

**WINGS**

# **MARKETING WORKBOOK**



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**CORRECTIONS & SUGGESTIONS**

During your review of the marketing workbook, please use this page for any corrections or suggestions you may have. You may wish to make a copy before you write on it so that you will have the original for future use. Please send your comments to [achan@greatwings.ca](mailto:achan@greatwings.ca)

SECTION / PAGE #	CORRECTIONS / SUGGESTIONS

**WINGS**

**INTRODUCTION  
LSM OVERVIEW**

**INTRODUCTION**

Wings Marketing Workbook is a vehicle that will assist you in sales building efforts in your restaurant's/pub's trade area. Promotions are a powerful short-term marketing tool. The key is to establish promotion objectives and strategies first and then develop innovative, targeted executions. Pay special attention to learning your trade area as outlined in this workbook. This is a critical step that will identify potential sales targets in your community.

**CREATING YOUR LOCAL STORE MARKETING PLAN:**

Local Store Marketing (LSM) is defined as any sales promotion you initiate to help build your business by focusing on opportunities in your trade area.

Good LSM plans will drive sales and guest counts and increase your profitability. Most importantly, LSM programs will position you as an important part of the community.



SETTING MARKETING PRIORITIES



**SETTING MARKETING PRIORITIES**

Establish excellent operations, facility and hospitality.

1. Strive for flawless execution of corporate promotions:
  - Several times a year, each restaurant/pub receives point-of-purchase (pop) kits from Goldwings. These kits are designed to work in concert with your social media and radio messages.
  - For the corporate merchandising pieces to work for your Wings, they must be placed in the most visible areas in the restaurant/pub. Make sure all of your exterior pop elements are visible from the road or your parking lot. Likewise, make sure the pop is unobstructed in the restaurant / pub.
  - This is a way to trade your guests up to full price items, to different dayparts and bring new guests into your wings at no incremental cost.
2. Optimize suggestive selling on beverages, sides, appetizers and desserts.
3. Commit to restaurant/pub specific neighborhood community programs. Are you ready to put your best foot forward?

**BELOW ARE SUGGESTED STEPS FOR BUILDING YOUR LSM PLAN**

1. Operations:
  - Is your Wings ready for increased traffic?
  - Is your crew ready?
  - Does the restaurant/pub look fresh?
2. Set Goals - attempt to accomplish one or more of these objectives:
  - Stimulate trail
  - Increase average check
  - Increase frequency
  - Trade up
  - Improve sales to selected demographics
  - Increase daypart/weekpart sales
  - Motivate and educate employees
  - Support special events
3. Survey your trade area:
  - Where are your guests?
  - Where is your competition?
  - Do you have any unusual hurdles to overcome - i.e. construction, seasonal consumer base
  - Determine your budget:
    - How much do you want to spend for the year?
    - Will you have enough money to cover your tough time frames?

4. Select your advertising vehicles:
  - What is the best way to reach your guests?
  - Do they read the paper?
  - Would a direct mail piece work well?
  - Near a highway?
  - Could you benefit from an outdoor board?
1. Brief your team on the program: Get them ready for the increased volume.
2. Inform The GoldWings' Team of the program. The support team is a wealth of promotional information. Touching base with them could make your program really sing.
3. Set up systems to gauge the effectiveness of your LDM programs.
4. Share your success stories with the Wings team.



## **ROLE OF LOCAL STORE MARKETING**

The Marketing Workbook is a comprehensive community marketing guide with business-building programs that are easy to understand and implement. Community marketing is a unique approach, which combines both Local Store Marketing and Community Relations to help you drive traffic, increase sales and position your restaurant/pub as a valuable member of the community. Here are a few helping tips to get you started and keep you going.

### **SPEND TIME WITH YOUR MARKETING WORKBOOK**

Read it thoroughly and often. Familiarize yourself with all the programs and processes.

### **ACCESS YOUR SITUATION OBJECTIVELY**

The effectiveness of any of the plans outlined herein is contingent upon a realistic assessment of your restaurant/pub and your competitors. Observe and be honest, it's extremely important.

### **UPDATE YOUR BOOK ON A REGULAR BASIS**

Remember that marketing is an ongoing process. You will always be facing new challenges and opportunities. Exciting new plans will be made available to you on a regular basis. Don't miss out on any of our future business-building opportunities.

### **REREAD YOUR BOOK FROM TIME TO TIME**

Like most things in life, when you step away from your book and come back to it, you will have a slightly different perspective. You'll learn something new every time you reread it.

### **USE THE MARKETING PLANS AS THEY WERE DESIGNED**

Each of these plans is designed for a very specific use. Shortcuts may not take you where you want to go. If you have any questions, call The GoldWings support team. Remember, the only silly question is the one that's never asked.

### **HOW TO ORDER MARKETING WORKBOOK PROGRAMS:**

While all the steps you need to follow are outlined here, you still may have some questions. Please don't hesitate to contact The GoldWings support team. Together we can work through problems and come up with the answers you need.

**PROCESS FOR ORDERING**

To aid in the process from requesting to delivery of marketing material, whether it be printed pieces or digital material, an easy-to-use Collateral Form has been created for your convenience. This form is a fully interactive pdf that can be filled out electronically. You can also print off the form and fill it out by hand. If you are filling this out on your computer, simply do a “save as” when you have completed the form, name the file by request\_yourstore\_projectname, and email this to head office. Alternatively, if you have printed the form and are filling it out by hand, we ask that you print clearly using a dark ink, and either scan then email or fax this back to the GoldWings head office (604.568.6952). Please note it is imperative you fill out this form in its entirety, so as to eliminate any back and forth needed to complete your request. Please see the following page for example. All orders, including printing and shipping, will be charged to the credit card provided at the time the order is placed.

Disclaimer: All of the visual creative treatments shown in this book are subject to change. Items in the book should not be scanned, copied or used as artwork.

COLLATERAL ORDER FORM



COLLATERAL REQUEST FORM

Wings Location: \_\_\_\_\_ Project Name: \_\_\_\_\_

\* PLEASE ALLOW A MINIMUM OF 14 DAYS FOR PROCESSING \*

Project Delivery Date: January 1 2014  
Month / Day / Year

Request Date: January 1 2014 Contact Name: \_\_\_\_\_  
Month / Day / Year

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Delivery Address: \_\_\_\_\_

Project Description: \_\_\_\_\_

For Print

For Web / Social Media

Single-sided

Double-sided

Size (inches)

8.5" x 11" Flyer

\_\_\_\_\_

Specific Text To Be Included:

Image details (specific images can be emailed to lthomsen@greatwings.ca):

Fine Print/Expiry Dates/Restrictions:

EFILE AVAILABLE

**WINGS**

**TRADE AREA  
OPPORTUNITIES**

**TRADE AREA SURVEY**

Knowing your trade area will save you a lot of time and money in marketing. It's not a good idea to market to areas outside your trade area because those guests are less likely to come to your restaurant. Trade area is three to five mile area around your restaurant/pub from where the bulk of your guests come.

**COLLECT THE TRADE AREA INFORMATION VIA THE WEB:**

- Log onto [www.mapquest.com](http://www.mapquest.com)
  - Enter restaurant/pub address on far left in box labeled Maps and hit search and get map.
  - Enter a category that you want to search and hit search nearby.
  - Print out the map and the list of each category.
  - Recommended categories: apartment complexes/condominiums, recreational centers/parks, office complexes, large employment industries, hotels/lodging, hospitals/retirement homes, schools/colleges, shopping malls/centers, churches/religious organizations, competition, etc.
1. Complete Trade Area Appraisal Worksheets (see attached). Make more blank copies for each category as needed and future use.
  2. Complete "Sales Analysis" worksheet (see attached). It's a good idea to share this with The Goldwings Team to help you set up your goals. We will suggest the program/s to help you to achieve your goals. You will look back through your worksheets to see if you've reached your goals. Set Objectives. You should have your objectives ready to share with us during the overview. Different marketing programs match different goals.

**OBJECTIVES:**

- Increase Trial
- Increase Frequency
- Increase Check Average
- Increase Day/Week Part Sales
- Increase Seasonal Sales
- Improve Sales to Select Group
- Offset Competitive Intrusion
- Improve Community Relations
- Employee Motivation

**TRADE AREA APPRAISAL WORKSHEET**

RESTAURANT LOCATIONS	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria In Complex?	
Manager / Phone	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria	
Manager / Phone	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria	
Manager / Phone	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria	
Manager / Phone	

RESTAURANT LOCATIONS	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria In Complex?	
Manager / Phone	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria	
Manager / Phone	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria	
Manager / Phone	
Name	
Address	
Number Of Businesses	
Distance From Wings	
Total Employees	
Cafeteria	
Manager / Phone	

**TRADE AREA APPRAISAL WORKSHEET**

**COMPETITION**

RESTAURANT LOCATIONS	
Name	
Address	
Type Of Product	
Distance From Wings	
Quality Of Visibility	
Quality Of Facility	
Quality Of Product	
Quality Of Service	
# Of Inside Seats	
Est.%Daypart Sales	Lunch
	Dinner
	Night
Name	
Address	
Type Of Product	
Distance From Wings	
Quality Of Visibility	
Quality Of Facility	
Quality Of Product	
Quality Of Service	
# Of Inside Seats	
Est.%Daypart Sales	Lunch
	Dinner
	Night
Name	
Address	
Type Of Product	
Distance From Wings	
Quality Of Visibility	
Quality Of Facility	
Quality Of Product	
Quality Of Service	
# Of Inside Seats	
Est.%Daypart Sales	Lunch
	Dinner
	Night

RESTAURANT LOCATIONS	
Name	
Address	
Type Of Product	
Distance From Wings	
Quality Of Visibility	
Quality Of Facility	
Quality Of Product	
Quality Of Service	
# Of Inside Seats	
Est.%Daypart Sales	Lunch
	Dinner
	Night
Name	
Address	
Type Of Product	
Distance From Wings	
Quality Of Visibility	
Quality Of Facility	
Quality Of Product	
Quality Of Service	
# Of Inside Seats	
Est.%Daypart Sales	Lunch
	Dinner
	Night
Name	
Address	
Type Of Product	
Distance From Wings	
Quality Of Visibility	
Quality Of Facility	
Quality Of Product	
Quality Of Service	
# Of Inside Seats	
Est.%Daypart Sales	Lunch
	Dinner
	Night

**TRADE AREA APPRAISAL WORKSHEET**

**LARGE EMPLOYMENT INDUSTRIES**

RESTAURANT LOCATION	
Name	
Address	
Type Of Industry	
Number of Employees	
Distance from Wings	
Personnel Manager	
Onsite Cafeteria?	
Employee Newsletter?	
Pay Cycle?	
Name	
Address	
Type Of Industry	
Number of Employees	
Distance from Wings	
Personnel Manager	
Onsite Cafeteria?	
Employee Newsletter?	
Pay Cycle?	
Name	
Address	
Type Of Industry	
Number of Employees	
Distance from Wings	
Personnel Manager	
On site Cafeteria?	
Employee Newsletter?	
Pay Cycle?	

RESTAURANT LOCATION	
Name	
Address	
Type Of Industry	
Number of Employees	
Distance from Wings	
Personnel Manager	
On site Cafeteria?	
Employee Newsletter?	
Pay Cycle?	
Name	
Address	
Type Of Industry	
Number of Employees	
Distance from Wings	
Personnel Manager	
On site Cafeteria?	
Employee Newsletter?	
Pay Cycle?	
Name	
Address	
Type Of Industry	
Number of Employees	
Distance from Wings	
Personnel Manager	
On site Cafeteria?	
Employee Newsletter?	
Pay Cycle?	



**TRADE AREA APPRAISAL WORKSHEET**

**SCHOOLS / COLLEGES LARGE EMPLOYMENT INDUSTRIES**

RESTAURANT LOCATIONS	
Name	
Address	
Distance From Wings	
# Of Students	
# Of Faculty	
On site Cafeteria?	
Head Of School	
Student Organization	
PTO Chairperson	
Student Newspaper	
Advertising	
Contact Person / Editor	
How Often Published	
Name	
Address	
Distance From Wings	
# Of Students	
# Of Faculty	
On site Cafeteria?	
Head Of School	
Student Organization	
PTO Chairperson	
Student Newspaper	
Advertising	
Contact Person / Editor	
How Often Published	

RESTAURANT LOCATIONS	
Name	
Address	
Distance From Wings	
# Of Students	
# Of Faculty	
Onsite Cafeteria?	
Head Of School	
Student Organization	
PTO Chairperson	
Student Newspaper	
Advertising	
Contact Person / Editor	
How Often Published	
Name	
Address	
Distance From Wings	
# Of Students	
# Of Faculty	
On site Cafeteria?	
Head Of School	
Student Organization	
PTO Chairperson	
Student Newspaper	
Advertising	
Contact Person / Editor	
How Often Published	

**TRADE AREA APPRAISAL WORKSHEET**

**APARTMENT COMPLEXES / CONDOMINIUMS**

RESTAURANT LOCATIONS	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	

RESTAURANT LOCATIONS	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	
Name	
Address	
Number of Units	
Distance From Wings	
General Income Level (low, middle, high)	
Type of Resident	
Complex Manager	

**TRADE AREA APPRAISAL WORKSHEET**

**CHURCHES / RELIGIOUS ORGANIZATIONS**

RESTAURANT LOCATIONS	
Name	
Address	
Clergy	
Larger Retail Stores	
Denomination	
Women's Chairperson	
Teen/Youth Director	
Size of Congregation	
Distance From Wings	
Name	
Address	
Clergy	
Larger Retail Stores	
Denomination	
Women's Chairperson	
Teen/Youth Director	
Size of Congregation	
Distance From Wings	
Distance From Wings	
Name	
Address	
Clergy	
Larger Retail Stores	
Denomination	
Women's Chairperson	
Teen/Youth Director	
Size of Congregation	
Distance From Wings	
Distance From Wings	

RESTAURANT LOCATIONS	
Name	
Address	
Clergy	
Larger Retail Stores	
Denomination	
Women's Chairperson	
Teen/Youth Director	
Size of Congregation	
Distance From Wings	
Name	
Address	
Clergy	
Larger Retail Stores	
Denomination	
Women's Chairperson	
Teen/Youth Director	
Size of Congregation	
Distance From Wings	
Distance From Wings	
Name	
Address	
Clergy	
Larger Retail Stores	
Denomination	
Women's Chairperson	
Teen/Youth Director	
Size of Congregation	
Distance From Wings	
Distance From Wings	

**TRADE AREA APPRAISAL WORKSHEET**

**RECREATIONAL CENTERS / PARKS**

RESTAURANT LOCATIONS	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo OPP?	
High Traffic Periods	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	

RESTAURANT LOCATIONS	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	
Name	
Address	
Manager / Contact	
Distance from Wings	
Primary Function	
Is There Promo Opp?	
High Traffic Periods	

**TRADE AREA APPRAISAL WORKSHEET**

**HOSPITALS / RETIREMENT HOMES**

RESTAURANT LOCATIONS	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	

RESTAURANT LOCATIONS	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	
Name	
Address	
Number of Residents	
Distance from Wings	
Total Employees	
Activities Director	
Administrator	
Is there a promo OPP?	

**TRADE AREA APPRAISAL WORKSHEET**

**HOTEL / LODGING**

RESTAURANT LOCATIONS	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	

RESTAURANT LOCATIONS	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	
Name	
Address	
Number of Rooms	
Distance from Wings	
Any Restaurant /Pub inside Hotel	
Type of Guests	
Hotel Manager	

**SALES ANALYSIS**

Complete the chart below by noting your average weekly sales, average weekly guest count and average weekly guest check in the first column marked "Current." In the second column marked "Goal," fill in where you'd like to be. It's a good idea to talk with owner/operator to set your goals. After your plan is executed, you'll look back to see if you've reached your target / goal.

<b>LUNCH</b>	<b>CURRENT</b>	<b>GOAL</b>
Average Weekly Sales		
Average Weekly Guest Count		
Average Weekly Guest Check		
<b>DINNER</b>	<b>CURRENT</b>	<b>GOAL</b>
Average Weekly Sales		
Average Weekly Guest Count		
Average Weekly Guest Check		
<b>NIGHT</b>	<b>CURRENT</b>	<b>GOAL</b>
Average Weekly Sales		
Average Weekly Guest Count		
Average Weekly Guest Check		
<b>LUNCH</b>	<b>CURRENT</b>	<b>GOAL</b>
Average Weekly Sales		
Average Weekly Guest Count		
Average Weekly Guest Check		
<b>DINNER</b>	<b>CURRENT</b>	<b>GOAL</b>
Average Weekly Sales		
Average Weekly Guest Count		
Average Weekly Guest Check		
<b>NIGHT</b>	<b>CURRENT</b>	<b>GOAL</b>
Average Weekly Sales		
Average Weekly Guest Count		
Average Weekly Guest Check		

**TRACKING THE RESULTS**

So how did you do? In this section, you'll determine if the plan really worked. Take a look at your plan in phases. Depending on the length of your plan, examine your sales, guest count, and guest check once a week to how you're doing. Continue to review these areas up to two months after you have finished executing your plan to see if the improvements are still working. If sales are back where they were before the plan, it may be time to try another tactic.

	AVERAGE	GUEST		COUNT	AVERAGE	WEEKLY		SALES	AVERAGE	GUEST		CHECK
	Lunch	Dinner	Night	Lunch	Dinner	Night	Lunch	Dinner	Night			
Pre Plan Current												
Week 1												
Week 2												
Week 3												
Week 4												
During Plan (Timing values)												
Week 1												
Week 2												
Week 3												
Week 4												
Week 5												
Week 6												
Week 7												
Week 8												
Post Plan												
Week 1												
Week 2												
Week 3												
Week 4												
Week 5												
Week 6												
Week 7												
Week 8												

\*Please note that these are only estimates and should not be referred to as a measure of success or failure of a program. \*\*If you discount, average guest check may drop, but overall guest count and average weekly sales should increase.



## IMPLEMENTING YOUR PLAN

### Operations

Before you take another step, make certain that your restaurant is at its operational best. Get the restaurant in good working order, both aesthetically and from a service standpoint. Update your in-store POP and clean up your equipment. Make sure your restaurant is sparkling clean. Conduct a team meeting to explain the promotion and to get your staff involved and excited. Let them take some ownership of the upcoming initiative. Remember, the programs in this book are designed to bring guests through your door; but it's your food and service that will keep them coming back.

### MEDIA PLACEMENT

Media placement plays a crucial role in successful execution of your marketing initiative. Start your media planning and placement efforts early. Lead times when dropping an FSI or direct mail can be considerable (usually eight weeks). Placing an ROP ad in the newspaper doesn't require nearly as much as advance planning, but it never hurts to be ahead of the game! If you have questions about newspaper inserts, contact The GoldWings support team for assistance. You'll get good advice on the most effective means of distribution for your particular trade area.

## UNDERSTANDING YOUR MEDIA OPTIONS

### TELEVISION, RADIO & SOCIAL MEDIA

Television and radio are both fantastic ways to reach your guests. However, they both have downsides. Television is expensive and radio is less expensive, both can also impact other Wings Restaurants and Pubs that might not be running your promotion.

Social media is more powerful and is a less expensive way to reach more guests, contact The GoldWings support team for assistance.

### THE IMPORTANCE OF APPROVED CREATIVE

Wings is a national brand and consumers have come to expect a high level of quality in our television, radio commercials and social media. Only use professionally produced radio, television spots and postings that are approved by The Goldwings Team and are available for use.

Please consult The GoldWings support team before running any television or radio ads. They can help you create the right ad based on your goals and advise you on the right message.

**OUTDOOR**

Outdoor is a great way to reach your guests and drive in new ones. You have the potential to reach thousands of guests a day, based on where the board is located.

Here are a few things to keep in mind when considering using outdoor as part of your LSM plan.

- Keep it short and sweet. Remember most guests will be zipping by your board at more than 60/100 MPH and will only have a few seconds to read and comprehend your message.
- When signing a contract for the year, keep your total costs in mind (media, creative and production costs, changing out messages, etc.).
- Keep in mind the timing of getting your message up. You will need to provide your outdoor company with plenty of lead time to get your board up.
- Outdoor boards don't last forever and need to be replaced periodically to stay looking fresh.

**ABOUT NEWSPAPER ADVERTISING**

Black and white newspaper ads are a frequently used coupon vehicle. Newspaper offers good cost efficiency by providing a wide distribution base at relatively low cost per coupon distributed. Newspaper provides greater flexibility in targeting offers to different sized families or building sales against lunch, dinner or late night traffic.

Any flyer found in the Marketing Workbook is also available as an ROP (Run of Press) ad. We recommend that the ads from the Marketing Workbook be used, as they are consistent with the brand message look and feel.

Select your newspaper(s) on the basis of how many people you want to reach - large metro paper for a broad reach or smaller suburban papers for more intensive targeting. Some sections of the paper are more expensive than others because they attract more readers. We recommend ad placement in one of these highly read sections such as the entertainment or main news. Additionally, there is usually a higher price for running on Sundays because more people subscribe to the Sunday newspaper than the weekly dailies.

**How to Place your ROP**

1. Contact your chosen newspaper at least three weeks prior to your desired date to obtain rates and information.
2. Ad placements usually have a reservation deadline of two weeks prior to the ad running. Have the newspaper representative quote rates based on the ad you choose to place.
3. Reserve the space and make sure you know the creative materials deadline for the ad (usually two weeks prior to ad insertion).

1. Order the ad from GoldWings office keep in mind that GoldWings needs two weeks to revise and ship the ad.
2. The newspaper usually wants the creative one week prior to the ad date. See the Collateral Order Form for details.
3. Make sure you give The GoldWings Team any variable information, such as the address you would like to show on the coupon area and the expiration date for the coupons. A four to six week coupon expiration timing is recommended. Choose two coupons (see coupon samples) you want included in the bottom portion of the ad.
4. Review the proof provided by GoldWings, sign for approval and email/fax back to GoldWings' Office so that the ad slick will be sent. Inform your staff about the upcoming ad placement to prepare them for an increase in traffic. Make sure they are aware of the coupon and any disclaimers.
5. As a courtesy, always inform the other Wings Restaurants in your area of your coupon activity.

COUPON LAYOUT

KEY WORD DEFINITIONS:

- Copy/Descriptor: A short summary of what is available to the consumer
- Disclaimers\*: Limited the redemption of the coupon to certain time frames, restaurant/pub locations, etc.
- Expiration date\*: Last day consumers should use the coupon. Not to extend beyond six months of start date. Headline: The main title or phrase that communicates a message to the consumer
- Legal copy: Legal information (includes disclaimers)
- Locator address\*: Indicates what restaurant(s) is participating in the offer
- Logo: The brand's identification
- Offer header\*: The offer
- Price point\*: The price or discount of the offer
- Visual focus: Visual treatment that is the focal point of the printed piece (can be a photograph, artwork/illustration or interesting usage of words/fonts)

\*Logo.....

\*Headline.....

\*Visual Focus.....

\*Subject Headline.....

\*Copy.....

\*Offer.....

\*Legal Copy.....

**LEGAL DISCLAIMERS**

Certain portions of flyers and ROP ads should be customized and personalized.

**\$ OFF LEGAL COPY**

One coupon per check per visit. Not valid with any other coupons or promotional offers. Coupon has no cash value. No change returned. Taxes and gratuity not included. Alcoholic beverages not included. Valid at participating restaurants only. Selection and prices may vary. Only original coupon accepted - Photocopied and internet printed or purchased coupons are not valid. No substitutions. Offer expires: 00/00/00.

**FREE KIDS LEGAL COPY**

Limit two free kid's entrées from the kid's menu per one adult entrée purchased. Children must be 10 years old or younger and accompanied by an adult. One coupon per check per visit. Not valid with other coupons or promotional offers. Coupon has no cash value. Taxes and gratuity not included. Valid at participating restaurants only. Selection and prices may vary. Only original coupon accepted - Photocopied and internet printed or purchased coupons are not valid. No substitutions. Offer expires: 00/00/00.

**BUY ONE, GET ONE LEGAL COPY**

One coupon per check per visit. Second entrée must be of equal or lesser value. Not valid with any other coupons or promotional offers. Coupon has no cash value. No change returned. Taxes and gratuity not included. Beverages not included. Valid at participating restaurants only. Selection and prices may vary. Only original coupon accepted - Photocopied and internet printed or purchased coupons are not valid. No substitutions. Offer expires: 00/00/00.

## **GLOSSARY**

### **APPLICATION OF DIRECT MAIL**

If you are doing a special offer at one store, or if that store has just been opened or remodeled, direct mail is a good option. There are several promotional situations that may be well served by direct mail:

- Announcing a promotion or event
- General coupon distribution to give guests a little extra incentive for coming to your Wings
- Product introductions
- Grand opening or remodel announcement ~ direct mail can serve to notify guests that construction is completed and as an invitation for them to see your new look or new store

### **BOUNCE BACK**

Coupons handed out in-store at the time of payment to be used on a future visit.

### **BREAK EVEN**

The percentage increase in sales you have to obtain to cover the cost of your promotion or marketing plan.

### **COMMUNITY RELATIONS**

Establishes your restaurant as a valued member of the community. It's getting your restaurant involved in local activities your guests care about and enhancing your restaurant's image by getting recognition for your involvement. It is the goodwill side of advertising that will help you build traffic and create a positive, long-term relationship with your community.

### **DOOR HANGERS**

These command attention and are best suited to meeting trial and repeat purchase objectives in your immediate trade area.

### **FLYER**

One or two sided sheet of paper, with or without a coupon offer, announcing special events in your restaurant.

### **FREQUENCY**

1. The number of times a guest comes into your restaurant over a set period of time, or 2. The number of times you run a promotional vehicle in a set amount of time (e.g. ROP ads).

### **LOCAL STORE MARKETING (LSM)**

A focused, step-by-step plan drive local traffic into your restaurant, build frequency, drive sales and increase your average margin per guest. LSM can be a very cost-effective way of building sales with a limited budget because of the focus on guest living and working closet to your restaurant.

**NEWSPAPER INSERTS**

There are two types of newspaper inserts - Co-op and Solo. Insert ads generate better redemption results than normal newspaper ads. Co-op inserts are usually four color and run in the Sunday or Best Food Day editions of major newspapers. The primary advantage of co-op advertising is the sharing dates, they require about eight weeks lead time for development and scheduling. On the other hand, solo inserts cost more to run, but offer focused brand awareness, greater advertising space (two sided), and more scheduling flexibility (about four weeks lead time).

**OBJECTIVES**

The specific goals you are going to focus on to improve your restaurant and the extent to which you want them to improve - i.e. increase sales and visit frequency.

**POINT-OF-PURCHASE (POP)**

In-store signage that can promote a special campaign, an upcoming event, call attention to a new menu item, etc.

**RADIO CYCLE DATES**

Radio spots run on cycles, based on agreements and spots will expire after a period of time.

**REACH**

How many of your potential guests will see your message in a particular vehicle - i.e. newspaper or direct mail.

**SOLO DIRECT MAIL**

This comes from a single advertiser. The timing, the offer(s) and the distribution area are all controlled by the advertiser. Because there are no shared costs (as with co-op) it is also the most expensive type. You have to weigh impression and impact vs. expense. Generally this piece consists of full-color photography and specific selling message with value-added coupons.

**STRATEGIES**

How you achieve your objectives. (Example: Given an objective of increasing sales, a strategy would be to promote your upcoming anniversary celebration.)

**STORE DELIVERED**

Bag stuffers or bounce back coupons are used to build repeat visits, day part or week-part sales, upgrade tickets and/or trial of new product or side orders. Cost is minimal, but a large percentage of redemptions will be from existing guests who would have bought anyway.

**TACTICS**

The individual actions or steps that comprise your strategy. Example: Given a strategy of promoting your upcoming anniversary celebration, a tactic would be to distribute a bounce back coupon to drive traffic back into your restaurant during a specific time period.)

**TARGET AUDIENCE**

The people who are trying to reach and bring into your restaurant.

**TRADE AREA**

Three to five mile area around your restaurant from where the bulk of your guests come.

**TRADEMARK**

A brand, word, symbol, etc., used by a manufacturer or dealer and protected by law to prevent a competitor from using it.



**HOLIDAY CALENDAR**

	2015	2016	2017
New Year's Day	Wednesday January 1	Thursday January 1	Friday January
Family Day	Monday February 10	Monday February 9	Monday February 8
Valentine's Day	Friday February 14	Saturday February 14	Sunday February 14
St. Patrick's Day	Monday March 17	Tuesday March 17	Thursday March 17
Good Friday	Friday April 18	Friday April 3	Friday March 23
Mother's Day	Sunday May 11	Sunday May 10	Sunday May 8
Victoria Day	Monday May 19	Monday May 18	Monday May 23
Father's Day	Sunday June 15	Sunday June 21	Sunday June 19
Canada Day	Tuesday July 1	Wednesday July 1	Friday July 1
B.C. Day	Monday August 4	Monday August 3	Monday August 1
Labor Day	Monday September 1	Monday September 7	Monday September 5
Thanksgiving Day	Monday October 13	Monday October 12	Monday October 10
Halloween	Friday October 31	Saturday October 31	Monday October 31
Remembrance Day	Tuesday November 11	Wednesday November 11	Friday November 11
Christmas Day	Thursday December 25	Friday December 25	Sunday December 25

**TRADE AREA OPPORTUNITIES INTRODUCTION**

Potential guests are all around you...

the office park across the street, the office tower near the highway, the oil change shop next to the car dealer. They are all sources of incremental business. There's a lot going on in the typical Wings' trade area. In addition to those mentioned above, there are colleges, high school, football games, kids are studying for exams or taking dates to movies. All this activity! These people need to eat somewhere. Why shouldn't it be Wings?

The Marketing Workbook provides you with what you need to reach into the community and make your restaurant a part of it. Extend an offer to college students to stop in for a bite during a study break. Let the local high school know you support them and that you'll be open after the big game.

That business traveler over at the local hotel who just got in from U.S. needs to eat, too. So does the family swimming at the community pool. This Marketing Workbook gives you the tools to reach them.

## **BREAKROOM KITS**

### **PROGRAM**

Hospitality visits are nothing more than good public relations – promoting goodwill within your community. This is accomplished by making periodic visits to surrounding businesses, with breakroom kits. The results of this gesture can go a long way for your business: It entices potential guests to come in and try your restaurant. It also serves as an image building technique, as well as promotes support for the community and word of mouth advertising. You can also use the hospitality visit as a way to extend appreciation to a business' contribution to your local community or as a welcome to new business. For example: Stop by your local bank and say, "Thanks for everything you do."

### **OBJECTIVE**

To increase awareness and attract first-time guests by going to their place of business and giving them complimentary items. Also to build goodwill and gain support within the community.

### **TARGET AUDIENCE**

Surrounding business associates

### **TACTICS**

- Build your breakroom kit: cup carrier with business cards stapled to the outside in two places, 10-15 cups in two of the cup holes napkins and straws in another spot and take out menus in the remaining section. Place ONE of the coupons (Free lunch or Free pound of wings) in the cup for the receptionist or person responsible for placing in breakroom.
- Make a list of businesses in your restaurant's immediate area that may not have a full service breakroom.
- Take one day a week to deliver these kits to as many businesses as feasible, allowing a short amount of time to meet and get acquainted with employees. (Establish a contact person at each business.)
- Visit should be very brief – no more than ten minutes, just long enough for you to introduce yourself, deliver the kit and make small talk. Remember that it is a business and you don't want to be too distracting.
- Remind them to call you as supplies run out and you'll be able to come by and restock the kit. Be attuned to what's going on around you and look for opportunities to get involved.
- Keep an ongoing list of businesses, contact names and the dates you visit, as well as any special notes that would be significant.
- Best times to go will vary, but before lunch (between 10:00 and 11:00 am) or late in the afternoon (between 3:00 and 5:00 PM) would probably be best.

**PAYROLL STUFFER PROGRAM**

This program helps you attract the people who work in your trade area by putting valuable coupons in their pay envelopes. This will not only get your restaurant new guest, it will begin to inspire a loyal customer base.

**TARGET AUDIENCE**

Primary: Employers of companies within your trade area.  
Secondary: Employees of companies within your trade area.

**OBJECTIVE**

Increase traffic, sales, and profits.

**THE PLAN**

Provide local businesses with an incentive to alter their restaurant dining routine by offering to make valuable Wings' coupons available to them to distribute to their employees for their hard work.

**TACTICS**

- If you are a member of the local Chamber of Commerce, contact them for a list of local businesses. Note: You will generally want to select businesses that are within three miles of your restaurant.
- Call the company's main phone number and ask the receptionist for the best contact with whom to discuss programs.
- Before sending the introductory letter, verify with the receptionist that the business allows solicitation.
- Do not call the contact until the introductory letter has been sent and received.
- Mail the Wings introduction letter and one \$15 gift certificate to the contact. (See sample letter.)
- The letter briefly describes the program, and each gift certificate offers a free meal to the contact as an incentive to consider your program.
- Call the contact to discuss programs for employees a week after the introductory letter has been sent. This will allow enough time for the contact person to receive and review the letter. Introduce yourself and determine if the contact has time to discuss the program. You may need to schedule another call or face-to-face meeting at a more convenient time to discuss the program in detail
- During the call or meeting, you will need to accomplish the following; introduce yourself as a representative of the local Wings restaurant, explain that you would like to offer the organization something at no cost, and of benefit for both of your businesses. Describe the offer in detail, explaining that coupon flyers will be provided for each employee. Ask how paychecks are distributed within the company. If paychecks are not distributed from within the office, you may want to consider the following additional options:
  - Request that the receptionist distribute the coupon flyers.
  - Distribute through inter-office mail.

- If the contact is interested, verify the number of employees who will be receiving the coupon flyer. Determine when the coupon flyer will be distributed within the company. This will allow you to prepare the restaurant. Thank the contact for his/her time and state when he/she can expect the flyers to be delivered (usually two weeks). Re-invite the contact to visit the restaurant and redeem the gift certificate offer.

**HELPFUL TIPS TO ENSURE A SUCCESSFUL CALL OR VISIT:**

- Review the program in detail prior to placing the call, so that you will be able to explain it clearly.
- You are the representative of Wings, be professional.
- Be open to any suggestions from the contact, as to what would work best for their corporate environment.
- Send enough coupon flyers to contacts, along with a short note thanking them for their time.
- Measure the success of the program by monitoring coupon flow. Collect the coupons and determine the incremental traffic the program drives for your restaurant. This will help you decide if this is a program you would wish to continue implementing in the future.

## MEETING ROOM PROGRAM

### PROGRAM OVERVIEW

Turn your meeting room into a sales and guest builder during slower dayparts. Various groups, clubs and organizations look for a place to hold their meetings. Wings can provide a pleasant meeting room and great food, at a reasonable price.

### TARGET AUDIENCE

- Local Businesses • Service Organizations (Rotary, Broad Of Trade And Lions Clubs)
- Volunteer Organizations • Youth Sports Teams And Boy Scouts / Girl Scouts
- Church Groups » Hotel Guests (team up with a local hotel that does not offer this service)
- Toastmaster Groups

### OBJECTIVES

- Increase sales and guests during slower day parts.
- Improve community relations.

### THE PLAN

Let organizations in your trade area know that Wings is the place to hold their meetings. The use of your meeting room can be free as long as they order food during their meeting. As a bonus, groups will receive a 15% discount on their total food check (regular menu items only).

### TACTICS

- Order the Meeting Room Kit using the Collateral Order Form. The Meeting Room Kit includes one counter card and flyers.
- Insert manager's business card into the space provided in the meeting room flyers.
- Display the meeting room counter cards by your Wings welcoming area (along with a supply of meeting room flyers) so that groups looking for meeting space will consider using your restaurant.
- Compile a list of community organizations and local businesses that could utilize your meeting room. Check your phone book and call your local Chamber of Commerce for a list of names and addresses.
- Ideally you should meet with local businesses in your area and invite them to utilize your meeting room. Please have the meeting room flyers as a leave behind. If you cannot meet them face to face, you can mail the meeting brochures to the organizations on your list.
- Keep a meeting room calendar so that you can make reservations for groups wishing to use your meeting room. It is best not to book the room for periods when your restaurant has high sales volume such as during Wings Deal Day.

Schedule adequate staff for the day and specifically for the reservation.

MEETING ROOM PROGRAM POP

**WINGS**

**WE HAVE A  
GREAT PLACE  
TO MEET AND EAT.**

**MEETING ROOM AVAILABLE  
24 HOURS A DAY.**

**SPECIAL  
INTRODUCTORY OFFER  
15% OFF  
YOUR ENTIRE CHECK  
AND THE ROOM IS  
FREE!**

*Wings provide a free private room and 15% off the entire check excluding alcoholic beverages.  
Not valid with any other coupon or promotional offers. Taxes and gratuity not included.*

COUNTER CARD 8.5"X11" - TA02

MEETING ROOM PROGRAM POP

**WINGS**

**MEETING ROOM  
AVAILABLE  
24 HOURS  
A DAY.**

**SPECIAL  
INTRODUCTORY OFFER  
15% OFF  
YOUR ENTIRE CHECK  
AND THE ROOM IS  
FREE!**

Wings provide a free private room and 15% off the entire check excluding alcoholic beverages. Not valid with any other coupon or promotional offers. Taxes and gratuity not included.

FRONT

**WINGS**

**WE HAVE  
A GREAT  
PLACE  
TO MEET  
AND  
EAT.**

**MEETING  
ROOMS  
AVAILABLE  
JUST GIVE US A CALL.**

BACK

COUNTER CARD 3"X7" - TA02



**MAXIMIZING LOCAL STORE MARKETING DOLLARS**

Within your trade area, you have the potential to drive tremendous incremental sales and guest counts into your Wings. Most restaurants do not have the resources to conduct an all-out media blitz, so they must rely on more unconventional methods to drive traffic.

This section will outline several proven tactics that will help get people into your restaurant. All of the items below are designed to be executed for very little cost, thus maximizing your break even.

As with all promotions, make sure your Wings is ready to provide the best dining experience possible. Hospitality is what is going to set you apart from your competitors and keep people coming back.

**CAPITALIZING ON NEIGHBORHOOD BUSINESSES**

Take a look around your trade area. Do you have large retailers? These businesses generate a lot of traffic. The trick is to capture a portion of their business. Here's how.

- Form strategic alliances with neighborhood businesses. Let them know you want to help them treat their clients / customers special.
- Offer customer incentive coupons. Wings can reward their customers with special dining deals. Providing offers that get their clients into your Wings Restaurant, and at the same time, adding value to their business' service.
- To get started in forming strategic alliances with neighborhood businesses, order the coupon below with the following information included: Offer • Address you want printed on the coupon • Expiration date



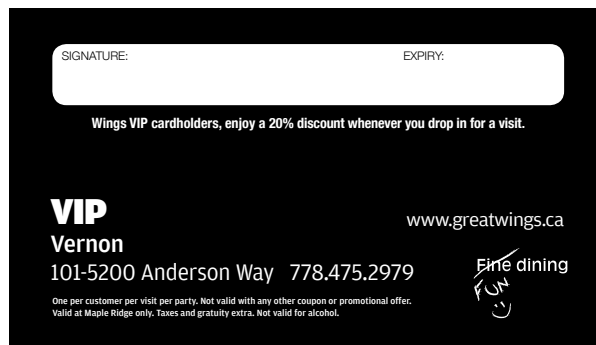
GENERIC COUPON - SD02

Your new partnership needs people to make their business profitable. These folks need to eat just like anyone else. Why not give them incentive to visit your Wings too?

- Wings Employee Discount Program: when visiting with your partners, offer them an employee rewards program at no cost to them.
- Order the Employee Rewards poster and distribute.
- A sheet of discount cards is also part of the program. Participants in the program receive 20% off their food checks (regular items only).
- Remember that all tie-in-programs that involve a discount MUST have an address and an expiration date. While these programs may take time to build, no promotional program should last forever. The key is to evaluate your results and make adjustments accordingly. Do not lock yourself into discount programs that eventually trade-down existing guests after guest loyalty is established. The idea is to drive incremental traffic and not to give on-going discounts to existing guests.



**FRONT**



**BACK**

**VIP CARDS - TA03**

## PARADES AND SPECIAL EVENTS

### PROGRAM

Special events are an ideal way for Wings to gain additional exposure in the community. Getting involved can be as simple as donating coupons for door prizes, or a raffle, or becoming a major sponsor of an event. If there is an event that would enable Wings to reach its primary target audience, try to get more information to see if it would be worthwhile and cost-effective to get involved. If you are uncertain of who to contact, to obtain information on a specific event, call your Chamber of Commerce.

### EXAMPLES OF SPECIAL EVENTS TO LOOK FOR IN YOUR COMMUNITY:

- Walkathons
- Bike-a-Thons
- Sporting Events
- Conventions
- Telethons
- Fund Drives
- Chamber Functions
- County Fairs
- Summer Festivals
- Community Celebrations
- School Related Events
- Holiday Parades (Santa Claus Parade, Gay Pride Parade)

### EXAMPLES OF WHAT WINGS CAN PROVIDE:

- Coupons/Flyers for bag stuffers • Menus • Door Prizes (Gift Certificates, Coupons)
- Lunch/Dinner Sponsorships or Donations (ex: donate food for the Participants/Volunteers in exchange for advertising and marketing benefits)

### MARKETING BENEFITS ASSOCIATED WITH SPECIAL EVENT:

- Awareness • Goodwill • Logo on T-shirts • Banners • Lawn Signs
- PSA (Public Service Announcements) • Registration Sites
- Media partnerships with TV, radio or print sponsor

*Note: Many benefits listed above can be negotiated or added to the sponsorship package. You should always inquire about the use of banners, logos on T-Shirts or other benefits, applicable to the event.*

### COMMUNITY INVOLVEMENT ONLY WORKS IN YOUR FAVOR WHEN YOU'RE INVOLVED.

- Get your team involved. Don't just sponsor the event, but be a part of it.
- For fund-raiser events, raise funds internally.
- For walk events, have a team wearing Wings' shirts participate in the walk.
- In a parade, have a group of staff members in Wings' gear walking or riding.

**WINGS**

**STRENGTHENING  
DAYPARTS**

**INTRODUCTION**

Competition is all around your restaurant/pub. It's not just Boston Pizza and Town Hall Pub that steal your lunch and evening guests from you. Casual dining chains such as Browns are taking many lunch and dinner guests from your restaurant/pub. Even Tim Hortons' across the street is now your competition.

**WHAT DO YOU DO?**

The best tactic for your restaurant/pub is to give guests another reason to come visit Wings. The programs in this section give you the tools to get people back into your Wings by highlighting dayparts that might need help. Do you have a slow lunch? There's a Workbook ad to support that part of day, as well as dinner, all night... wherever you need the help.

Often some of the best people to target are those people who already love Wings and eat there often. For instance, you have a great evening business but your lunch is very slow. The dinner patrons know Wings is great for dinner, but have never been in for lunch. Offer them an incentive to come back for lunch. Distribute "bounceback" coupons, during a regular evening visit, for a discounted lunch offer. Begin to change their perception of Wings as only a dinner place.

**LEVERAGING EXISTING GUESTS**

Do your lunch guest counts lag behind dinner? Lunch bounce back coupons are a proven method to bring people into your restaurant/pub.

Here's how it works: During peak dinner periods, hand out lunch bounce back coupons to your guests. Remember, hospitality is key. Let your guests know how much you appreciate them and that you would like to treat them to a special lunch offer. Offers can be customized.

When guests come back for lunch, it's your chance to wow them. The goal is to let your guests know that Wings is just as good at lunch as it is at dinner. The same promotion can be done for late night.

Always present bounce back offers directly to the guest, never leave them on the welcome counter.

**COUPONS**

In this section you will find a variety of coupon offers. The offers run the gamut from lunch and dinner BOGOs to Kids Eat Free and 20% off your entire food check.

There should be an offer to fit your every need.

All of the offers have been approved by Wings' Legal and contain the appropriate disclaimers. Please take a look at the offers and find the right coupon for your promotion. The coupons should be married with the flyers layouts found throughout the Workbook.

It is very important that new coupon offers are not created without guidance from The GoldWings' Marketing and Legal Department.

Also included in this section are a series of bounce back coupon samples to support a weak daypart or various LSM activities in your Wings. We have made sure that they are easy to use and cost-effective.

If you have questions regarding coupon or logo usage please contact The GoldWings support team.



BOUNCEBACK COUPON - SD01

GENERIC COUPON

**INDULGE IN FALL SAVINGS**

Enjoy these fall savings we are extending from one neighbour, to another

FRESH, NEVER FROZEN  
-BC-  
**WINGS**  
AWARD-WINNING

greatwings.ca  
@great\_wings facebook.com/WingsRestaurantandPub

<b>Abbotsford</b> 1965 Sumas Way	<b>Coquitlam</b> 345 North Road	<b>Maple Ridge</b> 20690 Lougheed Hwy	<b>Surrey</b> 7124 King George
<b>Burnaby</b> 6879 Kingsway	<b>Granville</b> 1162 Granville St	<b>Langley</b> 19696 Fraser Hwy	<b>White Rock</b> 14945 Marine Dr

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<p><b>COMPLIMENTARY - LUNCH ENTRÉE -</b></p> <p>Receive a FREE* lunch entrée when you purchase a lunch entrée of equal or greater value and two beverages.</p> <p><i>Valid Sept 9 - Sept 23, 2013</i></p> <p><small>*Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit. Regular priced menu items only. Taxes and gratuity not included.</small></p> <p><b>WINGS</b></p>	<p><b>20% OFF - LUNCH ENTRÉE -</b></p> <p>Receive 20% off* any regularly priced lunch entrée.</p> <p><i>Valid Sept 24 - Oct 7, 2013</i></p> <p><small>*Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit. Regular priced menu items only. Taxes and gratuity not included.</small></p> <p><b>WINGS</b></p>
<p><b>COMPLIMENTARY - ENTRÉE -</b></p> <p>Receive a FREE* entrée when you purchase a entrée of equal or greater value and two beverages.</p> <p><i>Valid Oct 8 - Oct 21, 2013</i></p> <p><small>*Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit. Regular priced menu items only. Taxes and gratuity not included.</small></p> <p><b>WINGS</b></p>	<p><b>20% OFF - ENTIRE CHEQUE -</b></p> <p>Receive 20% off* your entire cheque (food only).</p> <p><i>Valid Oct 22 - Nov 4, 2013</i></p> <p><small>*Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit. Regular priced menu items only. Alcoholic &amp; non-alcoholic beverages not included. Taxes and gratuity not included.</small></p> <p><b>WINGS</b></p>

GENERIC COUPON - SD02



OPENING COUPON

**WINGS**  
VERNON

**VERNON, OPENING SOON!**



**PROUD TO BRING WINGS TO OUR COMMUNITY,  
WE LOOK FORWARD TO SERVING YOU!**

Please enjoy the savings we are extending from one neighbour to another.  
**Anderson Village, Vernon, BC**

[www.greatwings.ca](http://www.greatwings.ca) /WingsRestaurantandPub @great\_wings great\_wings

**COMPLIMENTARY  
- LUNCH ENTRÉE -**

Receive a FREE\* lunch entrée when you purchase a lunch entrée of equal or greater value and two beverages.  
*Valid Aug 1 - Aug 30, 2014*

\*Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit, only valid at Wings Vernon (100, 5200 Anderson Way). Regular priced menu items only. Taxes and gratuity not included.



**20% OFF  
- LUNCH ENTRÉE -**

Receive 20% off\* any regularly priced lunch entrée.  
*Valid Aug 1 - Aug 30, 2014*

Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit, only valid at Wings Vernon (100, 5200 Anderson Way). Regular priced menu items only. Taxes and gratuity not included.



**COMPLIMENTARY  
- ENTRÉE -**

Receive a FREE\* entrée when you purchase a entrée of equal or greater value and two beverages.  
*Valid Aug 1 - Aug 30, 2014*

Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit, only valid at Wings Vernon (100, 5200 Anderson Way). Regular priced menu items only. Taxes and gratuity not included.



**20% OFF  
- ENTIRE CHEQUE -**

Receive 20% off\* your entire cheque (food only).  
*Valid Aug 1 - Aug 30, 2014*

Dine in only. Not valid with any other offer, no cash value, limit one voucher per table per visit, only valid at Wings Vernon (100, 5200 Anderson Way). Regular priced menu items only. Alcoholic & non-alcoholic beverages not included. Taxes and gratuity not included.



REGIONAL COUPON - SD03

KIDS EAT FREE POP

# KIDS EAT FREE ON SATURDAYS

4pm - 8pm up to 2 free kids' entrees with any regular priced adult entree purchase



WINGS SURREY

10 years old or younger, must be accompanied by an adult. Not valid with any other coupons or promotional offers. Valid at Surrey Wings only. No substitutions.

# KIDS EAT FREE ON SATURDAYS

4pm - 8pm up to 2 free kids' entrees with any regular priced adult entree purchase



WINGS SURREY

## New \$6 FEATURED APPIES with the purchase of a beverage

Monday to Thursday 3-5pm, 9pm to closing; Friday and Saturday 3-5pm, 11pm to closing

Express Lunch - quick, delicious & affordable \$6.98 Monday to Friday - 11am to 2pm\*

\$16 DINE, WINE & DESSERT TIME 8oz Premium Canadian NY Steak, wine & dessert\*

47¢ WING SPECIAL - ALL DAY SUNDAY\*

These promotions are not valid with any other coupons or offers

View your server for details

POSTER 11"x17" - SD04 • POSTER 24"x36" - SD05

BILLFOLD 3"x7" - SD06

KIDS EAT FREE POP



FRONT



BACK

CARD - SD07

**WINGS**

**CHECK  
BUILDERS**

## FREQUENCY CARDS

### PROGRAM OVERVIEW:

This is a frequency program designed to increase traffic in different dayparts and reward loyal guests for repeating visits.

### TARGET AUDIENCE:

All Wings guests

### OBJECTIVE:

To encourage repeat visits and build sales.

### THE OFFER:

Reward guests with a FREE meal for every five entrée purchases.

The kit includes minimum order of 250 card and a special “W” self inked stamp.

### TACTICS:

- Determine the length of the promotion: The purpose of a frequency card is to add incremental sales or visits to the normal frequency. Consider this when determining your expiration date. If the average Wings user comes 2 times every month, then five visits in three months represent an additional 1 visit. Do not make the expiration date longer than six months.
- Order necessary POP elements from The GoldWings Office,
- Hand out frequency cards when guests order a entrée.
- Make sure you have your “W” stamp available to stamp the cards.

**FREQUENCY CARDS**



**FREQUENCY LUNCH CARD** [www.greatwings.ca](http://www.greatwings.ca)

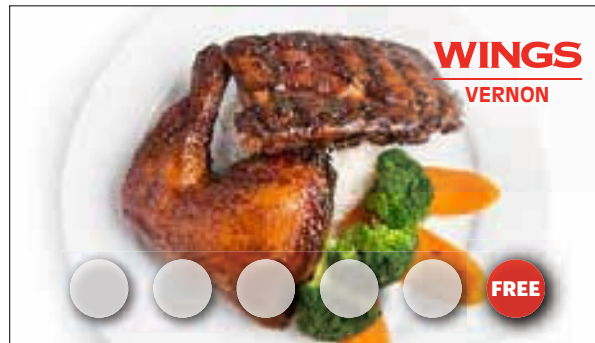
CUSTOMER NAME:  CUSTOMER EMAIL:

Earn a stamp with every lunch entrée purchased at **WINGS VERNON** and receive a free entrée after your 5th stamp.

**Terms & Conditions**  
 Valid between 11am - 3pm; Stamps can be earned for regular menu items only; Promotional menu items not valid for stamps; Valid only at Wings Vernon; not valid with any other offer; Maximum value of free entrée is \$15; No cash value.

**Wings Vernon** | 101 - 5200 Anderson Way, Vernon, BC

**FREQUENCY LUNCH CARD - CB01**



**FREQUENCY DINNER CARD** [www.greatwings.ca](http://www.greatwings.ca)

CUSTOMER NAME:  CUSTOMER EMAIL:

Earn a stamp with every dinner entrée purchased at **WINGS VERNON** and receive your 6th dinner entrée for FREE.

**Terms & Conditions**  
 Valid between 5pm and 10pm; Stamps can be earned for regular menu entrée items only; Promotional menu items not valid for stamps; Valid only at Wings Vernon; Not valid with any other offer; Maximum value of free entrée is \$25; no cash value.

**Wings Vernon** | 101 - 5200 Anderson Way, Vernon, BC

**FREQUENCY DINNER CARD - CB02**

**GENERIC FLYER**

**WINGS**

Located across the West Coast to serve you

**FRESH, NEVER-FROZEN,  
AWARD-WINNING, BC WINGS  
& SO MUCH MORE**



- ABBOTSFORD** 1965 Sumas Way
- BURNABY** 6879 Kingsway
- COQUITLAM** 345 North Road
- LANGLEY** 19696 Fraser Hwy
- MAPLE RIDGE** 20690 Lougheed Hwy
- SURREY** 7124 King George Hwy
- GRANVILLE** 1162 Granville Street
- WHITE ROCK** 14945 Marine Drive
- EDMONTON** 1 - 1000 Airport Road, Leduc County
- OUTDOOR GRILL** Various Locations

*New locations opening soon in  
Rutland, Vernon, and Quesnel*

[www.greatwings.ca](http://www.greatwings.ca)

 /WingsRestaurantandPub  @great\_wings  great\_wings

GENERIC FLYER - CB03

**TAKE OUT PROGRAM****PROGRAM OVERVIEW:**

This is a program designed to increase take out business.

**TARGET AUDIENCE:**

All Wings guests. Takeout order decision makers for meetings, gatherings and parties.

**OBJECTIVE:**

Increase takeout sales to business. Create brand loyalty with takeout order decision makers.

**THE OFFER:**

10% discount to everyone who brings in our “Wings Eco Friendly To-Go Bag”.

**TACTICS:**

- Order Wings Eco Friendly To-Go Bags.
- Offer To-Go Bags to locals and frequent customers as they pay for their bill.
- Combine the bag with a new takeout menu and take out bag flyer, so your customers will have the menu handy at home or office.
- Have your servers personally hand the bag to guests as they pay their bill.



**WINGS**

**10% OFF**  
When you bring in your Wings

**ECO**   
**FRIENDLY**  
**TO-GO BAG**

to pick up your  
take-out food order.  
Yours to use for anything  
and everything!



[www.greatwings.ca](http://www.greatwings.ca)

FRONT



*When you look into your future and career,  
what do you want to see?*

**SUCCESS. CHALLENGES.  
EXCITEMENT.**

**If these words match your goals,  
Wings can be a great fit.**

- fun work environment & great atmosphere
  - flexible hours
  - full or part time positions
- training and career opportunities
- opportunities to advance

Interested in joining this energetic, fun-loving team?  
Talk to a Wings representative, or visit us at  
[www.greatwings.ca/careers](http://www.greatwings.ca/careers)

**WINGS**

1114TGF

BACK

TAKE-OUT BAG FLYER - CB04

**WINGS**

**SPORTS**

## FOOTBALL SPIRIT GROWS

### PROGRAM OVERVIEW:

In many towns, local football games bring out the entire community to support the schools and cheer the players on. There are several ways that Wings could quickly and easily be involved in showing community spirit without a lot of effort.

### TARGET AUDIENCE:

New and Existing Guests

### HOW IT WORKS:

- Contact School Athletic, Director or Cheer leading Sponsor
- Have large quantity of T-shirts produced with Wings logo, roll up and rubber band with a free lb. of wings coupon inside
- Donate to school for cheerleaders to throw out 15 to 20 shirts to crowds at home football games

### HOW TO:

- Customize contact letter to school organizers or managers
- Print and mail contact letter
- Have samples ready when you set up meeting to discuss with school officials

**SPORT TEAM DAYS****PROGRAM OVERVIEW:**

Every community rallies around its sports teams. There is no better way to finish off the game than with a post-game meal and drink celebration. Why not make your Wings the “official” after-game headquarters?

**TARGET AUDIENCE:**

Primary: Friends and families of participants in the sporting event.

Secondary: Participants of the sporting event.

**OBJECTIVE:**

Develop a bond with community members that will lead to a long-term relationship that equates to long-term sales and traffic.

The plan: Establish Wings as an after-game tradition that will entice people to come to your Wings.

**TACTICS:**

Program Ad - Approach schools to acquire space in their sporting event programs (program ad will be custom made for your needs). Use program ad as a flyer at games and sporting events to create excitement. Volunteer a member from each team to distribute flyers within the stands.

Invite local schools and sports organizations to come to Wings' after the game.

- Make a list of the schools or sports organizations in or close by your trade area.
- Draft a letter and send out to coaches, leagues, school teams, and sporting locations with the proposed dates you will be offering post-game incentives.
- Begin to solidify plans with local coaches.
- Try to acquire team paraphernalia to decorate restaurant/pub.
- Confirm plans with local coaches.
- Notify staff of exact dates that teams will be coming in.
- Decorate the interior of your restaurant/pub with banners, sports equipment, etc; of the team that is scheduled to come that evening.
- Offer specials for the winning team.

SPORTS POP

EVERY COUNTRY. EVERY MATCH.  
EVERY WINGS.



June 12 to July 13

WINGS RESTAURANTS & PUBS BRINGS  
YOU ALL THE WORLD CUP ACTION

Purchase a Fiji Blond for a chance to WIN  
a trip for 2 to the Whistler Village Beer  
Festival, including passes and lodging!

See servers for details.

WINGS

POSTER 24"x36" - sp01



WINGS  
COQUITLAM

OPEN AT 9AM  
TO SERVE YOU ALL THE WORLD CUP ACTION

BANNER 144"x36" - sp04

SPORTS POP

WINGS

EVERY COUNTRY.  
EVERY MATCH.  
EVERY WINGS.

June 12 to July 13

WINGS RESTAURANTS & PUBS BRINGS  
YOU ALL THE WORLD CUP ACTION

Purchase a Fiji Blond for a  
chance to **WIN** a trip for 2 to the  
Whistler Village Beer Festival,  
including passes and lodging!

See servers for details.



BILLFOLD 3"x7" - sp02

EVERY COUNTRY. EVERY MATCH.  
EVERY WINGS.

June 12 to July 13

OPEN AT 9AM TO SERVE YOU BREAKFAST  
AND ALL THE WORLD CUP ACTION

WINGS BREAKFAST \$5.88

Two scrambled eggs with two strips of bacon,  
served with breakfast potatoes & toast.

FARMER'S SANDWICH \$7.88

Two scrambled eggs with green peppers, mushrooms,  
onions, tomatoes, & cheddar cheese slices on a grilled  
garlic brioche bun; served with breakfast potatoes.

CANADIAN SCRAMBLE BOWL \$8.88

Two scrambled eggs with diced bacon, green peppers,  
onions, mushrooms, breakfast potatoes; topped with  
cheese & served with toast.

TUSCAN CHICKEN SCRAMBLE BOWL \$9.88

Seasoned diced chicken, onions, spinach, & roasted red  
pepper spices, on top of scrambled eggs & breakfast  
potatoes, topped with cheese & served with toast.

\*Breakfast served on game days 9am to 11am; dine-in only



WINGS

TENTCARD - sp03

**SPORTS SAMPLE LETTER:**

(Date)

(Contact Name)

(Title)

(School/Organization)

(Street Address)

(City, Province, Postal Code)

Dear (Contact Name):

Are you frequently looking for a convenient and comfortable setting for your team to meet? As a proud Supporter of \_\_\_\_\_(team) and manager of your neighborhood Wings, I would like to make a special offer to you and your team to have post-game celebrations or team meetings at our restaurant/pub.

We want you to take advantage of everything Wings' offers, including:

Banquet room/patio for special occasions, large meeting and luncheons (if applicable)

- Free non-alcohol beverage for your team meetings
- A comfortable and relaxed atmosphere
- Convenient location
- Hours to fit any schedule
- Fundraising package (sample)

Please call me at XXX-XXX-XXXX if you would like additional information on how we can help you host successful meetings at your neighborhood Wings.

Sincerely,

(General Manager)

Wings

(Street Address)

(City, Province, Postal Code)

(Email, Telephone)

## SPORTS FUNDRAISING &amp; SPONSORSHIP

# WINGS

---

## ABBOTSFORD

### Fundraising & Sports Sponsorships at Wings

Not only is Wings your first stop for the very best of fun, food, and drinks, but we are also here to help you raise funds for any cause that is important to you. Our experienced staff and management have the know-how to make your fund raising event memorable and meaningful.

WINGS has a number of different options all designed to meet your particular organizations fundraising goals. If none of these options match your requirements, talk to us, we may be able to further tailor one of these programs to better suit your needs.

#### Burger & Beer, Wings & Beer Packages

##### ⇒ Burger & Beer

Guest's choice of beef burger or chicken breast burger  
Toppings include mayo, relish, tomato, lettuce, onions  
Beer is glass of our house brew Fiji Blond  
Beer can be substituted for a glass of the house wine, either white or red

##### ⇒ 1 Pound of Wings & Beer

Guest's choice of wing flavour  
Comes with choice of dipping sauce  
Beer is glass of our house brew Fiji Blond  
Beer can be substituted for a glass of the house wine, either white or red

If any of your guests would like to substitute their beer/wine for a non-alcoholic beverage, please let your server know, and we will gladly substitute a mocktail in lieu of the alcoholic beverage.

*Custom food packages can also be discussed and tailored to your organization.*

#### WINGS Tap & Grill

1965 Sumas Way  
Abbotsford, BC  
V2S 4L5

greatwings.ca



#### 50/50 Draws and Raffle Prize Giveaways

Your fundraiser is a worthy cause, and one your passionate about - giving your guests an opportunity to win something for themselves is a great way to keep your guests entertained while at the same time contributing to your cause.

In the best interest of all those who dine at our establishments, we request that all raffle prize and 50/50 draw participation be limited to only those guests who bought tickets to your fundraiser.

Canvassing of surrounding guests at neighbouring tables for participation in raffle prize and 50/50 draws is prohibited.



## SPORTS &amp; FUNDRAISING SPONSORSHIP

# WINGS

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## ABBOTSFORD

### Groups & Team Support

Wings has another option one that helps create a pool of cash for your group/organization or team. When selecting this option, a number of participants, who you designate, receive a card with your organizations name on it.

Every time you, one of your friends, family or supporters dine at WINGS, while they do not receive an instant discount, 10% of their pre-tax bill is put into an "savings" pool. This pool of cash grows larger and larger each time a supporter carrying your card visits. At the end of the specified period of time, you are now eligible to withdraw the cash you've accumulated in your pool.

The amount will be issued in a cheque made out to your organization, this cash can be used as you see fit, uniforms, end of year party, tournament fees etc. It's a great way for your organization to fundraise over time and have your supporters get something in return, the fun times and great food of WINGS Restaurants & Pubs.

### Times, Locations & Reservations

The best times for hosting fundraisers will vary from location to location. Please get in touch with the management at the location at which you would like to host the fundraiser to see what dates and times will work best.

### Package Prices and Payments

Food and beverage packages are starting at \$12.70 each, including tax and gratuity. The mark-up is decided by you, the fundraiser organizer. Wings does not require payment up front. We charge you after the fundraiser has finished. You'll get a guest check, just as you would as though you were dining in.

### Tickets & Advertising

Wings will provide up to 150 custom tickets from Ticket Master for fundraisers (a \$40 value provided to you at no additional charge). We kindly request that the Wings logo not be used for any advertising purposes related to the fundraiser without the express written permission, and approval of the Wings marketing manager.

All guests attending must present the tickets provided by Wings in order to redeem his/her Burger/Wings & Beer/Wine. The tickets are valid for the day of the fundraiser only, and will not be accepted after the fundraiser is finished. A start and end time will be printed on the ticket. Servers will collect the tickets upon taking the guests' order.

Reserved seating will only be held one hour after the start time for the courtesy of our regular guests, so please have your guests arrive early. A ticket does not guarantee immediate entry as we must not go over our liquor capacity. We suggest you sell tickets one month in advance.

### For More Information

Please contact the management at WINGS Tap & Grill Abbotsford  
604.756.1077 or via email [abbotsford@greatwings.ca](mailto:abbotsford@greatwings.ca)

#### WINGS Tap & Grill

1965 Sumas Way  
Abbotsford, BC  
V2S 4L5

[greatwings.ca](http://greatwings.ca)



**WINGS**

**COMMUNITY**

## COMMUNITY RELATIONS

### WHY COMMUNITY RELATIONS ARE IMPORTANT:

While good food, a clean, pleasant environment and an attentive staff are the biggest factors in creating a positive perception of your restaurant/pub, it is also important for your restaurant/pub to be seen as a valued and contributing member of the local community. By incorporating effective community relations activities as part of your overall marketing efforts, you can:

- Demonstrate good corporate citizenship
- Build brand loyalty
- Reach out to new and existing guests

Wings is committed to being active in and giving back to our communities. We expect our local restaurants/pubs to be good neighbors and strong supporters of the communities they serve. For this reason, we have developed guidelines for Wings Restaurants/Pubs to use in building strong foundations within our community outreach programs and ensuring that all Wings' representatives approach these opportunities with respect, courtesy and a sense of professionalism.

### WHO SHOULD WE SUPPORT?

- Because there are numerous worthwhile causes in any community, it is up to you to determine how supporting a local charity, program or organization fits with Wings restaurants/pubs environment.
- Within that context, we suggest that you seek to support local efforts designed to create supportive family environments, help children and families learn and grow, and enhance the lives of those in need, within their communities.

As a general rule, for a program or organization to be considered eligible for Wings' community outreach activities, it must be a non-profit that has tax-exempt status. You can request confirmation of this status be included along with a written request for support on the organization's letterhead.

### WHICH ORGANIZATIONS SHOULD YOU CONSIDER DECLINING?

Unfortunately, Wings is not in a position to help every worthy organization that may seek our support. Therefore, in order ensure consistency within the Wings system, consider avoiding the following types of organization:

- Without tax-exemption status
- Individuals or families (scholarships, fellowships, travel, etc.)
- Political parties, candidates or lobbying activities
- Activist groups supporting potentially controversial issues

If you have a question about an important local cause, feel free to discuss with opportunity with The GoldWings' support team.

### TYPES OF COMMUNITY SUPPORT:

Direct requests for support typically fall into three categories: **financial** such as fundraising, sponsorships, coupons and discounts; **donations**, including food and non-food items; and **employee volunteering**.

**FINANCIAL**

CHAIN WIDE - Wings only accepts Chain wide sponsorship requests in writing from nonprofit organizations with tax-exemption status.

- Sponsorship proposals must be submitted by October 31 of the year prior to the sponsored activity year in order to be considered.
- Written proposals should be mailed to The GoldWings office.
- LOCAL - requests should remain local. Restaurant management should respond to requests from local organizations for financial support.
- Solicitations for cash donations by charitable organizations should not be honored. This is an opportunity to introduce the fundraising package designed to help an organization raise the funds they need. Please refer to “fund raising package” session.
- Requests to be involved in other fund-raising efforts (i.e. \$\$/% of the team member bills donate to the team) must be approved by The GoldWings office.

**DONATIONS**

Restaurant Management should respond to requests from local organizations for donations using the following guidelines. Prior to making any donation, the General Manager of the restaurant should discuss the opportunity with The GoldWings support team.

FOOD DONATIONS - For food safety reasons, Wings discourages donations of food products, including canned or dry goods as well as frozen or perishable items.

NON-FOOD DONATIONS - Non-Food donation solicitations may include requests for raffle, door or auction prizes.

- VIP coupons or gift certificates are appropriate to give out as the requested donation. Use your best judgment on how many to contribute. Depending on the type of event and anticipated attendees, usually two to six is appropriate.
- Also, depending on the type of event, logo items, are ideal to donate. They are visible during the event and help get Wings’ name out in the community.

**VOLUNTEERING**

We are proud of the fact that many Wings employees take an active role in making their communities stronger and better places to live and work through volunteerism. We encourage the spirit of volunteerism and recognize restaurants/pubs each year that make the biggest difference in their communities.

**QUESTIONS TO ASK YOURSELF WHEN CONSIDERING SUPPORT**

- Does the organization/charity qualify as a nonprofit organization with tax-exempt status?
- Is the mission of the organization/charity consistent with Wings values?
- Are the organization/charity's goals consistent with Wings focus on families, education, sports and youth development?
- Is the activity or type of support being requested consistent with Wings recommended approaches?
- How do the details of the proposed involvement impact the local restaurants/pubs - timing or schedule conflicts, staff involvement, etc.?

After considering the above questions, the local manager should respond promptly to any request. A response should be provided no later than two weeks from the date the request is received, unless otherwise specified as part of the request.

**IF DECLINING AN OPPORTUNITY:**

In many cases, a personal phone call to the organization making the request is adequate. However in some cases it may be more appropriate to respond in writing. In the event that a letter is deemed more appropriate, the letter should be short and simple, thanking the organization for the opportunity but graciously declining.

The most important thing to remember in responding to any request is to be consistent and courteous. Details regarding why the opportunity is being declined are not necessary. Simply stating that Wings is not able to participate in the event is adequate.

**IF ACCEPTING AN OPPORTUNITY:** If, after carefully reviewing the community request in light of the above questions, a restaurant manager/pub manager determines that he/she would like to pursue the opportunity, it is important for the local restaurant manager/pub manager to communicate directly with the community group.

Again, a written letter thanking the organization for the opportunity to be involved and expressing the restaurant's/pub's desire to participate is appropriate and strongly encouraged. This provides an opportunity to ensure understanding of the basic details of the event or activity, and gives the local restaurant/pub an opportunity to specify any restrictions or parameters for its involvement.

## STUDENT SAVER PROGRAM

### PROGRAM OVERVIEW:

Reach as many new students as possible at local colleges and universities. Many of these institutions hold registration in one location where students check-in prior to attending classes and moving into dormitories. Be as involved as they will allow. Some will provide you the opportunity to drop off materials for them to distribute as students check in and some will provide you the opportunity to set up a booth and table of your own to talk to students

### TARGET AUDIENCE:

Primary: Freshman new to area

Secondary: Campus students

### OBJECTIVE:

Drive traffic for all dayparts, but primarily late evening with college targeted promotions.

### THE PLAN:

Drive traffic for all dayparts, but primarily late evening with college targeted promotions.

### THE OFFER:

Student Saver Card • VIP Card • Frequency Dinner Card

### TACTICS:

- Contact School Administration and find out what it would take to insert a Wings' bag into the orientation materials. Include a Wings Take Out Bag with Wings coupon or Student Saver Card, flyer about Wings promotions, map from school to your restaurant/pub, promo items that college students would use (pens, tank tops, sun glasses, cups, etc)
- Contact the school several months prior to the start of the semester to get details on how to become involved in their student orientation programs.
- If setting up a table at the event, use this time to recruit for new staff if you have open positions within the restaurant/pub.

## STUDENT SAVER PROGRAM 2

### PROGRAM OVERVIEW:

College students are known to stay up late and cram studying in at the last minute. They may also crave a change of scenery other than the school library or at home. So why not create an environment that welcome students to Wings to hang out, eat and fuel up for the next test or study group?

### TARGET AUDIENCE:

College Students 18 - 25; multicultural

### OBJECTIVE:

Drive traffic and increase sales.

Let students know they welcome at Wings at any time.

### THE PLAN:

Drive additional traffic from colleges within the trade area of the restaurant/pub. Offer alternative to dorm, student union, and fast food restaurant options. Give students a discount when they come to Wings. Make student organizations aware of the Fund Raising Package as well.

### THE OFFER:

20% of the regular pricing food total.

### TACTICS:

- Place the Student Saver ad with the local school/college newspaper. Place the ad two weeks prior to semester start in both your school/college newspapers. We recommend adding a second or third newspaper insertion as needed throughout the semester for continued awareness. Reserve space in the paper and determine the creative due dates.
- Send two to three posters, as well as a batch of flyers to student dorms, student unions / fraternity / sorority houses for them to display.
- Have volunteers place flyers and display the poster at prominent community gathering places, such as the student union building, cafeteria, library, etc.
- Make sure and communicate the fund-raising program to leaders of student organizations when you them information on the student discount.
- Become involved in the activities during the first week of classes. Many colleges allow vendors in the student union building to promote their company/organization. Check with the school/college for details.

**STUDENT SAVER PROGRAM POP**

**WINGS**

**20% DISCOUNT  
100% SATISFACTION**



**#WINGIT THIS YEAR WITH  
OUR STUDENT SAVER CARD**

[www.greatwings.ca](http://www.greatwings.ca)  [/WingsRestaurantandPub](https://www.facebook.com/WingsRestaurantandPub)  [@great\\_wings](https://twitter.com/great_wings)  [great\\_wings](https://www.instagram.com/great_wings)

POSTER 24"x36" - CM01 • POSTER 11"x17" - CM02



STUDENT SAVER PROGRAM POP

2014/15 STUDENT SAVER CARD



20% DISCOUNT  
100% SATISFACTION

#WINGIT

CARDHOLDER NAME: \_\_\_\_\_

**TAKE 20% OFF THE FOOD**

portion of your bill when you present this card with a valid student ID.

 /WingsRestaurantandPub  
 @great\_wings  
 great\_wings

visit [www.greatwings.ca](http://www.greatwings.ca) for a location close to you

Not valid with any other coupons or promotional offers; One discount per check/per visit; Taxes and gratuity not included; No cash value, Alcoholic beverages not eligible for discount; Offer valid at participating locations only; Offer expires Sept 30th, 2015



STAMP CARD - CM03

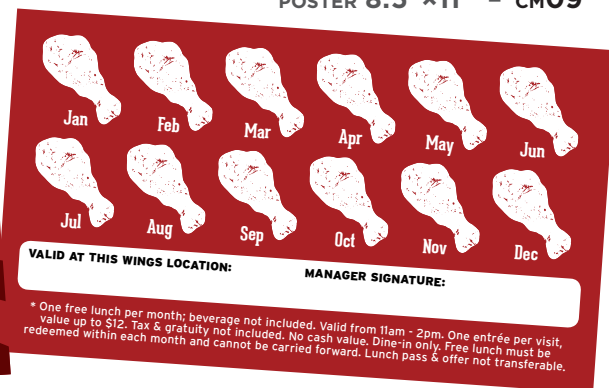
**FREE LUNCH CONTEST POP**



POSTER 11"×17" - CM08 • POST-



POSTER 8.5"×11" - CM09



STAMP CARD - CM10

LAWN FLAG



DNA Signs  
dario@dnasignsgraphics.com  
p 604.629.6695  
c 604.209.4106

\$5 WINGS BUCKS



FRONT

PRESENT THIS VOUCHER AT WINGS ABBOTSFORD AND  
RECEIVE \$5 OFF THE FOOD PORTION OF YOUR BILL

**WINGS**  
**ABBOTSFORD**

1965 SUMAS WAY 604.756.1077

Card Expires:

1014WB5AB

Limit one \$5 Wings Buck voucher per person per visit. Not valid with any other coupons, vouchers or promotional offers. Voucher has no cash value.  
No change returned. Taxes and gratuity not included. Valid at participating WINGS restaurant only. No substitutions. Offer valid until date noted.

BACK

\$5 WINGS BUCKS - CM12

## BUSINESS CARDS



BUSINESS CARD REGULAR - CM14

**WALK AROUND PACKAGE**

**Wings - Surrey**



**WINGS Surrey**  
7124 King George Blvd  
Surrey, BC  
V3W 4Z1  
greatwings.ca



**PHOTO TEMPLATE - CM15**

## WALK AROUND PACKAGE

# WINGS

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## SURREY

### *Dear Neighbour,*

As a representative of your nearby neighbourhood Wings Surrey, I would like to extend some special program offers to you.

Wings has 8 locations throughout the lower mainland. We offer great tasting meals at a reasonable price for guests looking for more than just pub food.

A variety of programs to suit your needs include:

- VIP Discount Program
- Lunch Frequency Program
- Dinner Frequency Program
- Bulk Gift Card Discount
- Fundraising Package
- Student Saver Program
- Catering
- Hotel/Corporate Discount
- Reusable Take-Out Bag Program
- Donation Program
- Event Booking Specials

Wings also has a special, no-cost, discount program that you can use to show appreciation for your employees' hard work. I will call to set up a meeting with you next week to discuss the program.

In the meantime, please accept the enclosed gift certificate. We urge you to come in and see what Wings has to offer. We are proud of our food and service and we want to win your business.

We look forward to seeing more of you and your employees in the very near future.

**WINGS**  
Surrey  
7124 King George Blvd  
Surrey, BC  
V3W 4Z1  
greatwings.ca



PROGRAM OVERVIEW - CM16





## WALK AROUND

## MATERIAL CHECKLIST

**WINGS**  
**ABBOTSFORD**

### *Walkaround Material Checklist*

Ensure you have these essential marketing tools with you for a successful walkaround:

- \$5 Wing Bucks
- Visitation Sheets
- Introduction Letter
- Take-out Menus
- Take-out Discount Flyer
- Regular Menus
- Catering Menu Suggestions
- Fresh Sheet Samples
- Frequent Lunch Cards
- Frequent Dinner Cards
- VIP Cards
- Bounceback Coupons
- Student Saver Cards
- Team Sponsorship Packages
- Gift Certificates
- Business Cards
- Overview Letter

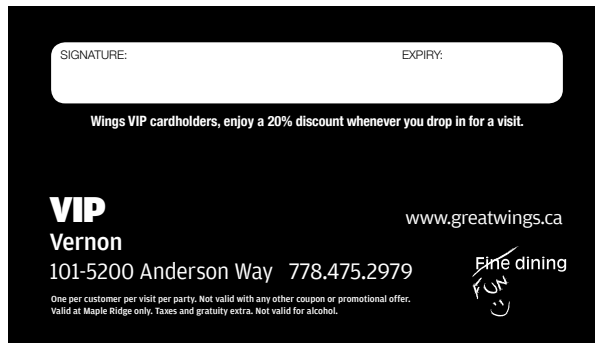
**WINGS**  
**Abbotsford**  
 1965 Sumas Way  
 Abbotsford, BC  
 V2S 4L5  
 greatwings.ca



WALKAROUND MATERIAL CHECKLIST - CM20

WALK AROUND

VIP CARD



VIP CARDS - CM18

## WALK AROUND

## WINGS STORY CONTENT

## WINGS

Restaurants & Pubs

### *The Wings Story*

Welcome to WINGS Surrey, the newest addition to your addiction. Our idea of creating an atmosphere of "Fun Dining" rather than "Fine Dining" has proven to be a hit and we know you'll enjoy the food, the warm inviting atmosphere and the friendly staff - everything you need to ensure your WINGS Surrey experience is one you'll want to repeat again and again.

When Wings was founded we wanted to create a place where individuals and families could go and enjoy the latest sporting event, a casual meal or just each other's company regardless of age and dining expectations. After careful thought and consideration, the Wings concept was born.

In the past you would need to go to a sports bar to enjoy your favourite sporting events. This, of course, excludes children, young adults and entire families from enjoying the fun. So we created a concept whereby the whole family can spend time together, watching the game in a community atmosphere.

The menu features house-made and fresh items, where the majority of sauces and side dishes are made in-house, many of the entrees are made from scratch. The "Bobby Wing from the House of Pain", is a guest favourite. This Wing is so hot it's served with a waiver to ensure guests know what they are getting themselves into!

We created the Fiji Blond Lager with a local micro brewery, working closely with the brew master to create the perfect taste profile to complement Wings Signature menu items. Fiji Blond Lager has gone on to garner "Best Beer" awards for some of the Wings locations in local brewery competitions.

#### WINGS Surrey

7124 King George Blvd  
Surrey, BC  
V3W 4Z1  
greatwings.ca

All of the hard work and attention to detail has certainly paid off. Wings has been voted "Best Wings" numerous times, as well as "Best Beer" by various BC newspapers. Included the coveted Golden Plate awards, we've placed First, five years in a row! It's your guarantee of top notch, delicious food.

We also love group and party events, if your office, team or organization is looking for a place to meet, Wings has several attractive options available, including fund-raisers. With several menu options available from Burgers & beer to more substantial sit-down full course dinners, something to make everyone happy.

Try WINGS Surrey and see why we don't just have guests, we cultivate fans!

STORE BIO - CM19

**WINGS**

**CORPORATE**

## **GIFT CARD PROGRAM**

### **PROGRAM OVERVIEW:**

- For each \$25 a guest purchases in Wings gift cards, they will receive \$5 Wings Bucks to use in the new year
- Wings bucks will be valid at all Wings locations
- Wings bucks will be valid from January 1st, 2015 through to the following year
- Guests will be able to use one \$5 Wings bucks card, per visit (one per guest per visit)
- Wings bucks are not valid with any other promotion or offer

### **TARGET AUDIENCE:**

College Students 18 - 25; multicultural

### **OBJECTIVE:**

- To encourage guests to purchase gift cards during the holiday season with the offer of \$5 Wings Bucks
- Strengthen the Wings chains position of value, quality, uniqueness, and commitment to it's guests
- Build brand loyalty and increase sales by offering a valuable incentive for guests to visit Wings in the slower period from January and mid summer
- Reward the loyalty of current guests and attract new guests with the gift of \$5 Wings Bucks with a gift card purchase
- Further develop effective relationships with the media and local trading area around each restaurant/ pub
- Generate interest, enthusiasm and active support from all franchisees, managers, company suppliers and key guests

GIFT CARD



FRONT

WINGS

PRESENT THIS VOUCHER AT ANY OF THESE WINGS LOCATIONS AND RECEIVE \$5 OFF THE FOOD PORTION OF YOUR BILL

<b>ABBOTSFORD</b> 604.756.1077	<b>BURNABY</b> 604.525.7414	<b>COQUITLAM</b> 604.931.5500	<b>GRANVILLE</b> 604.682.3473
<b>LANGLEY</b> 604.510.3090	<b>SURREY</b> 604.596.2244	<b>WHITE ROCK</b> 604.535.6696	

Valid From: January 1, 2015

Card Expires:

1014WB5

Limit one \$5 Wings Buck voucher per person per visit. Not valid with any other coupons, vouchers or promotional offers. Voucher has no cash value. No change returned. Taxes and gratuity not included. Valid at participating WINGS restaurants only. No substitutions. Offer valid until date noted.

BACK

\$5 WINGS BUCKS - CM12

**GIFT CARD POP**

***DON'T WORRY,  
BE HAPPY.***

Everybody loves Wings.

Pick up a gift card this holiday season  
for everybody on your list.

Earn 5 WingsBucks for yourself for  
every \$25 gift card purchased.

@Great\_Wings



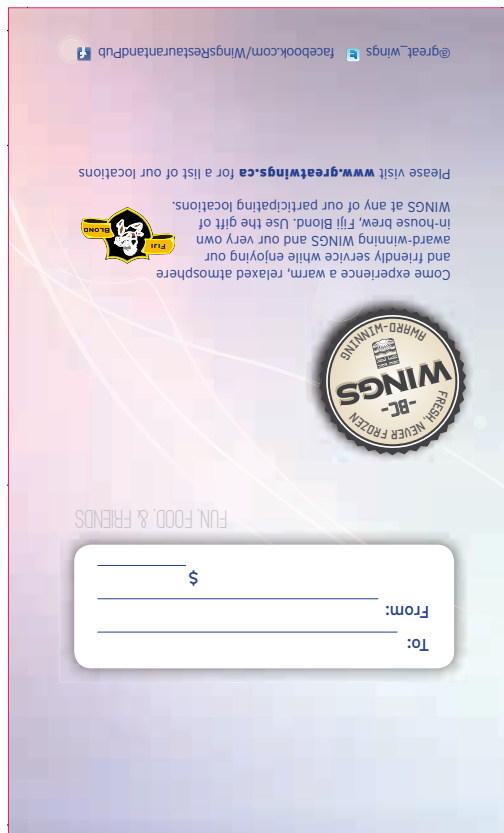
**TENTCARD CP02 • POSTER 24"×36" / 11"×17" - CP03**



## GIFT CARD




GIFT CARD - CP04



GIFT CARD ENVELOPE - CP05

BIRTHDAY POP



**CELEBRATE GOOD TIMES, COME ON!**  
**WINGS PUB - JULY 17, NOON TO 10PM**

**FREE POUND OF WINGS** with the purchase of any beverage\*

*Best 80's outfit wins \$ Cash Prize \$*

**\$5 RAFFLES BENEFITING BC CHILDREN'S HOSPITAL FOUNDATION**  
Games, trivia, and many prizes to be given out during the day!

**No minors, 19+ only please**

\* Limit 1 lb per person; with the purchase of a beverage; while quantities last; not valid with any other offer; dine-in only; no cash value

TENTCARD CP07 • POSTER 24"x36"/11"x17" - CP06

BIRTHDAY POP



INVITE 3"x7" - CP08



RAFFLE - CP09



BANNER 144"x36" - CP10

## BIRTHDAY POP



# MENU

**THE UNDERCARD**

**CHICKEN & CHEESE QUESADILLA 9.78** 🍗  
Cajun chicken, green onions, tomatoes, jalapeños, melted cheese, served with sour cream.

**YAM FRIES 7.88** 🍟  
Crisp & sweet, served with red pepper aioli.

**CALAMARI 10.18**  
Crisp & tender calamari, battered jalapeno caps, & diced red onion, on a bed of tortilla strips. Served with tzatziki.

**TUSCAN MEATBALLS 8.68**  
5 Juicy, AAA pure beef meatballs served with a rich Tuscan tomato sauce, complimented with a hint of creamy alfredo. Topped with asiago cheese & finished with fresh basil.

**NACH'R AVERAGE NACHOS 10.28** 🍴  
Handcut tri-colour tortilla chips stacked with all the classic fixings, olives, & jalapeños, served with sour cream & salsa.  
add guacamole 1.88  
add spicy beef or spicy chicken 4.88

**SOUP AND SALADS**

**SANTA FE CHICKEN COBB 12.98**  
Cajun-spiced chicken breast, corn, bell peppers & cheddar, all on a bed of fresh organic greens tossed in our bacon chipotle ranch dressing, topped with tri-color tortilla strips & sour cream.

**CAESAR-CAESAR SALAD 6.48** 🍴  
Fresh croutons, asiago cheese, includes garlic toast.

**FRENCH ONION SOUP 5.48**  
Goopy cheese, savoury onions, our original recipe.

**SANDWICHES AND BURGERS**

**MILE HIGH BURGER 11.88**  
Freshly grilled sirloin burger, smokehouse bacon, cheddar cheese, sautéed mushrooms, mayo & tomato-garlic relish.

**CAJUN CHICKEN SANDWICH 10.78** 🍗  
Grilled cajun chicken breast, red pepper aioli, served on a toasted ciabatta bun.

**BEEF DIP 10.18**  
Freshly roasted, thinly shaved beef, piled high on our garlic herb ciabatta, served with au jus for dipping.

**MAIN EVENTS**

**STIR FRY BOWLS 8.68**  
Fresh vegetables stir fried in our hawaiian inspired sauce, served with your choice of egg noodles or jasmine rice.  
add chicken, beef, or prawns 4.88

**FIJI BLOND BEER BATTERED FISH & CHIPS 10.98** 🍷  
Served with coleslaw & tartar sauce

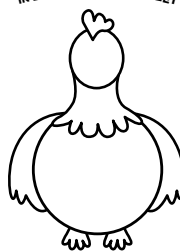
**PASTA**

**WESTCOAST SEAFOOD DUO 13.98**  
Fresh sockeye salmon & tiger prawns, in our garlic white wine sauce, spinach & fettuccine noodles, topped with asiago cheese.

**PASTA BOLOGNESE 11.58**  
Rich & hearty slow cooked meat sauce on al dente fettuccini, & finished with asiago cheese. Served with garlic toast.  
add meatballs (4) 2.00

🍷 SPICY 🍷 SAUCY 🍷 VEGETARIAN-FRIENDLY

**COMPLETE THE CHICKEN BY DRAWING IN EYES, A BEAK, AND FEET**



**KIDS MENU**

Combo includes a p. beverage & ice cream 8.28 for kids 10 & under

**JR PASTA BOLOGNESE**  
Rich & hearty slow cooked meat sauce on al dente fettuccini. Finished with asiago cheese.

**JR QUESADILLA**  
Loaded with chicken & oozing with cheese, served with veggie sticks.


**JR. WINGERZ**  
Crispy, boneless chicken breast chunks tossed with your choice of wing sauce or seasoning & served with french fries.

**MIGHTY MITE BURGERS**  
Two mini cheeseburgers served with fries.



**GRILLED CHEESE**  
Ooey, gooey, cheesy served with french fries.

**KING OF THE SEA**  
Fish & chips, tartar sauce.

**WHAT IS YOUR FAVOURITE WING FLAVOUR?**



**WE ALL SCREAM FOR**

MENU - CP11

KIDS MENU - CP12

HOT WINGS EATING CONTEST POP

TEAM ABBOTSFORD

TEAM BURNABY

TEAM COQUITLAM

TEAM GRANVILLE

TEAM LANGLEY

TEAM SURREY

TEAM WHITE ROCK

7 WINNERS

**KING**  
*of the*  
**WING**  
HOT WING EATING CONTEST

WINGS RedHot

PRELIMINARY ROUND: OCT 16  
7PM

FINALS: OCT 23  
7PM

CHAMPIONS EVENT: OCT 25  
3PM - 6PM

PRIZES FOR PARTICIPATION \$500 GRAND PRIZE  
PRELIMINARY FINALISTS WIN A \$50 GIFT CERTIFICATE

@great\_wings #kingofthewing  
THEKINGOFTHEWING.CA

POSTER 24"x36" - CP13 • POSTER 11"x17" - CP14

## HOT WINGS EATING CONTEST POP



TSHIRT - CP15

**KING**  
of the  
**WING**  
HOT WING EATING CONTEST

**WINGS** BRAND RedHot

Name: \_\_\_\_\_

Nickname: \_\_\_\_\_

Are you over 19? Y/N \_\_\_\_\_

Phone #: \_\_\_\_\_

Email address: \_\_\_\_\_

Twitter name: \_\_\_\_\_

Instagram name: \_\_\_\_\_

Name 1 thing you want to eat before you die: \_\_\_\_\_

What is the most food you've ever eaten at one sitting?  
(i.e. 2 large pizzas in one hour) \_\_\_\_\_

How many pounds of wings do you think you can eat? \_\_\_\_\_

What items would you like to see on our menu? \_\_\_\_\_

If you win \$500 cash, what would you do with it? \_\_\_\_\_

Where did you find out about the Wings 5th Annual Wings Eating Contest? \_\_\_\_\_

SIGNUP FORM - CP16


**WINGS** DATE: \_\_\_\_\_

Pay to the order of: \_\_\_\_\_

\$ \_\_\_\_\_

\_\_\_\_\_ / DOLLARS

002154 54 8045 44586512 01



GIANT CHEQUE - CP17

RESTAURANT REMODEL POP



RENO POSTER 11"x17" - CP18 • RENO POSTER 24"x36" - CP19

RESTAURANT REMODEL POP



RENO VOUCHER - CP20

**CLOSED FOR RENOVATION**  
from June 3 - end of June

RENO BANNER 96"x24" - CP21



RESTAURANT REMODEL POP



RE-OPENING POSTER 24"x36" - CP22

**GRAND RE-OPENING**  
**Your eyes will be just as happy as your stomach**

RE-OPENING BANNER 120"x24" - CP23

RESTAURANT REMODEL POP



INVITE - CP24



BILLFOLD - CP25

## RESTAURANT REMODEL POP



## EVENT MENU - MAY 13, 2014

## THE UNDERCARD

**MINI CHEESEBURGERS 9.78**

Three loaded mini cheeseburgers, mini brioche buns, sirloin burgers, cheddar cheese, lettuce & mayo.

**NACH'R AVERAGE NACHOS 10.28**

Handcut tri-colour tortilla chips stacked with all the classic fixings, olives, & jalapeños, served with sour cream & salsa.  
*add guacamole 1.88 add spicy beef or spicy chicken 4.88*

## SALAD &amp; SOUP

**SANTA FE CHICKEN COBB 12.98**

Cajun-spiced chicken breast, corn, bell peppers & cheddar, all on a bed of fresh organic greens tossed in our bacon chipotle ranch dressing, topped with tri-color tortilla strips & sour cream.

## MAIN EVENTS

**MESQUITE BBQ CHICKEN WRAP 9.98**

Grilled cajun chicken breast tossed in our bold bbq sauce, red pepper aioli & double wrapped in vegetable tortillas.

**BEEF DIP 10.18**

Freshly roasted, thinly shaved beef, piled high on our garlic herb ciabatta, served with au jus for dipping.

**MILE HIGH BURGER 11.88**

Freshly grilled sirloin burger, smokehouse bacon, cheddar cheese, sautéed mushrooms, mayo & tomato-garlic relish.

**BABY BACK RIBS 19.98**

A full rack of juicy, fall-off-the-bone, premium baby back ribs, basted with our bold bbq sauce. Served with fries & coleslaw.

## KIDS MENU

**JR PASTA BOLOGNESE**

Rich & hearty slow cooked meat sauce on al dente fettuccini. Finished with asiago cheese.


**GARLIC CHEESE BREAD 6.88**



**SHRIMP GYOZA 8.38**

Filled with shrimp & veggies, garnished with chili oil.

**CHICKEN & CHEESE QUESADILLA 9.78**

 Cajun chicken, green onions, tomatoes, jalapeños, melted cheese, served with sour cream.

**DAILY SOUP BOWL 5.48**

Chef's inspired daily creation.

**CHICKEN SOUVLAKI 13.88**

Grilled chicken skewers served with rice pilaf, pita bread, greek salad & tzatziki.

**NEW YORK STEAK SANDWICH 12.58**

8oz premium Canadian New York steak, served on grilled garlic bread.

**WESTCOAST SEAFOOD DUO 13.98**

Fresh sockeye salmon & tiger prawns, in our garlic white wine sauce, spinach & fettuccine noodles, topped with asiago cheese.

**GRILLED CHEESE**

Ooey, gooey, cheesy served with french fries.

EVENT MENU - CP26

NEW YORK STEAK PROMO POP

WINGS



\$16 NEW YORK STEAK SPECIAL

8oz premium Canadian NY steak, grilled to perfection over roasted potatoes & seasonal vegetables. Accompanied with a glass of **NAKED GRAPE PINOT GRIGIO** or **JACKSON-TRIGGS PROPRIETORS' SELECTION MERLOT** & finished off with our feature cheesecake.

\*OFFER VALID SUNDAY THROUGH THURSDAY, DINE IN ONLY.  **NAKED GRAPE**

WINGS HAS YOU COVERED EVERY DAY OF THE WEEK

DAILY HOTNESS MENU

MON	• Icebergs \$1 off • Poutine \$7.38
TUES	• Mojito \$1 off single / \$1.50 off double • Beef Dip \$8.98
WED	• Martini \$1 off single / \$1.50 off double • Build Your Own Pasta \$7.98
THURS	• Margaritas \$1 off • Bbq Ribs & Roast Chicken Combo \$14.98
FRI	• 151 Bellinis \$4.80 • \$3 off any bottle of wine • Chef's Creation
SAT	• Margaritas \$1 off • \$3 off any bottle of wine • Chef's Creation
SUN	• Wings' Flaming Caesars \$1 off single / \$1.50 off double • Chef's Creation

\*HAPPY HOUR SPECIALS 3PM-6PM, MONDAY - FRIDAY\*

www.greatwings.ca  /WingsRestaurantandPub  @great\_wings  great\_wings

MENU - CP27

WINGS



\$16 NEW YORK STEAK SPECIAL

8oz premium Canadian NY steak, grilled to perfection over roasted potatoes & seasonal vegetables. Accompanied with a glass of **NAKED GRAPE PINOT GRIGIO** or **JACKSON-TRIGGS PROPRIETORS' SELECTION MERLOT** & finished off with our feature cheesecake.

OFFER VALID SUNDAY THROUGH THURSDAY • DINE IN ONLY  **NAKED GRAPE**

www.greatwings.ca  /WingsRestaurantandPub  @great\_wings  great\_wings

TENTCARD - CP28 • POSTER 11"x17"/24"x36" - CP29

## 47 CENT WING POP

FRESH, NEVER FROZEN, AWARD-WINNING, BC

47¢ WINGS  
ALL DAY SUNDAY

SPICY SAUCY

Min. 10 wings/flavour. Single sample wing \$1 each. Beverage purchase required. Dine in only. 53¢ Surcharge for each uneaten wing taken away.

## ADD A DIPPING SAUCE FOR 89¢:

BLUE CHEESE, BUFFALO, HOUSE FIRE, JAKARTA HEAT, RANCH, WOWY.

## JAKARTA HEAT

Discovered in a southeast Asian lava flow, enough to break a sweat.

## CHILEAN CHILI

A sweet, spicy flavour city of Santiago wished they'd discovered first.

## JAMMIN' JAMAICAN

Jerk spice, straight from the islands.

## HONG KONG HAWKERS

Zesty, sweet, & unique just like the streets of Hong Kong.

## BUFFALO

Loaded with flavour, these wings still pack some heat.

## EAST MEETS WEST

Sweet & spicy, a flavour combo where the flair of the east meets the heat of the west.

## PORTUGUESE PERI PERI

Peri hot, hot, hot.

## BRAZILIAN HEAT

Known for one of the 7 wonders of the world, it won't be too long before our spicy, salty wings become the 8<sup>th</sup> wonder.

## MEXICAN BAJA CHIPOTLE

Smokey, sweet with a hint of sunny citrus.

## LOUISIANA SWEET

Sweet & hot like the chill infused honey from the Bayou.

## EAST VAN ZINGERS

As eclectic & loved as East Van, these smoky chipotle wings with zingy mustard are the ultimate in flavour town.

## BULA FIJI

The spicy garlic taste will "embrace" you in the flavours of Fiji.

## BOMBAY PINEAPPLE

South asian favourite of blended curry spices & sweet pineapple.

## OUTBACK BARBEQUE

It's rough out there. These will help you survive.

## TOKYO TERIYAKI

A harajuku favourite. Loaded with flavour & flair. Tossed with sesame seeds.

## SWEET THAI

They don't make them like this in Bangkok.

## HONEY GARLIC

By now, it's a classic.

OLDE ENGLISH WHITE CHEDDA' *New!*

From the English village of Cheddar comes this 19<sup>th</sup> century wondrous cheesy wing.

## BC BACK-COUNTRY BACON

Smokey, sweet & very BC...can't believe there's no bacon.

## CANADIAN MAPLE BOURBON

As Canadian as, well, maple syrup... if that maple syrup had a hint of bourbon flavour of course.

## ITALIAN ROASTED RED PEPPER

Roasted, ground & rolled over our fresh wings.

## CHICAGO SALT &amp; PEPPER

Al Capone liked them, so should you.

## TEXAS DRY RUB

Rubbed the Texas way.

## GREEK

Seasoned with authentic Greek spices for a nice crunch.

## THE BOBBY WING

These bad boys really pack a punch. Release form required.

NEED A COOL DOWN? ASK FOR OUR BOBBY WING ANTIDOTE TO COOL YOUR TASTE BUDS 2.65 <sup>1014471</sup>

FRESH, NEVER FROZEN, AWARD-WINNING, BC WINGS

47 CENTS  
ALL DAY SUNDAY

min. 10 wings/flavour • dipping sauces: 89¢ each • single sample wing \$1 each  
beverage purchase required • dine in only

[www.greatwings.ca](http://www.greatwings.ca)

[f /WingsRestaurantandPub](https://www.facebook.com/WingsRestaurantandPub)

[@great\\_wings](https://www.instagram.com/great_wings)

[great\\_wings](https://www.tiktok.com/@great_wings)

MENU - CP30

POSTER 24"x36" - CP31

DAILY HOTNESS POP



**DAILY HOTNESS MENU**

WINGS HAS YOU COVERED EVERY DAY OF THE WEEK. ASK YOUR SERVER FOR DETAILS.

**MONDAY**

- Icebergs \$1 off • Crispy Calypso Chicken Sandwich \$7.98

**TUESDAY**

- Muddlers \$1 off single / \$1.50 off double • Beef Dip \$7.98

**WEDNESDAY**

- Highballs \$3.95 • Build Your Own Pasta \$7.98

**THURSDAY**

- Sleeman Honey Brown Pints \$4.85
- Bbq Ribs & Roast Chicken Combo \$12.98

**FRIDAY**

- 151 Bellinis \$4.80 • Chef's Creation
- \$3 off any bottle of wine

**SATURDAY**

- Margaritas \$1 off • Fiji Blond pints \$4.85
- Chef's Creation • \$3 off any bottle of wine

**SUNDAY**

- Wings' Flaming Caesars \$1 off single / \$1.50 off double
- Chef's Creation

**ALWAYS FRESH, NEVER FROZEN  
AWARD-WINNING WINGS**

Often imitated, never duplicated. Our premium wings never see the inside of a freezer, ever. We are proud to say we are the reigning, best wing champion 5 years running in the Golden Plate Awards.

**FOR THE LOVE OF SPORTS**

If you want to watch it, we'll play it. Whether it's played on the ice, the grass, a court, a rink, or somewhere in between, you're sure to find it on one of our HD screens.

 Try our specially brewed premium lager designed for your discerning palate to complement your meals

www.greatwings.ca | /WingsRestaurantandPub | @great\_wings | great\_wings

MENU - CP32



**WINGS**

**DAILY HOTNESS MENU**

WINGS HAS YOU COVERED EVERY DAY OF THE WEEK. ASK YOUR SERVER FOR DETAILS.

**MONDAY** • Icebergs \$1 off • Crispy Calypso Chicken Sandwich \$7.98

**TUESDAY** • Muddlers \$1 off single / \$1.50 off double • Beef Dip \$7.98

**WEDNESDAY** • Highballs \$3.95 • Build Your Own Pasta \$7.98

**THURSDAY** • Sleeman Honey Brown Pints \$4.85

- Bbq Ribs & Roast Chicken Combo \$12.98

**FRIDAY** • 151 Bellinis \$4.80 • Chef's Creation

- \$3 off any bottle of wine

**SATURDAY** • Margaritas \$1 off • Fiji Blond pints \$4.85

- Chef's Creation • \$3 off any bottle of wine

**SUNDAY** • Wings' Flaming Caesars \$1 off single / \$1.50 off double

- Chef's Creation

 Try our specially brewed premium lager designed for your discerning palate to complement your meals

POSTER 24"x36" - CP33

FEATURE LUNCH POP






**\$6.98 EXPRESS LUNCH**

QUICK, DELICIOUS, AND AFFORDABLE.  
IF YOU CAN'T DECIDE WHAT TO EAT:  
CLOSE YOUR EYES, PLACE YOUR FINGER  
ON THE MENU, AND WING IT.

[www.greatwings.ca](http://www.greatwings.ca)  /WingsRestaurantandPub  @great\_wings  great\_wings

TENTCARD - CP34 • POSTER 11"x17"/24"x36" - CP35

**\$6.98 EXPRESS LUNCH**

WING IT

BANNER 144"x36" - CP36

FEATURE APPIES POP




Monday to Thursday 3-5pm; 9pm to closing;  
Friday and Saturday 3-5pm; 11pm to closing

**WINGS**

TENTCARD CP37 • POSTER 24"×36"/11"×17" - CP38

**WINGS**

**\$6** **FEATURED APPIES**  
with the purchase of a beverage



BANNER 144"×36" - CP39



**FEATURE MENU TEMPLATE**



**MENU TEMPLATE 8.5"x11" - CP40**

GIFT CERTIFICATES



THIS CERTIFICATE CAN ONLY BE REDEEMED AT THE FOLLOWING LOCATION:

**WINGS**  
VERNON

101, 5200 Anderson Way 778.475.2979

Date:

Authorized By:

Reason For Issue:

Valid for meal purchases up to a combined value as shown on the front of this certificate only. Not valid with any other promotional offer or discount. Taxes and gratuity extra. Not valid for non-alcoholic beverages or alcohol. No cash value. Valid only at location listed above.

[www.greatwings.ca](http://www.greatwings.ca)  /WingsRestaurantandPub  @great\_wings  great\_wings

\$25 - CP41

\$15 - CP42

**WINGS**

**HOLIDAYS**

ST.PATRICK'S POP



POSTER 11"x17" - SE02 • POSTER 24"x36" - SE01

ST.PATRICK'S POP



BILLFOLD - SE03



FEATURE MENU - SE04

HALLOWEEN POP



BILLFOLD - SE09



POSTER 24"x36" - SE06

HALLOWEEN POP

**Halloween Brews**

**PREMIUM BREWS** 2oz \$8.25

**Pumpkin Spice Martini**  
Pumpkin pie in a glass - Crème de cacao, Goldschläger, Baileys, milk.

**Caramel Apple Martini**  
Met with adult fanfare - Stoli Vanilla, Sour Puss Apple, caramel sauce.

**Green Goblin Cocktail**  
Driving everyone around you green with envy - melon liqueur, Bacardi 151, Mailbu.

**Witches Brew**  
This dark brew will have you cackling for more - blackberry liqueur, vodka, soda, lemon.

**SHOTS** \$5.50

**Sour Candy Shot**  
The treat with a punch - Pama liqueur, Blue Curaçao, vodka.

**Fire Cracker Shot**  
Sets you off with a bang - Goldschläger, Sour Puss Apple.

**WINGS**

DRINK MENU - SE08

**WINGS** **TRICK TREAT**

TREAT YOURSELF TO A **FREE** KID'S MEAL WITH THE PURCHASE OF ANY ADULT ENTRÉE

Limit 2 free kid's entrée from the Kid's menu per one adult entrée purchased. Children must be 10 years or younger and accompanied by an adult. Not valid with any other coupons or promotional offers. No cash value. No Change returned. One coupon per check per visit. Taxes and gratuity not included. Valid at participating restaurants only. No substitutions. Selection and prices may vary. Only original coupon accepted. Offer expires Nov 30, 2013.

KIDS COUPON - SE07

CHRISTMAS CHARITY



FOOD BANK POSTER 11"×17" - SE10



**HOLIDAY HOURS POP**

**WINGS**  
ABBOTSFORD

**HOLIDAY HOURS**

OUR HOURS FOR THIS FESTIVE 2013

**DEC 24**  
11am to 6pm

**DEC 25**  
Closed

**DEC 31**  
11am to 10pm

**JAN 1**  
5pm to 10pm

**MERRY CHRISTMAS**  
AND HAPPY NEW YEAR 2014!

HOURS POSTER 8.5"x11" - SE11

**WINGS**

**LOGOS**

**LOGOS**

In this section, you will find guidelines for proper use of Wings' logo. For a consistent brand image, please follow the instructions carefully when using the Wings' logo. A logo sheet is included for use in small publications and newsletters in your trade area.

If you have any questions regarding logo usage, please contact GoldWings support team

# WINGS

C = 1 M = 100 Y = 96 K = 0

**WINGS**  
 ABBOTSFORD

**WINGS**  
 BURNABY

**WINGS**  
 COQUITLAM

**WINGS**  
 EDMONTON

**WINGS**  
 GRANVILLE

**WINGS**  
 LANGLEY

**WINGS**  
 SURREY

**WINGS**  
 WHITE ROCK

**WINGS**  
 VERNON

**LOGO USAGE**

The choice of red for the Wings wordmark draws attention on the page, which is an asset to the creation of visual content. As we have placed the red logo on top of a rounded white container, the red stand out from the rest of the design clearly, allowing the use of other colors or photography harmoniously.

Do not use the Wings workmark on a completely white background. Use an orange background, or photography, with the white rounded rectangle and red Wings workmark on top.,

**WINGS**

**WINGS**

**MARKETING MATERIAL  
INDEX**

**MARKETING MATERIAL ORDER # INDEX**

**TRADE AREA**

Meeting Room Flyer Counter Card .....TA01  
 Meeting Room Flyer .....TA02  
 VIP Cars .....TA03

**STRENGTHENING DAYPARTS**

Bounce Back Coupon.....SD01  
 Generic Coupon.....SD02  
 Regional Coupon.....SD03  
 Kids Eat Free: Poster 11"X17".....SD04  
 Kids Eat Free: Poster 24"X36" .....SD05  
 Kids Eat Free: Billfold 3"X7" .....SD06  
 Kids Eat Free: Card.....SD07

**CHEQUE BUILDER**

Frequency Cards: Frequency Lunch Card.....CB01  
 Frequency Cards: Frequency Dinner Card.....CB02  
 Generic Flyer: Generic Flyer .....CB03  
 Take-Out Bag Program: Take-Out Bag Flyer.....CB04

**SPORTS**

World Cup Promo: Poster 24"x36" .....SP01  
 World Cup Promo: Billfold 3"x7" .....SP02  
 World Cup Promo: Tentcard .....SP03  
 World Cup Promo: Banner 144"x36" .....SP04  
 Sport Team Fundraising Package: Fundraising Proposal.....SP05

**COMMUNITY**

Student Saver Program: Poster 24"x36" .....CM01  
 Student Saver Program: Poster 11"x17" .....CM02  
 Student Saver Program: Stamp Card .....CM03  
 Free Lunch Contest: Poster 24"x36" .....CM04  
 Free Lunch Contest: Poster 11"x17" .....CM05  
 Free Lunch Contest: Poster 8.5"x11" .....CM06  
 Free Lunch Contest: Stamp Card.....CM07  
 Roadside Banners: Lawn Flag.....Vender  
 Wings Bucks .....CM08  
 Business Card Regular .....CM09  
 Business Card With Voucher .....CM10  
 Walkaround Package.....CM11  
 VIP Signup Form .....CM11  
 Walkaround Material Check List.....CM11  
 VIP Cards.....TA03  
 Store Bio.....CM11

**CORPORATE**

\$5Wings Bucks .....CP01  
 Gift Card Pop: Tent Card .....CP02  
 Gift Card Pop: Poster 24"x36" .....CP03  
 Gift Card: .....CP04

Gift Card Envelope: .....CP05

Birthday Pop: Poster 24"×36" .....CP06

Birthday Pop: Tent Card .....CP07

Birthday Pop: Invite 3"×7" .....CP08

Birthday Pop: Raffle .....CP09

Birthday Pop: Banner 144"×36" .....CP10

Birthday Pop: Menu .....CP11

Birthday Pop: Kids Menu .....CP12

Hot Wings Eating Contest Pop: Poster 24"×36" .....CP13

Hot Wings Eating Contest Pop: Poster 11"×17" .....CP14

Hot Wings Eating Contest Pop: Tshirt .....CP15

Hot Wings Eating Contest Pop: Signup Form .....CP16

Hot Wings Eating Contest Pop: Giant Check .....CP17

Restaurant Remodel Package: Poster 11"×17" .....CP18

Restaurant Remodel Package: Poster 24"×36" .....CP19

Restaurant Remodel Package: Reno Voucher .....CP20

Restaurant Remodel Package: Re-Opening Banner 120"×24" .....CP23

Restaurant Remodel Package: Re-Opening Poster 24"×36" .....CP22

Restaurant Remodel Package: Invite .....CP24

Restaurant Remodel Package: Billfold .....CP25

Restaurant Remodel Package: Event Menu .....CP26

New York Steak Promo: Poster 24"×36" .....CP29

New York Steak Promo: Tent Card • Poster 24"×36"/11"×17" .....CP28

New York Steak Promo: Menu .....CP27

47 Cent Wing Sundays: Poster 24"×36"/11"×17" .....CP31

47 Cent Wing Sundays: Menu .....CP30

Daily Hotness: Poster 24"×36" .....CP33

Daily Hotness: Menu .....CP32

Feature Lunch Pop: Tent Card • Poster 24"×36" .....CP34

Feature Lunch Pop: Banner .....CP36

Feature Lunch Pop: Poster 24"×36"/11"×17" .....CP35

Feature Appies Pop: Tent Card • Poster 24"×36"/11"×17" .....CP37

Feature Appies Pop: Banner 144"×36" .....CP39

Feature Menu Template: Menu Template .....CP40

Gift Certificates: \$15 .....CP42

Gift Certificates: \$25 .....CP41

**HOLIDAYS**

St. Patricks Pop: Poster 24"×36" .....HD01

St. Patricks Pop: Poster 11"×17" .....HD02

St. Patricks Pop: Billfold 3"×7" .....HD03

St. Patricks Pop: Feature Menu .....HD04

Halloween Pop: Poster 24"×36" .....HD05

Halloween Pop: Poster 11"×17" .....HD06

Halloween Pop: Kids Coupon .....HD07

Halloween Pop: Drink Menu .....HD08

Halloween Pop: Billfold 3"×7" .....HD09

Christmas Charity: Food Bank Poster 11"×17" .....SE10

Holiday Hours: Hours Poster 8.5"×11" .....SE11