



GRAB & GO KIT

Use this kit to find the peak Grab and Go volume for your store. Each store has its own traffic patterns and Grab and Go Hunk potential. Follow these steps to measure your Grab and Go traffic and maximize it with Hunks in the warmer at the best times.

KIT INCLUDES:

- Sales & Waste Tracking
- Build to Chart

STEP 1: FIND YOUR PEAK GRAB AND GO TIMES

Week 1: To find your peak Grab and Go volume, commit to keeping product in the warmer throughout the day.

1. Use a Sales and Waste tracking sheet for each day of the week to track how many Hunks were made and wasted. Test different types of pizzas throughout the day. Your waste may increase temporarily this week while finding your peak Grab and Go volume. Once your peak volume is established, waste will be reduced.

How to Use the Sales and Waste Tracking Sheet:

- Print out 7 sheets, one for each day of the week.
- Each day, track what type of pizza was made, what time it was placed in the warmer, and how many Hunks were wasted.
- Don't worry about calculating waste this week, we are just trying to find a baseline for your store's traffic.

2. Be sure to throw out old Hunks -each type of warmer has a suggested hold time for Hunks.

3. During this week, start to take notice of your store traffic, especially during peak Grab and Go Hunk times. What time are people picking up other breakfast or lunch items in the store? Do you get an influx of traffic from nearby factory shift changes? Do you notice commuters or school traffic in the store? Start to ask your customers what types of Hunks they would like to see in the warmers. Take notice of any differences in traffic and Hunk sales on weekdays versus weekends.

STEP 2: USE THE BUILD TO CHART TO MAXIMIZE GRAB AND GO EVERY DAY

Week 2: Use your learnings from Week 1 to create a guide for cooking pizzas each day of the week.

1. Print out 7 Build to Charts - one for each day. One option is to place each chart in a protective sleeve and use a dry erase marker to fill in and change as needed.

2. Look at your Week 1 Sales and Waste tracking sheets and determine how many pizzas to cook during each hour or half hour for each day of the week and fill in those quantities for each of the 7 Build to Charts.

3. Post these Daily Build to Charts near the pizza shoppe and train staff to use the schedule as posted.

4. Periodically repeat the Sales and Waste tracking sheet to make sure you are still maximizing your Grab and Go traffic. Most stores are maximizing their traffic when they have about 7% waste. Your store may see seasonal shifts in traffic patterns. Hunt Brothers® calculates 7% waste into our products' gross profit margins.



SALES & WASTE TRACKING

HUNK A PIZZA®

Day of the Week
 SUN MON TUE WED THUR FRI SAT
 DATE: _____

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Time	Type of Pizza(s)	Hunks Made	Hunks Sold	Waste (Made - Sold)
<i>Example</i>	<i>Pepperoni, Breakfast</i>	8	7	8-7=1
4:00 AM				
4:30 AM				
5:00 AM				
5:30 AM				
6:00 AM				
6:30 AM				
7:00 AM				
7:30 AM				
8:00 AM				
8:30 AM				
9:00 AM				
9:30 AM				
10:00 AM				
10:30 AM				
11:00 AM				
11:30 AM				
12:00 PM				
12:30PM				

Time	Type of Pizza(s)	Hunks Made	Hunks Sold	Waste (Made - Sold)
1:00 PM				
1:30 PM				
2:00 PM				
2:30 PM				
3:00 PM				
3:30 PM				
4:00 PM				
4:30 PM				
5:00 PM				
5:30 PM				
6:00 PM				
6:30 PM				
7:00 PM				
7:30 PM				
8:00 PM				
8:30 PM				
9:00 PM				
9:30 PM				
10PM - Close				

HOW TO CALCULATE WASTE:

1. Multiply A.Total Hunks Sold by Hunk Sell price

2. Multiply B.Total Hunks Wasted by cost of Hunk

3. Divide D. Daily Waste \$ by C. Daily Hunk Revenue, then multiply by 100 for Waste percentage

Daily Total	A.Total Hunks Sold	B.Total Hunks Wasted

A. Total Hunks Sold

B. Total Hunks Wasted

D. Daily Waste \$

x \$2.89 (Hunk Sell Price)

x \$1.27 (Hunk + Box Cost)*

÷ = _____ x 100 = _____ % Waste

= C. Daily Hunk Revenue

= D. Daily Waste \$

C. Daily Hunk Revenue

HOW MUCH WASTE SHOULD I HAVE?

- If Waste is <7% - You may be missing out on sales opportunities. Customers may be looking for Hunks in an empty warmer.
- If Waste is around 7% - Great Job! You are maximizing your Grab and Go potential. Make sure to fill out a Build to Chart to repeat this pattern each week.

*Based on a 2-Topping Pepperoni & Sausage Hunk

