

# KEY UPDATES

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



**PATTYSMITHS**  
**SMASHING BURGERS**

## 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 Pattysmiths 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 (Weekdays Smashed, Single/Couple/Family 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 Pattysmiths 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.

# KEY INFORMATION

## KEY DATES: PHASED APPROACH

- FRANCHISE PARTNER DISCOVERY INFORMATION SESSION – **THURSDAY 5/3** ✓
  - INFORMATION KIT & TRAINING SOP SHARED ON ACCESS EIGHT – **WEDNESDAY 11/3** ✓
  - **(PHASE 1) DELIVERY MENU CHANGES & PRICE INCREASES – TUESDAY 17/3**
  - **(PHASE 1) EVERYDAY VALUE DELIVERY UPDATES – TUESDAY 17/3**
  - **(PHASE 2) OVER THE COUNTER MENU CHANGES & PRICE INCREASE – TUESDAY 31/3**
  - **(PHASE 2) EVERYDAY VALUE OVER THE COUNTER UPDATES – TUESDAY 31/3**
- (ADDITIONAL UPDATES PENDING DATA PROGRESS WILL TAKE PLACE LATE APRIL/EARLY MAY IF REQUIRED)*

## KEY ASSETS:

### NEW MENU UPDATES

- **(PHASE 1 – 17/3)** Delivery Assets – prices, delivery aggregator & app tiles
- **(PHASE 2 – 31/3)** Printed Assets – A4 menus (to be inserted into A4 plastic folders), Digital Menu Boards, Counter Cards (New Bigger Patty artwork) – due to arrive before ~ 30/3

### EVERYDAY VALUE

- **(PHASE 1 – 17/3)** Delivery Assets – new products, prices, & value category, delivery aggregator & app tiles
- **(PHASE 2 – 31/3)** Printed Assets – A Frame poster, A4 counter card (for displaying only during slow periods), A5 flyers for takeaway bags
- **(PHASE 2 – 31/3)** Digital assets – EDM, social posts (paid & organic), website news, aggregator tiles, push notifications, ATE homescreen tile
- **(PHASE 2 – 31/3)** 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 Weekdays Smashed 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 patties 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**



# COST OF GOODS: MENU UPDATES

## PHASE 1: MENU UPDATES – DELIVERY (17/3)

- **PRICE INCREASES** (OFFSET INCREASE PATTY PRICES, IN LINE WITH MARKET/COMPETITOR TRENDS)
- **ADDITIONAL PRICE INCREASES ON OTHER DELIVERY PRODUCTS TO ASSIST WITH OFFSETTING ONGOING MARKET DEMAND FOR DISCOUNTS**

		SMASH BURGERS								
		SIMPLY SMITH - ATE EXCLUSIVE	GOLDEN CHEESE	GOLDEN DOUBLE	OG SMITH	OG SMITH DOUBLE	BACON STACK	OG AUSSIE	SPICY STACK	BIG SMITH
	COGS CURRENT 110	\$ 2.65	\$ 3.08	\$ 4.44	\$ 3.220	\$ 4.58	\$ 3.77	\$ 4.42	\$ 5.05	\$ 5.49
	COGS NEW 130	\$ 2.92	\$ 3.35	\$ 4.97	\$ 3.490	\$ 5.11	\$ 4.04	\$ 4.71	\$ 5.58	\$ 6.02
DELIVERY	DELIVERY Sale Price		\$ 14.95	\$ 19.95	\$ 15.95	\$ 20.95	\$ 18.50	\$ 20.50	\$ 21.95	\$ 21.95
	DELIVERY Sale Price EX GST		\$ 13.59	\$ 18.14	\$ 14.50	\$ 19.05	\$ 16.82	\$ 18.64	\$ 19.95	\$ 19.95
	Uber Commission		4.04	5.39	4.31	5.66	5.00	5.54	5.93	5.93
	COGS + UBER Commission		\$ 7.39	\$ 10.36	\$ 7.80	\$ 10.77	\$ 9.04	\$ 10.25	\$ 11.51	\$ 11.95
	Total COGS + Commission %		54%	57%	54%	57%	54%	55%	58%	60%
	Margin \$		\$ 6.20	\$ 7.78	\$ 6.70	\$ 8.28	\$ 7.78	\$ 8.39	\$ 8.45	\$ 8.01
	Margin %		45.7%	42.9%	46.2%	43.5%	46.3%	45.0%	42.3%	40.1%
	CURRENT DELIVERY PRICE		\$ 13.95	\$ 18.95	\$ 14.95	\$ 19.95	\$ 17.95	\$ 19.95	\$ 20.95	\$ 20.95
	PRICE INCREASE		\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 0.55	\$ 0.55	\$ 1.00	\$ 1.00
		DELIVERY								
	SINGLE VALUE BUNDLE PRICE		\$ 20.95	\$ 25.95	\$ 21.95	\$ 26.95	\$ 24.95	\$ 26.95	\$ 28.95	\$ 28.95
	PRICE TO UPGRADE SINGLE BUNDLE		\$ -	\$ 5.00	\$ 3.00	\$ 5.00	\$ 4.00	\$ 5.00	\$ 8.00	\$ 8.00
	COUPLE VALUE BUNDLE PRICE		\$ 39.95	\$ 49.95	\$ 41.95	\$ 51.95	\$ 47.95	\$ 51.95	\$ 55.95	\$ 55.95
	PRICE TO UPGRADE COUPLE BUNDLE		\$ -	\$ 10.00	\$ 3.00	\$ 10.00	\$ 8.00	\$ 10.00	\$ 10.00	\$ 10.00
	FAMILY VALUE BUNDLE PRICE		\$ 69.95	\$ 89.95	\$ 73.95	\$ 93.95	\$ 85.95	\$ 93.95	\$ 101.95	\$ 101.95
	PRICE TO UPGRADE FAMILY BUNDLE		\$ -	\$ 20.00	\$ 4.00	\$ 20.00	\$ 16.00	\$ 20.00	\$ 25.00	\$ 25.00

		CHICKEN BURGERS							PLANT BASED
		CHEESY CHICKEN - ATE EXCLUSIVE	CLASSIC CHICKEN	SMOKIN' CHICKEN - CRISPY	SMOKIN' CHICKEN - GRILLED	CHICKEN N BACON	SMITH CHICK	CHICKEN OG AUSSIE	PLANT BASED CHIK'N
	COGS CURRENT 110	\$ 2.70	\$ 3.01	\$ 3.26	\$ 2.80	\$ 3.91	\$ 4.49	\$ 4.19	\$ 5.19
	COGS NEW 130								
DELIVERY	DELIVERY Sale Price		\$ 14.95	\$ 17.95	\$ 17.95	\$ 18.95	\$ 21.95	\$ 20.50	\$ 20.95
	DELIVERY Sale Price EX GST		\$ 13.59	\$ 16.32	\$ 16.32	\$ 17.23	\$ 19.95	\$ 18.64	\$ 19.05
	Uber Commission		4.04	4.85	4.85	5.12	5.93	5.54	5.66
	COGS + UBER Commission		\$ 7.05	\$ 8.11	\$ 7.65	\$ 9.03	\$ 10.42	\$ 9.73	\$ 10.85
	Total COGS + Commission %		52%	50%	47%	52%	52%	52%	57%
	Margin \$		\$ 6.54	\$ 8.21	\$ 8.67	\$ 8.20	\$ 9.54	\$ 8.91	\$ 8.20
	Margin %		48.2%	50.3%	53.1%	47.6%	47.8%	47.8%	43.0%
	CURRENT DELIVERY PRICE		\$ 14.95	\$ 17.95	\$ 17.95	\$ 18.95	\$ 21.95	\$ 19.95	\$ 20.95
	PRICE INCREASE		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.55	\$ -
		DELIVERY							
	SINGLE VALUE BUNDLE PRICE		\$ 22.95	\$ 24.95	\$ 24.95	\$ 25.95	\$ 28.95	\$ 26.95	\$ 27.95
	PRICE TO UPGRADE SINGLE BUNDLE		\$ 2.00	\$ 4.00	\$ 4.00	\$ 5.00	\$ 8.00	\$ 8.00	\$ 7.00
	COUPLE VALUE BUNDLE PRICE		\$ 43.95	\$ 47.95	\$ 47.95	\$ 49.95	\$ 55.95	\$ 51.95	\$ 53.95
	PRICE TO UPGRADE COUPLE BUNDLE		\$ 4.00	\$ 8.00	\$ 8.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
	FAMILY VALUE BUNDLE PRICE		\$ 77.95	\$ 85.95	\$ 85.95	\$ 89.95	\$ 101.95	\$ 93.95	\$ 97.95
	PRICE TO UPGRADE FAMILY BUNDLE		\$ 8.00	\$ 10.00	\$ 10.00	\$ 20.00	\$ 32.00	\$ 24.00	\$ 20.00

# COST OF GOODS: MENU UPDATES

## PHASE 2: MENU UPDATES – OVER THE COUNTER (OTC) – 31/3

- **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+ %)
- SIMPLY SMITH & CHEESY CHICKEN ADDED TO ALL PLATFORMS (TOP PERFORMERS OTC) - \$11.95 DEL

		SMASH BURGERS								
		SIMPLY SMITH	GOLDEN CHEESE	GOLDEN DOUBLE	OG SMITH	OG SMITH DOUBLE	BACON STACK	OG AUSSIE	SPICY STACK	BIG SMITH
	COGS CURRENT 110	\$ 2.65	\$ 3.08	\$ 4.44	\$ 3.220	\$ 4.58	\$ 3.77	\$ 4.42	\$ 5.05	\$ 5.49
	COGS NEW 130	\$ 2.92	\$ 3.35	\$ 4.97	\$ 3.490	\$ 5.11	\$ 4.04	\$ 4.71	\$ 5.58	\$ 6.02
OTC	OTC Sale Price	\$ 10.95	\$ 12.50	\$ 17.50	\$ 13.50	\$ 18.50	\$ 15.95	\$ 17.95	\$ 19.95	\$ 19.95
	OTC Sale Price EX GST	\$ 9.95	\$ 11.36	\$ 15.91	\$ 12.27	\$ 16.82	\$ 14.50	\$ 16.32	\$ 18.14	\$ 18.14
	OTC Cogs %	29.3%	29.5%	31.2%	28.4%	30.4%	27.9%	28.9%	30.8%	33.2%
	OTC Margin \$	\$ 7.03	\$ 8.01	\$ 10.94	\$ 8.78	\$ 11.71	\$ 10.46	\$ 11.61	\$ 12.56	\$ 12.12
	OTC Margin %	70.7%	70.5%	68.8%	71.6%	69.6%	72.1%	71.1%	69.2%	66.8%
	CURRENT OTC PRICE - EXC VIC	\$ 8.95	\$ 10.95	\$ 15.95	\$ 11.95	\$ 16.95	\$ 14.95	\$ 16.95	\$ 18.95	\$ 18.95
	PRICE INCREASE	\$ 2.00	\$ 1.55	\$ 1.55	\$ 1.55	\$ 1.55	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
		+								
		OTC								
	SINGLE VALUE BUNDLE PRICE	\$ 16.95	\$ 18.50	\$ 23.50	\$ 19.50	\$ 24.50	\$ 21.95	\$ 23.95	\$ 25.95	\$ 25.95
	PRICE TO UPGRADE SINGLE BUNDLE	\$ -	\$ 1.55	\$ 6.55	\$ 2.55	\$ 7.55	\$ 5.00	\$ 7.00	\$ 9.00	\$ 9.00
	COUPLE VALUE BUNDLE PRICE	\$ 29.95	\$ 33.05	\$ 43.05	\$ 35.05	\$ 45.05	\$ 39.95	\$ 43.95	\$ 47.95	\$ 47.95
	PRICE TO UPGRADE COUPLE BUNDLE	\$ -	\$ 3.10	\$ 13.10	\$ 5.10	\$ 15.10	\$ 10.00	\$ 14.00	\$ 18.00	\$ 18.00
	FAMILY VALUE BUNDLE PRICE	\$ 54.95	\$ 61.15	\$ 81.15	\$ 65.15	\$ 85.15	\$ 74.95	\$ 82.95	\$ 90.95	\$ 90.95
	PRICE TO UPGRADE FAMILY BUNDLE	\$ -	\$ 6.20	\$ 26.20	\$ 10.20	\$ 30.20	\$ 20.00	\$ 28.00	\$ 36.00	\$ 36.00

		CHICKEN BURGERS							PLANT BASED	
		CHEESY CHICKEN	CLASSIC CHICKEN	SMOKIN' CHICKEN - CRISPY	SMOKIN' CHICKEN - GRILLED	CHICKEN N BACON	SMITH CHICK	CHICKEN OG AUSSIE	PLANT BASED CHIK'N	
	COGS CURRENT 110	\$ 2.70	\$ 3.01	\$ 3.26	\$ 2.80	\$ 3.91	\$ 4.49	\$ 4.19	\$ 5.19	
	COGS NEW 130									
OTC	OTC Sale Price	\$ 10.95	\$ 12.95	\$ 14.95	\$ 14.95	\$ 15.95	\$ 18.95	\$ 17.95	\$ 17.95	
	OTC Sale Price EX GST	\$ 9.95	\$ 11.77	\$ 13.59	\$ 13.59	\$ 14.50	\$ 17.23	\$ 16.32	\$ 16.32	
	OTC Cogs %	27.1%	25.6%	24.0%	20.6%	27.0%	26.1%	25.7%	31.8%	
	OTC Margin \$	\$ 7.25	\$ 8.76	\$ 10.33	\$ 10.79	\$ 10.59	\$ 12.74	\$ 12.13	\$ 11.13	
	OTC Margin %	72.9%	74.4%	76.0%	79.4%	73.0%	73.9%	74.3%	68.2%	
	CURRENT OTC PRICE - EXC VIC	\$ 8.95	\$ 12.95	\$ 14.95	\$ 14.95	\$ 15.95	\$ 18.95	\$ 16.95	\$ 17.95	
	PRICE INCREASE	\$ 2.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1.00	\$ -	
		OTC								
	SINGLE VALUE BUNDLE PRICE	\$ 16.95	\$ 18.95	\$ 20.95	\$ 20.95	\$ 21.95	\$ 24.95	\$ 23.95	\$ 23.95	
	PRICE TO UPGRADE SINGLE BUNDLE	\$ -	\$ 2.00	\$ 4.00	\$ 4.00	\$ 5.00	\$ 8.00	\$ 7.00	\$ 7.00	
	COUPLE VALUE BUNDLE PRICE	\$ 29.95	\$ 33.95	\$ 37.95	\$ 37.95	\$ 39.95	\$ 45.95	\$ 43.95	\$ 43.95	
	PRICE TO UPGRADE COUPLE BUNDLE	\$ -	\$ 4.00	\$ 8.00	\$ 8.00	\$ 10.00	\$ 16.00	\$ 14.00	\$ 14.00	
	FAMILY VALUE BUNDLE PRICE	\$ 54.95	\$ 62.95	\$ 70.95	\$ 70.95	\$ 74.95	\$ 86.95	\$ 82.95	\$ 82.95	
	PRICE TO UPGRADE FAMILY BUNDLE	\$ -	\$ 8.00	\$ 16.00	\$ 16.00	\$ 20.00	\$ 32.00	\$ 28.00	\$ 28.00	

## ASSET REMINDER:

### NEW MENU UPDATES

- (PHASE 1 – 17/3) Delivery Assets – prices, delivery aggregator & app tiles **(NO ACTION FROM FPS)**
- (PHASE 2 – 31/3) 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

## VALUE BUNDLES (EXISTING/REVISED)

- SINGLE (1PAX) – CHOICE OF SIMPLY SMITH/CHEESY CHICKEN, 1 SCOOP CHIPS, 2PC WINGS
- COUPLE (2 PAX) – 2X CHOICE OF SIMPLY SMITH/CHEESY CHICKEN, 2 SCOOP CHIPS, 4PC WINGS
- FAMILY (4 PAX) – 4X CHOICE OF SIMPLY SMITH/CHEESY CHICKEN, 4 SCOOP CHIPS, 8PC WINGS
- *ALL BURGERS CAN BE UPGRADED FOR ADDITIONAL COST*
- **CURRENT BUNDLES USE GOLDEN CHEESE & CLASSIC CHICKEN AS ENTRY BURGERS (CONTINUE PHASE 1). TO BE SWAPPED TO SIMPLY SMITH & CHEESY CHICKEN IN PHASE 2 (31/3) WHEN ROLLED OUT ON ALL OTC / DEL PLATFORMS**

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

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

## ASSET REMINDER: EVERYDAY VALUE

- **(PHASE 1 - 17/3)** Delivery Assets – new products, prices, & value category, delivery aggregator & app tiles **(NO ACTION FROM FPS)**
- **(PHASE 2 – 31/3)** Digital assets – EDM, social posts (paid & organic), website news, aggregator tiles, push notifications, ATE homescreen tile **(NO ACTION FROM FPS)**
- **(PHASE 2 – 31/3)** 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 – 31/3)** 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 31/3)**

## TIPS FOR SUCCESS

- Value messaging is a key driver across the QSR market right now, and this category allows Pattysmiths 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 Pattysmiths.
- 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 Big Smith, 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 Pattysmiths while still driving profitable basket growth across the menu**.
- A **Burger Division upselling guide** will be shared via **A8 by Friday 20<sup>th</sup> 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 (17/3)

- ADD "NEW EVERYDAY VALUE FROM \$2.95" CATEGORY TO HIGHLIGHT EXISTING PRODUCT ITEMS
- ALL PRICES CALCULATED WITH NEW 130G PATTY

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

	Simply Smith	Cheesy Chicken	Side Chips (with	Snack Wrap	Snack Wrap 2pc	Potato Cake	Potato Cakes 2pc	Snacking Box	Snack Wrap Box
COGS \$	\$ 2.92	\$ 3.09	\$ 0.90	\$ 0.96	\$ 1.92	\$ 0.70	\$ 1.40	\$ 1.71	\$ 2.77
DELIVERY Sale Price	\$ 11.95	\$ 11.95	\$ 4.95	\$ 5.95	\$ 8.95	\$ 2.95	\$ 4.95	\$ 7.95	\$ 11.50
DELIVERY Sale Price EX GST	\$ 10.86	\$ 10.86	\$ 4.50	\$ 5.41	\$ 8.14	\$ 2.68	\$ 4.50	\$ 7.23	\$ 10.45
Uber Commission	3.23	3.23	1.34	1.61	2.42	0.80	1.34	2.15	3.11
COGS + UBER Commission	\$ 6.15	\$ 6.32	\$ 2.24	\$ 2.57	\$ 4.34	\$ 1.50	\$ 2.74	\$ 3.86	\$ 5.88
COGS + Uber Comm. %	57%	58%	50%	47%	53%	56%	61%	53%	56%
Margin \$	\$ 4.72	\$ 4.55	\$ 2.26	\$ 2.84	\$ 3.80	\$ 1.19	\$ 1.76	\$ 3.37	\$ 4.58
Margin %	43.42%	41.86%	50.30%	52.55%	46.70%	44.20%	39.19%	46.64%	43.80%

# COST OF GOODS: EVERYDAY VALUE

## PHASE 2: EVERYDAY VALUE – OTC & DEL (31/3)

- *SIMPLY SMITH & CHEESY CHICKEN ENTRY POINT FOR VALUE BUNDLES (ALL PLATFORMS) - (OPTION TO UPGRADE TO DIFFERENT BURGERS FOR ADDITIONAL COST)*
- *ADD "NEW EVERYDAY VALUE FROM \$1.95" CATEGORY ON OVER THE COUNTER MENU TO HIGHLIGHT EXISTING PRODUCT ITEMS*
- *ALL PRICES CALCULATED WITH NEW 130G PATTY*

EVERDAY VALUE BUNDLES - ALL CHANNELS			
	The Single	The Couple	The Family
OTC Cogs \$	\$ 4.90	\$ 9.80	\$ 19.86
OTC Sale Price	\$ 16.95	\$ 29.95	\$ 54.95
OTC Sale Price EX GST	\$ 15.41	\$ 27.23	\$ 49.95
OTC Cogs %	31.8%	36.0%	39.8%
OTC Margin \$	\$ 10.51	\$ 17.43	\$ 30.09
OTC Margin %	68.2%	64.0%	60.2%
DELIVERY Sale Price	\$ 20.95	\$ 39.95	\$ 69.95
DELIVERY Sale Price EX GST	\$ 19.05	\$ 36.32	\$ 63.59
Uber Commission	5.66	10.79	18.89
COGS + UBER Commission	\$ 10.56	\$ 20.59	\$ 38.75
Total COGS + Uber Commissior	55%	57%	61%
Margin \$	\$ 8.49	\$ 15.73	\$ 24.84
Margin %	44.57%	43.32%	39.07%

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

	Simply Smith	Cheesy Chicken	Side Chips (with	Snack Wrap	Snack Wrap 2pc	Potato Cake	Potato Cakes 2pc	Snacking Box	Snack Wrap Box
COGS \$	\$ 2.92	\$ 3.09	\$ 0.90	\$ 0.96	\$ 1.92	\$ 0.70	\$ 1.40	\$ 1.71	\$ 2.77
OTC Sale Price	\$ 10.95	\$ 10.95	\$ 3.50	\$ 3.95	\$ 7.50	\$ 1.95	\$ 2.95	\$ 6.95	\$ 9.95
OTC Sale Price EX GST	\$ 9.95	\$ 9.95	\$ 3.18	\$ 3.59	\$ 6.82	\$ 1.77	\$ 2.68	\$ 6.32	\$ 9.05
OTC Cogs %	29.3%	31.0%	28.3%	26.7%	28.2%	39.5%	52.2%	27.1%	30.6%
OTC Margin \$	\$ 7.03	\$ 6.86	\$ 2.28	\$ 2.63	\$ 4.90	\$ 1.07	\$ 1.28	\$ 4.61	\$ 6.28
OTC Margin %	70.7%	69.0%	71.7%	73.3%	71.8%	60.5%	47.8%	72.9%	69.4%



**PATTYSMITHS**  
**SMASHING BURGERS**