile will be created, and AC&W will be paused. For the period of the trial, as you will be under a 'new' business, these sites will not have a sales history.</p> <p>Product tiles: full information on product prices, ingredients. Store hero tiles: new branded banners to grab attention and Sponsored listing ads: will run across both platforms for full duration of campaign Delivery offers: refer to Marketing Monthly communications. We will be day-parting and overlaying key customer targeting.</p>
<p>ATE Exclusive Offer</p>	<p>Launch Offer: To encourage trial of our new brands and its core-proposition, we will launch with a special price on our XL Tenders (\$3 off). This will be highlighted with it's own category on ATE (similar to Week Day Savings) eDM & Push to all sites Available OTC and Delivery</p>

	TRIAL: ATE EXCLUSIVE OFFER	
	2PCS TENDERS + SAUCE	4PCS TENDERS + SAUCE
OTC Cogs \$	\$ 3.35	\$ 5.86
OTC Sale Price	\$ 8.95	\$ 16.95
OTC Sale price EX GST	\$ 8.14	\$ 15.41
OTC Margin \$	41.2%	38.0%
OTC COGS %	\$ 4.79	\$ 9.55
OTC Margin %	58.8%	62.0%
DELIVERY Sale Price	\$ 11.95	\$ 20.95
Delivery Sale price EX GST	\$ 10.86	\$ 19.05
Uber cost	\$ 3.23	\$ 5.66
Total cost	\$ 6.58	\$ 11.51
Total cogs %	61%	60%
DELIVERY Margin \$	\$ 4.29	\$ 7.53
DELIVERY Margin %	39%	40%

BAMA TRIAL: LAUNCH KIT



Kilojoules		
XL TENDERS	SIZE	KJ
XL Tenders	2pc	1755
	4pc	3510
WINGS & DRUMETTES	SIZE	KJ
Original Wings and Drumettes	6pc	654
	9pc	981
	12pc	1208
Lemon Pepper Wings and Drumettes	6pc	707
	9pc	1034
	12pc	1361
Bama Burn Wings and Drumettes	6pc	717
	9pc	1034
	12pc	1271
SANDWICHES	SIZE	KJ
OG Bama Sandwich	NA	1664
Spicy Bama Sandwich	NA	2375
SAUCES	SIZE	KJ
Bama	70grams	300
Dill Ranch	70grams	1233
Burnin' Bama	70grams	469
Hot Honey Glaze	70grams	826
Creamy Blue Cheese	70grams	1813
Umami Garlic Soy	70grams	343

BAMA TRIAL: LAUNCH KIT



Kilojoules		
SIDES	SIZE	KJ
Chips	Small	1285
	Large	2323
Slaw	NA - one portion size only	865
Onion Rings	NA - one portion size only	2166
Buttery Toasted Bread	2pc	1540

BAMA TRIAL: LAUNCH KIT



Allergen Guide

PRODUCT	Wheat	Fish	Crustacean Mollusc	Egg	Milk	Lupin	Tree nut	Peanuts	Almond	Brazil Nut	Cashew
Wings and Drumsticks Original											
Wings and Drumsticks Bama Nut											
Wings and Drumsticks Lemon Pepper	✓										
12 Tenders	✓										
Chips											
Onion Rings	✓			*	✓						
Beer				✓	✓						
OC Bama burger	✓	*		✓	✓						
Spicy Bama burger	✓	*		✓	✓						
Bama secret sauce	*	*		✓	*						
Ranch	*	*		✓	✓						
Hot Honey											
Korean Sauce	✓										
Chili Soy	✓	*		*	*						
Creamy Blue				✓	✓	*	*				*
Butter Biscuit	✓			*	✓						

PRODUCT	Hazel	Macadamia	Pecan	Pistachio	Pine Nut	Walnut	Soy	Sesame	Barley	Oats	Rye	Sulphites
Wings and Drumsticks (BAMA)												
Marcella Rub												
Lemon Pepper Rub									✓	✓	✓	
Bigger Tenders												
Chips												
Onion Rings									✓			
Beer												✓
OC Bama burger							✓	✓				✓
Spicy Bama burger							✓	✓				✓
Bama secret sauce							*	*				✓
Ranch							*	*				✓
Hot Honey												
Korean Sauce							✓					✓
Chili Soy							✓	*				
Creamy Blue							*	*				*
Butter Biscuit							✓	✓				

✓	CONTAIN ALLERGEN
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BAMA TRIAL: LAUNCH KIT



Standard Operating Procedures, Cook Book

Please see separate file for SOPs and Cook Book

Product List

FOOD CODE	BRAND	PRODUCT	PACK SIZE	UOM	COMMENT
238376	CONDORUP	CHICKEN TENDER BOIN COASTED	1480	CTN	
195667	SUPREME LEADER	WINGS & DRUMSTICKS	7 X 3 Kg	CTN	
30253	MISSION FOODS	BORTILLAS FLOURS	12'S	PKT	
228182	BAKERS CRUST	JAPANESE PULL APART ROLL	24 PKG	CTN	
178881	FARM FRITES	CHIPS 10MM CRISPY COATED	4 x 2.5 Kg	CTN	
208268	HOGAN	ONION RINGS	8 x 1.5g	CTN	
172603	REAL DAIRY	CHEESE SLICES RUBBER AMERICAN 130'S	4 x 2.27.5g	CTN	BATTY SMITH ONLY
184484	TRICE FARM	CHEESE SLICES TASTYBOS	1.5 Kg	CTN	HUXTABURSER ONLY
122187	WESTERN STAR	BUTTER SOFT & NATURAL EASY SPREAD	2 Kg	BKT	NEW
N/A	KNO CRUSH	NASHVILLE	7000	WR	GSM IS ORGANISING STOCK - REQUEST EMMA FOR EXTRA STOCK
N/A	KNO CRUSH	LEMON PEPPER	7000	WR	GSM IS ORGANISING STOCK - REQUEST EMMA FOR EXTRA STOCK
228278	GNC	BAMA SECRETS SAUCE	10 X 100	CTN	
228277	GNC	DILL RANCH	10 X 100	CTN	GSM IS ORGANISING STOCK - REQUEST EMMA FOR EXTRA STOCK
244777	WISEMATE	CHILI REAPER	10 X 100	CTN	
228872	WISEMATE	SAUCE HONEYHOT	10 X 100	CTN	
314884	JEFFERSON	BLUE CHEESE	1LT	BTL	
198842	FLAVOUR MAKER	MAIYONNAISE SPECIAL OIL	10 X 100	CTN	
724	MASTE WOOD	AMERICAN MUSTARD	7.5KG	WR	
215418	OLLIODOL	PICKLES BREAD & BUTTER READY CRINKLE CUT	1800	BKT	
214895	BIOPAK	BOWLS 250ML 80Z PAPER HOT WHITE GREEN STRIPE BIO	50 X 20 SLV	CTN	FBO - CALL BRANCH TO ORDER / REQUEST ON SUPPLY GROUP CHAT
168000	BIOPAK	IDS TO SLIT BOWL 250ML 80Z CLEAR PLA	50 X 20 SLV	CTN	FBO - CALL BRANCH TO ORDER / REQUEST ON SUPPLY GROUP CHAT
157960	BIOPAK	20ML SAUCE CUP	50 X 20 SLV	CTN	GSM IS ORGANISING STOCK - REQUEST EMMA FOR EXTRA STOCK
228384	BIOPAK	IDS DOME CLEAR TO SLIT 95ML 3OZ ICE CREAM CUPS	100 X 10 SLV	CTN	GSM IS ORGANISING STOCK - REQUEST EMMA FOR EXTRA STOCK
221746	CB	BAGS PAPER CARRY TWIST HANDLE LARGE WHITE (FSC)	250 units	CTN	
221745	CB	BAGS PAPER CARRY TWIST HANDLE SMALL WHITE (FSC)	250 units	CTN	
188808	DEPAK	PLAIN WHITE SUBOGER CLAM	250 units	CTN	
225613	CB	CHIP CARTON LARGE	500 units	CTN	
224867	CB	CHIP CARTON SMALL	500 units	CTN	
228385	BIOPAK	CONTAINER HOT DOG BOX WHITE	50 X 8 SLV	CTN	
287643	BIOPAK	CONTAINER CARRY BOXES FLUID SMALL W/HANDLE (FSC)	180'S	CTN	
174172	BIOPAK	PLAIN WHITE REGULAR SNACK BOX	200'S	CTN	
221748	CB	GREASE PROOF BAG - WESTERN	3000'S	CTN	
N/A	LOCAL VEG SUPPLIER	BUTTER (1 TRUCK (P/S))			
N/A	LOCAL VEG SUPPLIER	COS LETTUCE (HUX)			
N/A	LOCAL VEG SUPPLIER	RED CABBAGE			
N/A	LOCAL VEG SUPPLIER	WHITE CABBAGE			
N/A	LOCAL VEG SUPPLIER	SLAW PRE-PACK			

BAMA TRIAL: LAUNCH KIT



Costings: Chicken, Sides, Suaces/Dunks, Kids Meal

FROZEN TENDER (POO) WING/100G	WINGS, ORIGINAL			WINGS, LEMON PEPPER			WINGS, BAMA HOT			XL TENDERS		
	4PCS W&D	4PCS W&D	12PCS W&D	4PCS W&D	4PCS W&D	12PCS W&D	4PCS W&D	4PCS W&D	12PCS W&D	4PCS TENDERS	4PCS TENDERS + SAUCE	4PCS TENDERS + SAUCE
OTC Cogs \$	2.36	3.48	4.70	2.44	3.56	4.87	2.45	3.58	4.88	1.28	3.35	5.86
OTC Sale Price \$	8.95	12.85	18.85	8.95	12.85	18.85	8.95	12.85	18.85	3.00	11.95	18.95
OTC Sale price EX GST \$	8.14	11.77	16.50	8.14	11.77	16.50	8.14	11.77	16.50	2.73	10.86	17.14
OTC COGS %	26.3%	26.9%	24.9%	27.2%	27.8%	25.8%	27.1%	27.8%	25.7%	47.3%	28.1%	30.7%
OTC Margin %	73.7%	73.1%	75.1%	72.8%	72.2%	74.2%	72.9%	72.2%	74.3%	52.7%	71.9%	69.3%
DELIVERY Sale Price \$	11.88	15.78	21.85	11.88	15.78	21.85	11.88	15.78	21.85	3.00	14.95	22.95
Delivery Sale price EX GST \$	10.88	14.50	20.25	10.88	14.50	20.25	10.88	14.50	20.25	2.73	13.59	21.77
Uber cost \$	1.15	4.15	5.12	1.15	4.15	5.12	1.15	4.15	5.12	1.80	4.04	6.47
Total cost \$	5.58	7.72	9.87	5.67	7.88	9.89	5.67	7.89	9.99	3.17	7.99	12.32
Total cogs %	11%	9%	17%	12%	14%	18%	12%	14%	18%	18%	14%	17%
DELIVERY Margin %	5.28	8.75	7.41	5.20	8.63	7.24	5.18	8.61	7.23	3.19	8.92	8.85
DELIVERY Margin %	40%	46%	43%	48%	46%	42%	48%	46%	42%	50%	49%	42%

KIDS COMBO		DUNKING SAUCES						DOUBLE DUNKS				
KIDS 1 PCE TENDER+ SAUCE +SNACK CHIPS	BAMA	RANCH SAUCE	HOT HONEY	CREAMY BLUE	UMAMI GARLIC SOY	BURNIN BAMA	DOUBLE DUNK: Umami	DOUBLE DUNK: Garlic Soy +	DOUBLE DUNK: Bama + Dill	DOUBLE DUNK: Bama + Dill + Dill Ranch	DOUBLE DUNK: Ranch + Hot Honey Glaze	
\$ 2.77	\$ 0.71	\$ 0.84	\$ 0.98	\$ 1.10	\$ 0.62	\$ 0.75	\$ 1.55	\$ 1.59	\$ 1.37	\$ 1.46	\$ 1.82	
\$ 7.95	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 4.90	\$ 4.90	\$ 4.90	\$ 4.90	\$ 4.90	
\$ 7.23	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.27	\$ 4.50	\$ 4.50	\$ 4.50	\$ 4.50	\$ 4.50	
38.3%	31.2%	36.8%	43.1%	48.3%	27.5%	33.1%	34.40%	35.30%	0.00%	32.40%	40.40%	
\$ 4.46	\$ 1.56	\$ 1.44	\$ 1.29	\$ 1.18	\$ 1.65	\$ 1.52	\$ 2.95	\$ 2.91	\$ 4.50	\$ 3.04	\$ 2.68	
61.7%	68.8%	63.2%	56.9%	51.7%	72.5%	66.9%	65.60%	64.70%	100.00%	67.60%	59.60%	
\$ 11.95	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 6.90	\$ 6.90	\$ 6.90	\$ 6.90	\$ 6.90	
\$ 10.86	\$ 3.18	\$ 3.18	\$ 3.18	\$ 3.18	\$ 3.18	\$ 3.18	\$ 6.32	\$ 6.32	\$ 6.32	\$ 6.32	\$ 6.32	
\$ 3.23	\$ 0.95	\$ 0.95	\$ 0.95	\$ 0.95	\$ 0.95	\$ 0.95	\$ 1.88	\$ 1.88	\$ 1.88	\$ 1.88	\$ 1.88	
\$ 6.00	\$ 1.65	\$ 1.78	\$ 1.92	\$ 2.04	\$ 1.57	\$ 1.70	\$ 3.43	\$ 3.47	\$ 1.88	\$ 3.34	\$ 3.70	
55%	52%	56%	60%	64%	49%	53%	54%	55%	30%	53%	59%	
\$ 4.87	\$ 1.53	\$ 1.40	\$ 1.26	\$ 1.14	\$ 1.61	\$ 1.48	\$ 2.89	\$ 2.85	\$ 4.44	\$ 2.98	\$ 2.62	
45%	48%	44%	40%	36%	51%	47%	46%	45%	70%	47%	41%	

Costings: Meal Bundles

BAMA BUCKET (2)
12 PCS WINGS
4PC TENDERS
2 DUNK SAUCE
BAMA BOX
1 x LARGE CHIPS
1/2 GREASEPROOF PAPER

OTC Cogs \$	12.98
OTC Sale Price \$	37.00
OTC Sale price EX GST \$	33.64
OTC COGS %	38.6%
OTC Margin \$	20.66
OTC Margin %	61.4%
DELIVERY Sale Price \$	45.00
Delivery Sale price EX GST \$	40.91
Uber cost \$	12.15
Total cost \$	25.13
Total cogs %	61%
DELIVERY Margin \$	15.78
DELIVERY Margin %	39%

SANDWICH BOX (4)
2 CLASSIC
2 SPICY
GREASEPROOF PAPER x 2
4 x Hot dog box (new)
1 X LARGE CHIPS
1 C8 BAG

OTC Cogs \$	11.72
OTC Sale Price \$	48.00
OTC Sale price EX GST \$	43.64
OTC COGS %	26.9%
OTC Margin \$	31.92
OTC Margin %	73.1%
DELIVERY Sale Price \$	65.00
Delivery Sale price EX GST \$	59.09
Uber cost \$	17.55
Total cost \$	29.27
Total cogs %	50%
DELIVERY Margin \$	29.82
DELIVERY Margin %	50%

TAILGATE (4)
24 PCS W&D
8 PCS TENDERS
4 SAUCE
2 X LARGE CHIPS
2 X BAMA BOX
1 GREASEPROOF BAG

OTC Cogs \$	25.96
OTC Sale Price \$	52.00
OTC Sale price EX GST \$	47.27
OTC COGS %	54.9%
OTC Margin \$	21.31
OTC Margin %	45.1%
DELIVERY Sale Price \$	70.00
Delivery Sale price EX GST \$	63.64
Uber cost \$	18.90
Total cost \$	44.86
Total cogs %	70%
DELIVERY Margin \$	18.78
DELIVERY Margin %	30%



Operations and Training

To support the trial, marketing will be almost fully digital, with an aggressive ad campaign on DoorDash and UberEats, and geo-targeted social ads across Meta (Instagram & Facebook). These social ads will be targeted around a 5km radius of each trial location. There will be a series of ads to drive awareness, consideration and conversion targeting key customer types and day-parts. These ads will be always on during the trial period. This same targeted approach will also be adopted across ad campaigns on Uber Eats and DoorDash.

Customer Support and Feedback

Throughout the Bama Fried Chicken trial it is imperative that you & your teams share feedback (good & bad) so that we can understand how the brand and product is being received at store level. Please log all feedback via [this Feedback Tracker here](#). Alternatively, please share directly with your Growth & Support Manager.

Please note, our Guest Relations team will be monitoring digital channels on a daily basis and further sharing any customer feedback for our consideration.

Reporting and Targets

As always, we will be monitoring sales data by channel on a weekly basis to ensure item sales are in line with our initial projections.

Please work with your GSM on setting up daily targets & incentives to further ensure successful uptake.

We will conduct a full review of progress at WC 5 Jan and again WC 2 Feb to understand overall progress and success.

At this point, we will be reviewing pricing, COGs/margins, customer behaviour & feedback and any other important outcomes. There may be some small tweaks at this point to the overall offering (*should we feel they are required*) to ensure we are on track to meet objectives we originally set out to achieve.

Key Contacts

If you have any questions about this Launch Kit, we are always here to support you to ensure this is a smooth process for everyone.

Please reach out to:

- Megan De Haas, General Manager of Marketing, megan.dehaas@concepteight.com.au
- Madeleine Page, Brand Manager, madeleine.page@concepteight.com.au
- Emma Ngov, Growth & Support Manager (QLD stores), emma.ngov@concepteight.com.au | 0469792172
- James Brock, Head of National Operations, james.brock@concepteight.com.au

BAMA TRIAL: LAUNCH KIT



HOW CAN I DRIVE GROWTH & ENGAGEMENT IN MY RESTUARANT?

EXECUTE THE BASICS

- Completed the Bama Fried Chicken Checklist.
- All team members have read the campaign launch pack and understand the key elements of the campaign.
- All required pantry items have been ordered and arrived ahead of the trial date Tuesday 9th December.
- All franchise partners and/or store managers have tested, cooked and sampled each NEW Bama Fried Chicken dish STRICTLY following the Standard Operating Procedure ahead of the campaign launch. Equally, your teams have also been taken through this critical step.
- Removed all outdated marketing campaigns and point of sale materials referencing Alabama Chicken & Wings (CRITICAL).
- Secure A5 promotional flyers to the outside of all delivery bags - these should also be included on all outgoing Pattysmiths orders for increased brand awareness and cross promotion.

TEAM MEMBER ENGAGEMENT

TASTE TESTING TRAINING & SAMPLING: as part of the successful launch of the new brand in your restaurant, conduct team member and chef taste testing sessions to ensure:

A) chefs/teams understand and follow SOP and;

B) everyone is clear on what each product is and the flavour profile.

C) team members are engaged at key moments during each trade period on product sampling of the XL Tenders and hero dunking sauces. **Research shows that 73% of consumers are more likely to buy a product after trying a sample, compared to just 25% after seeing a traditional ad.**

SUGGESTIVE SELLING & CROSS PROMOTION

While being a virtual brand majority of sales will be driven across home delivery channels. However, we have included a customer on the RedCat POS for teams to prompt customers of the NEW Bama Fried Chicken products and if they would like to add 1 XL Bama Tender to try to their burger. This helps drive consumer awareness to this new product and brand.



DUNKING SAUCES \$3.5

Bama

Dill Ranch

Hot Honey Glaze

Umami Garli Soy

Creamy Blue Cheese

Burnin' Bama

DOUBLE DUNKS \$6.9

Burnin' Bama &
Dill Ranch

Hot Honey &
Umami Garlic Soy

Bama
& Burnin' Bama

Ranch
& Hot Honey

FRIED CHICKEN

Wings and Drumettes

Choose: Original, Lemon Pepper or Bama Hot

6pc \$11.95 / 9pc \$15.95

12pc \$18.95

XL Tenders

Comes with Dunking Sauce

2pc \$14.95

4pc \$23.95

Make it a meal: Small Combo +\$9.95 / Large Combo + \$13.95

SANDWICHES

OG Bama Sandwich \$14

Spicy Bama Sandwich \$16

Make it a meal: Small Combo +\$9.95 / Large Combo + \$13.95

SIDES

Chips

Small \$6.95

Large \$10

Onion Rings \$14

Buttery Toasted Bread \$6

Slaw \$4.95

MEALS

Little Bama \$ 11.95

1 XL Tender

1 Dunking Sauce

Snack Size Chips

Sandwich Box \$65

2 OG Sandwiches

2 Spicy Sandwiches

1 Large Chips

Bama Bucket \$45

12pc Wings & Drumettes

4pc XL Tenders

1 Large Chips

Tailgate \$70

24pc Wings & Drumettes

8pc XL Tenders

2 Large Chips