

KEY UPDATES

1. MENU UPDATES – ALL PLATFORMS
2. EVERYDAY VALUE CATEGORY – ALL PLATFORMS

HUXTABURGER

SUMMARY:

As part of ongoing menu development across the Concept Eight portfolio, the Pattysmiths network recently completed a controlled trial increasing their standard burger patty size from 110g to **130g across the Victorian network of stores**. The objective was to better understand how a larger, more substantial patty impacts **guest satisfaction, perceived value, operational execution and commercial performance** across stores.

The trial has been supported by a **guest feedback survey**, allowing our team to capture direct customer sentiment alongside key commercial metrics. **Survey results have been positive**, with guests consistently calling out the burger as **more substantial, juicier and better value for money**. From a brand perspective, the larger patty reinforced Pattysmiths' positioning as a **premium smash burger offer**, while also supporting stronger perceived quality across the menu.

Operationally, the trial also assessed **cook times, smash consistency, grill performance and team workflow** to ensure the larger patty could integrate smoothly into day-to-day operations. Early findings indicate that stores can **maintain operational efficiency** with minimal process adjustment, while supply partners demonstrated the ability to support the new specification at scale.

These learnings have been captured and will be rolled out across the Huxtaburger network as part of our broader focus on **continuous menu improvement and delivering stronger guest value** across all brands. Testing and learning across the VIC Pattysmiths portfolio allows us to make **data-led decisions** that balance guest experience, operational simplicity and commercial outcomes.

Additionally, a major **market trend we're consistently seeing across the QSR and burger category is the demand for value options**. With the ongoing **cost-of-living pressures**, customers are increasingly seeking **stronger everyday value** - meals that feel substantial, satisfying and worth the spend. After consistently testing various value-led offerings (Sit Down Steals, Sit Down & Dash, Y2K Bundles/Peep Bundles, Hot Offers & More), we have completed lengthy analysis on what does/doesn't perform. As a result, we are reducing & adapting our current value offerings, and reframing **"Everyday Value" menu categories**, designed to deliver consistent value while **maintaining product quality, brand integrity and most importantly – strong Franchise Partner margins**.

Strengthening product quality and perceived value, whether through **bigger patties, clearer value platforms, or simplified menu structures**, will remain an important focus as we continue evolving the Huxtaburger offer to meet **changing customer expectations and market conditions**.

OBJECTIVES – NEW MENU UPDATES

- Strengthen product quality and brand perception with a larger, juicier 130g patty.
- Improve perceived value by delivering a more substantial burger experience.
- Protect store margins through a balanced price adjustment.
- Maintain competitiveness with premium burger brands in market.
- introduce new patty smasher to improve operations through consistency of product being cooked/smashed

OBJECTIVES – EVERYDAY VALUE

- Introduce a clear **Everyday Value platform** at accessible price points (and reduce underperforming value-led products)
- Respond to **cost-of-living pressures** with affordable menu options.
- Increase **visit frequency** through consistent value items.
- Drive **incremental sales** while supporting the core menu.
- **Consolidate** existing value led bundles based on historical performance

KEY INFORMATION

KEY DATES: PHASED APPROACH

- FRANCHISE PARTNER DISCOVERY INFORMATION SESSION – **THURSDAY 5/3** ✓
 - INFORMATION KIT & TRAINING SOP SHARED ON ACCESS EIGHT – **FRIDAY 6/3** ✓
 - **(PHASE 1) DELIVERY MENU CHANGES & PRICE INCREASES – MONDAY 16/3**
 - **(PHASE 1) EVERYDAY VALUE DELIVERY UPDATES – MONDAY 16/3**
 - **(PHASE 2) OVER THE COUNTER MENU CHANGES & PRICE INCREASE – MONDAY 30/3**
 - **(PHASE 2) EVERYDAY VALUE OVER THE COUNTER UPDATES – MONDAY 30/3**
- (ADDITIONAL UPDATES PENDING DATA PROGRESS WILL TAKE PLACE LATE APRIL/EARLY MAY IF REQUIRED)*

KEY ASSETS:

NEW MENU UPDATES

- **(PHASE 1 – 16/3)** Delivery Assets – prices, delivery aggregator & app tiles
- **(PHASE 2 – 30/3)** Printed Assets – A4 menus (to be inserted into A4 plastic folders), Digital Menu Boards, Counter Cards (New Bigger Patty artwork) – due to arrive before ~ 27/3

EVERYDAY VALUE

- **(PHASE 1 – 16/3)** Delivery Assets – new products, prices, & value category, delivery aggregator & app tiles
- **(PHASE 2 – 30/3)** Printed Assets – A Frame poster, A4 counter card (for displaying only during slow periods), A5 flyers for takeaway bags
- **(PHASE 2 – 30/3)** Digital assets – EDM, social posts (paid & organic), website news, aggregator tiles, push notifications, ATE homescreen tile
- **(PHASE 2 – 30/3)** Additional assets – restaurants will receive a Google Drive link [here](#) with print assets, social tiles etc should they wish to utilise across their own channels after campaign launch

KEY UPDATES

- **DELIVERY (PHASE 1) & REDCAT (PHASE 2)** – will automatically go live based on the above phases/dates
- **BUILD GUIDES / SOPS** – are attached alongside launch kit
- **PRICES:** see following pages for key COGs, RRP's & margins

REMINDER

- **Please make sure all old Menus AND Sit Down & Dash collateral is removed before commencing new campaign (based on the above phased approach for over the counter updates)**

If you have any questions, please reach out to your dedicated Growth & Support Manager.

FEEDBACK LOOP

- Please use the [dedicated Franchise Partner feedback tracker](#) to capture real-time operational and customer insights following the menu updates. This feedback will be reviewed centrally and may inform **any additional menu refinements or adjustments planned for May, if required.**

SECTION 1

NEW 130G PATTY KEY INFORMATION
MENU UPDATES – ALL PLATFORMS
PRICE INCREASES (PHASE 1 & 2)

KEY RESPONSIBILITIES: NEW 130G PATTY ROLLOUT

1. TRAINING

Objective: Ensure all team members are confident in handling, seasoning, and cooking the new 130g patty to consistent premium standards.

Training Actions:

- Hands-on training with the **new smasher tool** and correct pressing method to achieve optimal sear, texture, and shape
- Refreshed grill temperatures and cook times to accommodate the larger patty
- Reinforce correct seasoning technique, ensuring consistent coverage and use of existing seasoning containers (to be reviewed for portioning consistency)
- Provide an informative & easy to understand [training video](#) for reference
- End goal --> Consistent execution of the perfectly smashed beef patty and removing margin for error which has previously been observed and experienced by customers.

2. OPERATIONS

Objective: Seamless transition to the new 130g patty without disruption to service or kitchen flow.

Operational Requirements:

- Deliver new **patty smashers** to all restaurants prior to rollout of new 130g patty
- Calibrate grill temperatures per updated SOP
- Ensure seasoning shaker is clean and stocked with the correct salt and pepper grind
- Update prep guides, yield sheets, and cook line flow charts
- Conduct in-restaurant readiness checks prior to Day 1 of launch
- Deplete 110gm stock

3. MARKETING

Objective: Highlight the improved patty size and quality as a key brand enhancement - “Bigger. Juicier. New Patties”

Marketing Support:

- In-store POS (menu boards, digital screens, counter cards)
- Social media campaign focusing on “Bigger Patty”
- Staff talking points for guest interaction and upsell
- Update menu pricing to allow for increased patty size
- Monitor sales and customer feedback via CX

KEY RESPONSIBILITIES - CONTINUED

4. SUPPLY CHAIN

Objective: Maintain reliable supply and cost consistency.

Product Details:

- **New Product:** 130g Beef Wagyu Blend Smash Patty, sourced into DC
- **Supplier:** Top Notch
- **Salt and Pepper grind**
- **Distribution:** No change to ordering platform or delivery schedule
- **Packaging:** No change
- **Stock levels;** Monitor and report any risks
- Ensure all old 110g stock is unable to be ordered after it is depleted

Product Information

Bidfood Code – 226459 Burger Patties Beef Wagyu Blend Smash

Pack size - 76 pcs × 130g / CTN

Price - \$123.11 per ctn

4. FRANCHISE PARTNERS & STAFF - IMPORTANT

Objective: Operational execution and capture customer feedback.

FP Actions for successful roll out:

- Complete training and equipment checks before launch
- Implement new cook and seasoning standards
- Order new patty's via Bidfood in preparation for trial launch date, deplete 110gm stock
- Monitor customer response and report on burger satisfaction, cook performance, and any operational challenges
- Submit weekly feedback through the GSM
- As always, FPs are encouraged to share insights on any labour impact, cook line flow, and customer perception.

Throughout this important update, please use the [dedicated Franchise Partner feedback tracker](#) to capture real-time operational and customer insights following the menu updates. This feedback will be reviewed centrally and may inform **any additional menu refinements or adjustments planned for May, if required.**

PATTY SMASHER & PATTY



New Patty Smasher



130gm Patty



COST OF GOODS: MENU UPDATES

PHASE 1: MENU UPDATES – DELIVERY

- **PRICE INCREASES** (OFFSET INCREASE PATTY PRICES, IN LINE WITH MARKET/COMPETITOR TRENDS)
- RUDY & SANDRA ADDED TO ALL PLATFORMS (TOP PERFORMERS OTC)
- ADDITIONAL PRICE INCREASES ON OTHER DELIVERY PRODUCTS TO ASSIST WITH OFFSETTING ONGOING MARKET DEMAND FOR DISCOUNTS

| | | BEEF BURGERS | | | | | | | | |
|-----------------|-----------------------------------|--------------|----------|---------------|----------|------------------|------------------|----------|----------|----------|
| | | RUDY | JANE ★ | HUXTABURGER ★ | KEVIN ★ | CHEESUS (SINGLE) | CHEESUS (DOUBLE) | DARREN | THEO | DENISE ★ |
| | | Cost | Cost | Cost | Cost | Cost | Cost | Cost | Cost | Cost |
| | COGS \$ CURRENT | \$ 3.19 | \$ 2.92 | \$ 3.43 | \$ 3.90 | \$ 3.38 | \$ 4.90 | \$ 4.44 | \$ 5.75 | \$ 3.61 |
| | COGS \$ NEW 130GM | \$ 3.29 | \$ 3.02 | \$ 3.53 | \$ 4.00 | \$ 3.48 | \$ 5.10 | \$ 4.54 | \$ 5.95 | \$ 3.71 |
| | DELIVERY Sale Price | \$ 12.95 | \$ 14.95 | \$ 16.95 | \$ 18.95 | \$ 17.95 | \$ 21.95 | \$ 20.95 | \$ 22.95 | \$ 18.95 |
| | DELIVERY Sale Price EX GST | \$ 11.77 | \$ 13.59 | \$ 15.41 | \$ 17.23 | \$ 16.32 | \$ 19.95 | \$ 19.05 | \$ 20.86 | \$ 17.23 |
| | Uber Commission | 3.50 | 4.04 | 4.58 | 5.12 | 4.85 | 5.93 | 5.66 | 6.20 | 5.12 |
| DELIVERY | COGS + UBER Commission | \$ 6.79 | \$ 7.06 | \$ 8.11 | \$ 9.12 | \$ 8.33 | \$ 11.03 | \$ 10.20 | \$ 12.15 | \$ 8.83 |
| | Total COGS + Commission % | 58% | 52% | 53% | 53% | 51% | 55% | 54% | 58% | 51% |
| | Margin \$ | \$ 4.99 | \$ 6.53 | \$ 7.30 | \$ 8.11 | \$ 7.99 | \$ 8.93 | \$ 8.85 | \$ 8.72 | \$ 8.40 |
| | Margin % | 42.35% | 48.08% | 47.39% | 47.08% | 48.97% | 44.74% | 46.46% | 41.78% | 48.76% |
| | CURRENT PRICING NATIONWIDE | \$ 12.95 | \$ 14.50 | \$ 15.95 | \$ 17.95 | \$ 16.95 | \$ 19.95 | \$ 19.95 | \$ 21.95 | \$ 17.95 |
| | PRICE CHANGE | \$ - | \$ 0.45 | \$ 1.00 | \$ 1.00 | \$ 1.00 | \$ 2.00 | \$ 1.00 | \$ 1.00 | \$ 1.00 |

| | | CHICKEN BURGERS | | | | | | |
|-----------------|-----------------------------------|-----------------|-----------------------------|---------------------------|-----------------------------|---------------------------|--------------------------|------------------------|
| | | SANDRA | BAM BAM CHICKEN - GRILLED ★ | BAM BAM CHICKEN - FRIED ★ | BRITNEY CHICKEN - GRILLED ★ | BRITNEY CHICKEN - FRIED ★ | RACHEL CHICKEN - GRILLED | RACHEL CHICKEN - FRIED |
| | | Cost | Cost | Cost | Cost | Cost | Cost | Cost |
| | COGS \$ CURRENT | \$ 3.02 | \$ 2.69 | \$ 2.86 | \$ 3.97 | \$ 4.14 | \$ 3.26 | \$ 3.42 |
| | DELIVERY Sale Price | \$ 12.95 | \$ 17.95 | \$ 17.95 | \$ 20.50 | \$ 20.50 | \$ 18.95 | \$ 18.95 |
| | DELIVERY Sale Price EX GST | \$ 11.77 | \$ 16.32 | \$ 16.32 | \$ 18.64 | \$ 18.64 | \$ 17.23 | \$ 17.23 |
| | Uber Commission | 3.50 | 4.85 | 4.85 | 5.54 | 5.54 | 5.12 | 5.12 |
| DELIVERY | COGS + UBER Commission | \$ 6.52 | \$ 7.54 | \$ 7.71 | \$ 9.51 | \$ 9.68 | \$ 8.38 | \$ 8.54 |
| | Total COGS + Commission % | 55% | 46% | 47% | 51% | 52% | 49% | 50% |
| | Margin \$ | \$ 5.26 | \$ 8.78 | \$ 8.61 | \$ 9.13 | \$ 8.96 | \$ 8.85 | \$ 8.69 |
| | Margin % | 44.65% | 53.82% | 52.77% | 49.00% | 48.09% | 51.38% | 50.45% |
| | CURRENT PRICING NATIONWIDE | \$ 12.95 | \$ 16.95 | \$ 16.95 | \$ 19.95 | \$ 19.95 | \$ 17.95 | \$ 17.95 |
| | PRICE CHANGE | \$ - | \$ 1.00 | \$ 1.00 | \$ 0.55 | \$ 0.55 | \$ 1.00 | \$ 1.00 |

COST OF GOODS: MENU UPDATES

PHASE 2: MENU UPDATES – OVER THE COUNTER (OTC)

- **PRICE INCREASES** (OFFSET INCREASE PATTY PRICES, IN LINE WITH MARKET/COMPETITOR TRENDS)
- OTC INCREASES ARE LESS DRASTIC TO DELIVERY TO ENSURE WE REMAIN COMPETITIVE AND INCENTIVISE CUSTOMERS INTO STORE AS OUR NUMBER 1 PRIORITY TO RETAIN MARGINS
- NO CHANGES TO CHICKEN BURGERS AS ALREADY ACHIEVING MARGINS WELL ABOVE BENCHMARKS FOR OTC (70+ %)

| | | BEEF BURGERS | | | | | | | | |
|----------------------------|------------------------------|--------------|----------|---------------|----------|------------------|-------------------|----------|----------|----------|
| | | RUDY | JANE ★ | HUXTABURGER ★ | KEVIN ★ | CHEESUS (SINGLE) | CHEESUS (DOUBLE) | DARREN | THEO | DENISE ★ |
| | | Cost | Cost | Cost | Cost | Cost | Cost | Cost | Cost | Cost |
| | COGS \$ CURRENT | \$ 3.19 | \$ 2.92 | \$ 3.43 | \$ 3.90 | \$ 3.38 | \$ 4.90 | \$ 4.44 | \$ 5.75 | \$ 3.61 |
| | COGS \$ NEW 130GM | \$ 3.29 | \$ 3.02 | \$ 3.53 | \$ 4.00 | \$ 3.48 | \$ 5.10 | \$ 4.54 | \$ 5.95 | \$ 3.71 |
| OTC | OTC Sale Price | \$ 11.95 | \$ 12.50 | \$ 14.50 | \$ 16.50 | \$ 14.50 | \$ 19.50 | \$ 18.50 | \$ 20.50 | \$ 16.50 |
| | OTC Sale Price EX GST | \$ 10.86 | \$ 11.36 | \$ 13.18 | \$ 15.00 | \$ 13.18 | \$ 17.73 | \$ 16.82 | \$ 18.64 | \$ 15.00 |
| | OTC Cogs % | 30.3% | 26.6% | 26.8% | 26.7% | 26.4% | 28.8% | 27.0% | 31.9% | 24.7% |
| | OTC Margin \$ | \$ 7.57 | \$ 8.34 | \$ 9.65 | \$ 11.00 | \$ 9.70 | \$ 12.63 | \$ 12.28 | \$ 12.69 | \$ 11.29 |
| | OTC Margin % | 69.7% | 73.4% | 73.2% | 73.3% | 73.6% | 71.2% | 73.0% | 68.1% | 75.3% |
| CURRENT PRICING NATIONWIDE | | \$ 11.95 | \$ 11.95 | \$ 13.95 | \$ 15.95 | \$ 13.95 | \$ 17.95 | \$ 17.95 | \$ 19.95 | \$ 15.95 |
| PRICE CHANGE | | \$ - | \$ 0.55 | \$ 0.55 | \$ 0.55 | \$ 0.55 | \$ 1.55 | \$ 0.55 | \$ 0.55 | \$ 0.55 |

| | | CHICKEN BURGERS | | | | | | |
|----------------------------|------------------------------|-----------------|-----------------------------|---------------------------|-----------------------------|---------------------------|--------------------------|------------------------|
| | | SANDRA | BAM BAM CHICKEN - GRILLED ★ | BAM BAM CHICKEN - FRIED ★ | BRITNEY CHICKEN - GRILLED ★ | BRITNEY CHICKEN - FRIED ★ | RACHEL CHICKEN - GRILLED | RACHEL CHICKEN - FRIED |
| | | Cost | Cost | Cost | Cost | Cost | Cost | Cost |
| | COGS \$ CURRENT | \$ 3.02 | \$ 2.69 | \$ 2.86 | \$ 3.97 | \$ 4.14 | \$ 3.26 | \$ 3.42 |
| OTC | OTC Sale Price | \$ 11.95 | \$ 14.95 | \$ 14.95 | \$ 16.95 | \$ 16.95 | \$ 15.95 | \$ 15.95 |
| | OTC Sale Price EX GST | \$ 10.86 | \$ 13.59 | \$ 13.59 | \$ 15.41 | \$ 15.41 | \$ 14.50 | \$ 14.50 |
| | OTC Cogs % | 27.8% | 19.8% | 21.0% | 25.8% | 26.9% | 22.5% | 23.6% |
| | OTC Margin \$ | \$ 7.84 | \$ 10.90 | \$ 10.73 | \$ 11.44 | \$ 11.27 | \$ 11.24 | \$ 11.08 |
| | OTC Margin % | 72.2% | 80.2% | 79.0% | 74.2% | 73.1% | 77.5% | 76.4% |
| CURRENT PRICING NATIONWIDE | | \$ 11.95 | \$ 14.95 | \$ 14.95 | \$ 16.95 | \$ 16.95 | \$ 15.95 | \$ 15.95 |
| PRICE CHANGE | | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |

ASSET REMINDER:

NEW MENU UPDATES

- (PHASE 1 – 16/3) Delivery Assets – prices, delivery aggregator & app tiles **(NO ACTION FROM FPS)**
- (PHASE 2 – 30/3) Printed Assets – A4 menus (to be inserted into A4 plastic folders), Digital Menu Boards, Counter Cards (New Bigger Patty artwork) **(ENSURE PRINTED COLLATERAL IS ON DISPLAY IN STORES & OLD MENUS ARE DESTROYED)**

SECTION 2

EVERYDAY VALUE

KEY ITEMS: EVERYDAY VALUE

HANGRY FOR VALUE: BUNDLES

- 1PAX – CHOICE OF RUDY/SANDRA REGULAR CHIPS, 1PC TENDER, SMALL DRINK
- 2PAX – 2 X CHOICE OF RUDY/SANDRA LARGE CHIPS, 2PC TENDER, 2 SMALL DRINKS
- 4PAX – 4 X CHOICE OF RUDY/SANDRA, 2 LARGE CHIPS, 4PC TENDER, 4 SMALL DRINKS
- *ALL BURGERS CAN BE UPGRADED FOR ADDITIONAL COST*

EVERYDAY VALUE FROM \$1.95 OTC / \$2.95 DEL

- SIDEKICK CHIPS (WITH ANY BURGER)
- SNACK WRAP 1PC & 2PC
- SLIDERS (CHEESEBURGER OR CLASSIC CHICKEN)
- POTATO CAKE 1PC & 2PC
- **NEW** SNACKING BOX (SIDEKICK CHIPS & 2PC BONELESS CHICKEN)
- **NEW** SNACK WRAP BOX (SNACKWRAP, SIDEKICK CHIPS & 2PC BONELESS CHICKEN)

ASSET REMINDER: EVERYDAY VALUE

- **(PHASE 1 - 16/3)** Delivery Assets – new products, prices, & value category, delivery aggregator & app tiles
(NO ACTION FROM FPS)
- **(PHASE 2 – 30/3)** Digital assets – EDM, social posts (paid & organic), website news, aggregator tiles, push notifications, ATE homescreen tile **(NO ACTION FROM FPS)**
- **(PHASE 2 – 30/3)** Printed Assets – A Frame poster, A4 counter card (for displaying only during slow periods), A5 flyers for takeaway bags **(ENSURE PRINTED COLLATERAL IS ON DISPLAY IN STORES & OLD MENUS ARE DESTROYED)**
- **(PHASE 2 – 30/3)** Additional assets – restaurants will receive a Google Drive link [here](#) with print assets, social tiles etc should they wish to utilise across their own channels **after** campaign launch **(FPS CAN USE ON THEIR OWN CHANNELS IF THEY WISH POST 30/3)**

TIPS FOR SUCCESS

- Value messaging is a key driver across the QSR market right now, and this category allows Huxtaburger to remain competitive while still delivering the quality guests expect from our brand. Importantly, the goal is not simply to sell lower-priced items, but to **increase overall traffic** by giving new or hesitant customers a compelling reason to choose Huxtaburger.
- Franchise Partners may expect that some **short-term cannibalisation** of higher-priced items may occur - this is normal with any value-led initiative. However, the success of the category will ultimately come down to **how teams engage with guests and upsell**. Value items should be seen as the **entry point**, not the end of the transaction. Simple prompts such as suggesting a sidekick of chips, upgrading burgers to customer favourites ie Kevin, adding sauce, or recommending a second patty can quickly lift average transaction value while still maintaining the perception of great value for the guest.
- The Everyday Value platform also creates a strong opportunity to grow **ATE engagement and loyalty behaviour**. Staff should actively encourage guests ordering value items to download or use the ATE app to access exclusive offers, earn rewards, and return more frequently. By combining strong in-store execution, confident upselling, and ATE promotion, the value range can become a powerful tool - **bringing new customers into Huxtaburger while still driving profitable basket growth across the menu**.
- A **Burger Division upselling guide** will be shared via **A8 by Friday 20th March** to help teams maximise this opportunity and support the successful rollout of this important growth strategy. Please ensure you take the time to read & understand this guide with your teams.

COST OF GOODS: EVERYDAY VALUE

PHASE 1: EVERYDAY VALUE - DELIVERY

- ADD "NEW HANGRY FOR VALUE" COMBO CATEGORY TO DELIVERY (OPTION TO UPGRADE TO DIFFERENT BURGERS FOR ADDITIONAL COST)
- ADD "NEW EVERYDAY VALUE FROM \$2.95" CATEGORY TO HIGHLIGHT EXISTING PRODUCT ITEMS
- ALL PRICES CALCULATED WITH NEW 130G PATTY

| "HANGRY FOR VALUE" - ALL CHANNELS | | | |
|------------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| | Hangry 4 VALUE 1PAX | Hangry 4 VALUE 2PAX | Hangry 4 VALUE 4PAX |
| COGS \$ | \$ 5.83 | \$ 11.49 | \$ 23.98 |
| DELIVERY Sale Price | \$ 24.95 | \$ 44.95 | \$ 74.95 |
| DELIVERY Sale Price EX GST | \$ 22.68 | \$ 40.86 | \$ 68.14 |
| Uber Commission | 6.74 | 12.14 | 20.24 |
| COGS + Uber Commission | \$ 12.57 | \$ 23.63 | \$ 44.22 |
| Total COGS + Uber Commission % | 55% | 58% | 65% |
| Margin \$ | \$ 10.12 | \$ 17.24 | \$ 23.92 |
| Margin % | 44.60% | 42.18% | 35.11% |

REFRAMED VALUE CATEGORY ITEMS - "EVERYDAY VALUE FROM \$1.95 OTC - \$2.95 DEL"

| | Rudy | Sandra | Sidekick Chips (ONLY with | Snack Wrap | Snack Wrap 2pc | Slider - Cheeseburg er | Slider - Chicken | Potato Cake | Potato Cakes 2pc | Snacking Box | Snack Wrap Box |
|-----------------------------------|----------|----------|---------------------------------|------------|-------------------|------------------------------|---------------------|-------------|---------------------|-----------------|-------------------|
| COGS \$ | \$ 3.29 | \$ 3.23 | \$ 0.90 | \$ 1.07 | \$ 2.14 | \$ 1.74 | \$ 1.26 | \$ 0.67 | \$ 1.34 | \$ 2.09 | \$ 3.16 |
| DELIVERY Sale Price | \$ 12.95 | \$ 12.95 | \$ 4.95 | \$ 5.95 | \$ 8.95 | \$ 8.95 | \$ 8.95 | \$ 2.95 | \$ 4.95 | \$ 10.00 | \$ 11.95 |
| DELIVERY Sale Price EX GST | \$ 11.77 | \$ 11.77 | \$ 4.50 | \$ 5.41 | \$ 8.14 | \$ 8.14 | \$ 8.14 | \$ 2.68 | \$ 4.50 | \$ 9.09 | \$ 10.86 |
| Uber Commission | 3.50 | 3.50 | 1.34 | 1.61 | 2.42 | 2.42 | 2.42 | 0.80 | 1.34 | 2.70 | 3.23 |
| COGS + UBER Commission | \$ 6.79 | \$ 6.73 | \$ 2.24 | \$ 2.68 | \$ 4.56 | \$ 4.16 | \$ 3.68 | \$ 1.47 | \$ 2.68 | \$ 4.79 | \$ 6.39 |
| Total COGS + Uber Comm% | 58% | 57% | 50% | 49% | 56% | 51% | 45% | 55% | 59% | 53% | 59% |
| Margin \$ | \$ 4.99 | \$ 5.05 | \$ 2.26 | \$ 2.73 | \$ 3.58 | \$ 3.98 | \$ 4.46 | \$ 1.22 | \$ 1.82 | \$ 4.30 | \$ 4.48 |
| Margin % | 42.35% | 42.86% | 50.30% | 50.52% | 44.00% | 48.91% | 54.81% | 45.32% | 40.52% | 47.31% | 41.21% |

COST OF GOODS: EVERYDAY VALUE

PHASE 2: EVERYDAY VALUE – OVER THE COUNTER

- ADD "NEW HANGRY FOR VALUE" COMBO CATEGORY TO PRINT MENUS & DMBS (OPTION TO UPGRADE TO DIFFERENT BURGERS FOR ADDITIONAL COST)
- ADD "NEW EVERYDAY VALUE FROM \$1.95" CATEGORY ON MENU TO HIGHLIGHT EXISTING PRODUCT ITEMS
- ALL PRICES CALCULATED WITH NEW 130G PATTY

| "HANGRY FOR VALUE" - ALL CHANNELS | | | |
|------------------------------------------|----------|----------|----------|
| | Hangry 4 | Hangry 4 | Hangry 4 |
| COGS \$ | \$ 5.83 | \$ 11.49 | \$ 23.98 |
| OTC Sale Price | \$ 19.95 | \$ 37.95 | \$ 65.95 |
| OTC Sale Price EX GST | \$ 18.14 | \$ 34.50 | \$ 59.95 |
| OTC Cogs % | 32.1% | 33.3% | 40.0% |
| OTC Margin \$ | \$ 12.31 | \$ 23.01 | \$ 35.97 |
| OTC Margin % | 67.9% | 66.7% | 60.0% |

REFRAMED VALUE CATEGORY ITEMS - "EVERYDAY VALUE FROM \$1.95 OTC - \$2.95 DEL"

| | Rudy | Sandra | Sidekick Chips (ONLY with burger) | Snack Wrap | Snack Wrap 2pc | Slider - Cheeseburg er | Slider - Chicken | Potato Cake | Potato Cakes 2pc | Snacking Box | Snack Wrap Box |
|------------------------------|----------|----------|-----------------------------------------|------------|-------------------|------------------------------|---------------------|-------------|---------------------|-----------------|-------------------|
| COGS \$ | \$ 3.29 | \$ 3.23 | \$ 0.90 | \$ 1.07 | \$ 2.14 | \$ 1.74 | \$ 1.26 | \$ 0.67 | \$ 1.34 | \$ 2.09 | \$ 3.16 |
| OTC Sale Price | \$ 11.95 | \$ 11.95 | \$ 3.50 | \$ 3.95 | \$ 7.50 | \$ 7.95 | \$ 7.95 | \$ 1.95 | \$ 2.95 | \$ 6.95 | \$ 9.95 |
| OTC Sale Price EX GST | \$ 10.86 | \$ 10.86 | \$ 3.18 | \$ 3.59 | \$ 6.82 | \$ 7.23 | \$ 7.23 | \$ 1.77 | \$ 2.68 | \$ 6.32 | \$ 9.05 |
| OTC Cogs % | 30.3% | 29.7% | 28.3% | 29.8% | 31.4% | 24.1% | 17.4% | 37.8% | 50.0% | 33.1% | 34.9% |
| OTC Margin \$ | \$ 7.57 | \$ 7.63 | \$ 2.28 | \$ 2.52 | \$ 4.68 | \$ 5.49 | \$ 5.97 | \$ 1.10 | \$ 1.34 | \$ 4.23 | \$ 5.89 |
| OTC Margin % | 69.7% | 70.3% | 71.7% | 70.2% | 68.6% | 75.9% | 82.6% | 62.2% | 50.0% | 66.9% | 65.1% |

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