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The Pinnacle Chick-fil-A Newsletter

Together we will grow a meaningful brand.

September & October 2023 | Issue 2

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Happy Halloween!

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Welcome to this month's newsletter edition!

Chick-fil-A® is committed to the idea that we are "better together." The purpose of this newsletter is to unite us around our common goals, share our mission of where we are headed next, celebrate moments of past months, pass along relevant information and underscore that your work truly does matter.

A number of topics will be covered through this newsletter and—much like a magazine—feel free to "thumb through" what interests you most, whether it be data, feel-good stories, upcoming news or anything else that speaks to you.

This is not meant to be a comprehensive broadcast of information but rather a highlight of the work we have done, are doing and will do. Hopefully, it is a vehicle for inspiration and staying connected to your passion for serving others and making a difference.

Here is to the second issue of our restaurant's newsletter and working towards being ***better together***.

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"Why not your best?"

— S. Truett Cathy

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Letter from Justin

What is community? What does that term mean to you? Is it bound by a ZIP code? Is it simply the people we encounter frequently and share common values and beliefs with? Is it something we actively choose, or is it passively pre-determined for us?

In the previous newsletter, I discussed that our work matters in how we serve our guests, the community and our team, and then proceeded to do a deeper dive into how we show care specifically to our guests. This month, I wish to analyze why our work matters through the lens of community.

To me, “community” is messy. It doesn’t sit neatly in a box. In terms of the restaurant, sure, community is maybe loosely defined by geography in terms of the cities and towns we serve. Maybe even more microscopically, we could argue The Pinnacle is a community. But neither of those understandings are comprehensive.

I think of the community more as the individuals who rely on us and we rely on them to reach our common goals; sort of this interdependent dynamic where everyone helps their neighbors and “fellow man” succeed—the idea that “a rising tide lifts all boats.”

I’m aware this is still a bit abstract; so let’s break it down into practical terms.

First of all, we serve our community by helping families, teams and professional organizations get a fresh, wholesome meal served to them to bond over and have the energy to continue in their respective pursuits. That might stray some

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one another looks like with caring, hospitable service where everyone is treated with honor, dignity and respect. We lead by example and hope that our guests are inspired to spread that same kindness in their own lives and the greater community. But that might still feel “guest focused,” so let’s drill down deeper.

One of the biggest ways we serve our community is through our Shared Table® program. Every time we gather donations for Bristol’s Salvation Army, we are caring for our community in unbelievable ways. In July alone, Second Harvest Bank recorded that we donated 620 pounds of food to the Salvation Army, or approximately 516 meals. Think about the impact that has over the course of a year!

Our Corporate Social Responsibility is broken down into four categories: 1) Caring for people; 2) Caring for our communities; 3) Caring for others through our food; and 4) Caring for our planet. Shared Table perfectly encapsulates all of these efforts. When we donate food to the Salvation Army, we are caring for hurting people in our communities facing food insecurity by receiving necessary nourishment through our carefully prepared food (and the additional discretion of Salvation Army’s cooks to craft stews, casseroles and other dishes using our products). We also care for our planet and community by keeping food out of our local landfills and placing meals instead into the hands of those who need it most.

We provide care to our communities additionally through the countless donations we make to organizations in our community. For starters, we have our schools we support. Some of the initiatives we are a part of are helping students at Title I schools and their families get a hot, fresh meal to enjoy together while their kids receive a new book when financial resources back home might be stretched. Other school initiatives help support extracurricular activities like sports teams or band competitions. We also support King University’s Athletic Program—one of the best ways to reach a wide range of students attending from all over the world—and provide a scholarship to help students achieve their dreams of earning a degree.

Our donations also help non-profit organizations reach those within their immediate communities receive back-to-school supplies, attend summer camps or programs, address the housing crisis, assist veterans, support youth leadership, increase participation in benefit runs for medical cures and so much

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challenging situation, it is quite incredible to process.

I don't know that it is possible to illustrate how wide of a reach we have and how deeply we impact our community. We are so much more than a restaurant; we are a vital organ in the community body that provides life to countless individuals who encounter the brand. We are not a commodity but a necessity. Yes, our guests choose us, but our community needs us—and by association, our guests need us too to be there to show care to the place they call home.

You matter. Our team matters. Our work matters. Our guests matter. And our community matters.

I leave you with a quote from playwright George Bernard Shaw: "I am of the opinion that my life belongs to the whole community, and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work the more I live."

Sincerely,



Celebrations



Birthdays

- **September**

- **Terri Barron** (September 3)
- **Alyssa Zolninger** (September 8)
- **Austin Bullis** (September 10)
- **Michael Delp** (September 15)
- **Brittany Musick** (September 16)
- **Daniel Shaffer** (September 18)
- **Kedrick Gilliam** (September 19)
- **Laken Hunt** (September 19)
- **Caleb Rogerson** (September 19)
- **Emma Gilbert** (September 27)
- **Tommy Dial** (September 28)
- **Caitlin Phelan** (September 29)
- **Autumn Townsend** (September 29)

- **October**

- **Faith Rogerson** (October 2)
- **Brandon Istfan** (October 10)
- **Eli Webb** (October 12)
- **Noah Bender** (October 21)
- **Martin Stevens** (October 29)



Shoutout to all of our team members and leaders celebrating anniversaries with The Pinnacle Chick-fil-A!

- **September**

- **Marilyn Burnette** (2 years)
- **Kedrick Gilliam** (1 year)

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- **Kenzie Cox** (1 year)
- **Sandra Fritts** (1 year)
- **Hailey Gentry** (1 year)
- **Brittany Musick** (1 year)
- **Daniel Shaffer** (1 year)
- **Logan Turner** (1 year)
- **Eli Webb** (1 year)



Help us in giving a hand to our recently promoted team members and leaders!

- **Ariel** (Catering Director)
- **Bella** (Assistant FOH Director)
- **Bryan** (Assistant Facilities Director)
- **Caleb** (FOH Coordinator)
- **Chloe** (FOH Coordinator)
- **Feliza** (HOH Manager)
- **Logan** (HOH Manager)
- **Trinity** (FOH Coordinator)

Welcome!



Welcome to all of our new team members and leaders!

- **Karina Barrera**
- **Terri Barron**
- **Noah Bender**
- **Ariel Berry**
- **Laken Hunt**
- **Vonda Kinser**
- **Noah Moehn**
- **Lillyann Pendleton**
- **Caitlin Sackett**
- **Jane Sanders**
- **Courtney Spear**
- **Toby Spiva**
- **Martin Stevens**
- **Autumn Townsend**
- **Matthew Winkens**
- **Alyssa Zolninger**

#AllTogether

Stickley Farm Fall Outing

Thank you to everyone who came out to our team's fall outing at Stickley Farm! We hope this was a fun day enjoyed alongside friends and family.

One of the keys to an exceptional team is having ironclad connections with

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together to get to know one another and share memories.



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Community Impact Recap

Bluff City Elementary Open House

In September, Bluff City Elementary had their open house for parents and guardians to meet their students' teachers and tour the school. Simultaneously, the school hosted a book fair for kids to get new books and build their home libraries.

We distributed Kid's Meal cards and activity books out to all attending families to treat students to a meal at our restaurant and bring more families in.

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Reading Buddies

Also in September, we donated Original Chick-fil-A® Sandwiches to students and their families at Anderson Elementary School. Each student and their families, along with some of the attending administration and staff, received a fresh sandwich from us. Then each student has a book read aloud and received a copy of that book to take home to add to their personal library.

Partnering in this event helps improve early childhood literacy and instill a love for reading in those students, brings families together and shows our community that we are committed to being "the world's most caring company."



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Ariel planned this year's The Pinnacle Chick-fil-A Fall Festival, with a little over 50 people attending, including children and adults. This was also one of the few events that we have had since the pandemic, which felt like a win to bring this type of family event back to the restaurant.

The main activity was offering miniature pumpkin painting (*thank you, Derek, for the idea of how to get mini pumpkins from our vendor*), and then we surprised the families with samples of our famous Chocolate Chunk Cookies (*thank you Elizabeth for baking fresh cookies*) and mini cups of our Seasonal Caramel Crumble Milkshake.

As the pandemic gets further away in our rearview mirror, we believe it is our obligation to provide remarkable opportunities that bring families together—not only through our iconic menu offerings but also through activities that spark imagination and bonding between family members that feels uniquely like Chick-fil-A.

Moving forward, we will use what we learned from this event to grow turnout in an effort to make an even bigger impact with future events. This is just the beginning...



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News

Holiday Promo



It is almost time for our Holiday Promo to begin! It will officially kickoff on Monday, November 13, 2023 and last until Saturday, January 6, 2024.

The big takeaway is that peppermint will now be featured as a platform instead of only limited to the Peppermint Chip Milkshake. This will include the Peppermint Chip Milkshake, Peppermint Iced Coffee and Frosted Peppermint Chip Coffee. Peppermint Hot Coffee is also an option but not featured on the

Chicken Tortilla Soup

Seasonal Chicken Tortilla Soup features shredded chicken breast with navy and black beans in a white creamy soup base with a perfect blend of vegetables and spicy heat. Topped off with seasoned corn tortilla strips, Chicken Tortilla Soup is available for a limited time.

Peppermint Platform

Hand-spun the old-fashioned way, this festive peppermint flavored milkshake is made with Chick-fil-A® Icedream® and features chips of peppermint bark and is topped off with whipped cream and a cherry (except when served via delivery). This will be available seasonally for a limited time while supplies last.

This holiday season Peppermint Chip Milkshake will be promoted as a platform alongside Peppermint Iced Coffee and Frosted Peppermint Chip Coffee. While not featured in the promotion, U.S. Customers also have the option to order Peppermint Coffee (hot) and they can add peppermint bark chips to Icedream Cups.

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Catering during the holidays

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This year, the Support Center is really pushing **catering** as our **primary promotional focus** during the holidays. In fact, the Peppermint Platform is considered a secondary promotion because of the organization going all-in on catering to close out the year and drive robust sales.

Specifically, the catering promotion messaging will be centered around **nugget trays**. For that reason, we may see a larger number of requested nugget trays increase this year compared to last year. Additionally, **Christmas Eve**—our largest catering day of the year—**falls on a Sunday**. So we are anticipating Saturday, December 23 to be exceptionally busy and to see an **increase in chilled nugget trays** so that guests can heat them up for their get togethers for Christmas Eve.

Please note that chilled trays are recommended to be consumed within 24 hours of their preparation, which is why we are stressing Christmas Eve in those promotions since Christmas Day will have been past the recommended time.

Thank you all in advance for locking arms and seeing that we exceed guests' expectations in providing an exceptional catering experience that will make them want to come back and continue using us.

Owning the Numbers

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- Overall Satisfaction: 78%
- Taste: 79%
- Ease of Placing Order: 81%
- Portion Size: 67% (**weakest area**)
- Fast Service: 75% (**area of largest score increase**)
- Attentive/Courteous: 81% (**area of largest score increase**)
- Cleanliness: 79%
- Order Accuracy: 95% (**strongest area**)

Key Takeaways

Compared to the mid-May/Mid-August report published in the previous newsletter, we improved in Overall Satisfaction (76% ▲ 78%), Taste (76% ▲ 79%), Fast Service (71% ▲ 75%), Attentive/Courteous (77% ▲ 81%) and Cleanliness (77% ▲ 79%).

We declined in Ease of Placing Order (82% ▼ 81%).

We did not improve or decline in Portion Size (67% ▲▼ 67%) or Order Accuracy (95% ▲▼ 95%).

What Guests Are Saying



- Guest comment submitted online:

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- Loyal guest introducing one of her friends to a team member:
 - *"You all just feel like extended family!"*
- Community partner from Bristol Tennessee City schools:
 - *"Please know that I am SO grateful for Chick-fil-A's generosity!"*
- Guest going out of his way to thank one of our hosts:
 - *"Thank you, ma'am, for keeping this place so clean. I really appreciate it."*
- Guest calling the marketing line:
 - *"This Chick-fil-A is our favorite to visit in the whole area. We love this location!"*

Leadership Lens

"Learning From 100 Years of the World's Greatest Brand"

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This article may lean a little more marketing focused and is inspired by the Walt Disney Company hitting their 100-year anniversary, but the unique proposition brought up in this article is to consider if one of your favorite brands was to open a hotel near you, what would it look like? What would you expect? What are the sounds, smells, decor, colors and service like?

When we think about if Chick-fil-A opened up a hotel, what would you expect? Does it feel welcoming to all or pretentious? Could you afford to stay there as opposed to other brand hotels? Would you feel like you could walk up to the receptionist's desk and ask a question, or do you feel like you would be treated rudely or with an unconcerned attitude? What would you expect the experience to be like and how does that compare with the experience you would want?

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should make it your mission to apply that same expectation to the restaurant when preparing food, taking orders, showing genuine hospitality in the dining room or pride and intentionality in any other part of the restaurant you may find yourself in.

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