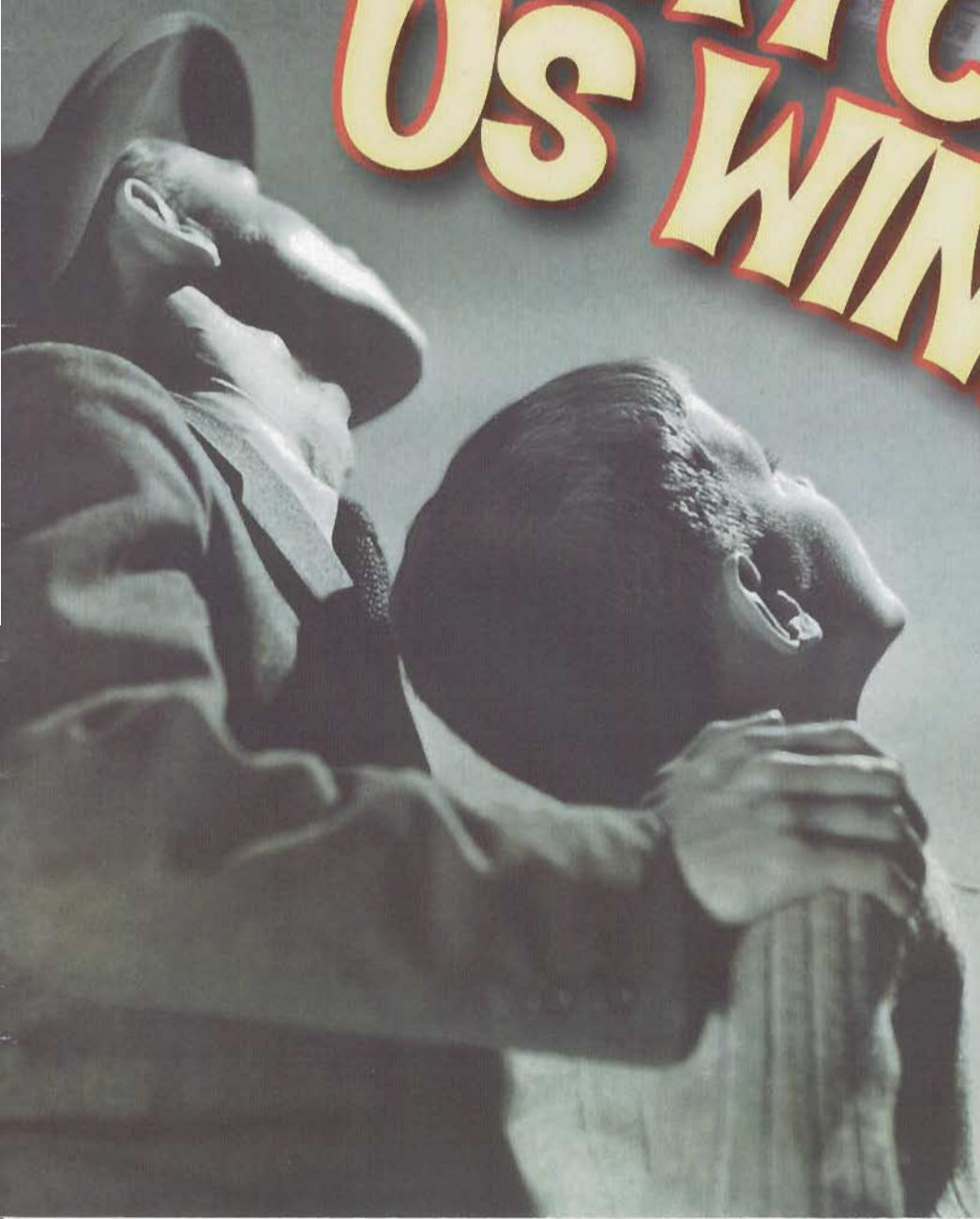




WATCH US WIN!



WATCH YOUR STORE WIN!

July 1 - July 28 , 2002

MANAGER'S:

Lead your store to suggestively sell BIGGIE Sizing and excel in Speed of Service and you could win!

▶ COCA-COLA WATCHES FOR THE CREW!

Suggestively selling BIGGIE Sizing, while focusing on speed of service, is an important part of the Wendy's Difference. It shows our customers that we care about them and that we provide good value. So make the most of this promotion and get ready to make sure you "Watch Your Store Win!"

HOW IT WORKS:

"Watch Us Win!" is a four-week competition that runs July 1 - July 28, 2002. Each restaurant will track the following during these four weeks (see example below):

	Base Period	Contest Period	Point Difference
BIGGIE Sizing	30	31.5	1.5
Speed of Service*	90	85	5.5
TOTAL			7.0

*Speed of Service is PERCENT decrease. See Step 4 on the next page for an example on how to calculate Speed of Service % decrease.

The restaurant with the highest "Point Difference" will be the GRAND PRIZE WINNER with prizes for all Managers and Crew!

Read on for what you need to do to win!



WHAT YOU CAN WIN!

There will be ONE Grand Prize Store with the highest total "Point Difference" overall.

GRAND PRIZE

Crew - The entire crew will receive cool Coca-Cola Sports Watches!

STEP 1: In this kit, you will find a poster to track your store's performance. Fill in the box labeled "Base" with your store's BIGGIE Sizing and Speed of Service base rate, as provided to you by the West Penn Foods, Inc. office. In addition, fill in the dates under the appropriate week.

Week 1: July 1 Week 2: July 8 Week 3: July 15 Week 4: July 22

STEP 2: After the base rate is filled in, display the poster in the break area or somewhere that all crew members can see it. Also, make sure your entire management team knows how the promotion works - the GM, co's assistants, and shift managers can all use this promotion to motivate the crew team!

STEP 3: Get out there and grow your BIGGIE Sizing. This is a great training opportunity for the management team. Make sure you remind all order takers/register operators to ask every customer "Would you like to make that a Combo?" and "Would you like to BIGGIE Size your Combo?" Don't forget, Speed of Service counts too!

STEP 4: Each Monday, fill in your store's average BIGGIE Sizing, and Speed of Service, rate for the prior week in the box labeled "Wk 1, 2, 3, and 4." At the end of the 4 weeks, write the Contest Average in the appropriate box for both categories. Then subtract your starting base rate from your "Contest Average" in each category (BIGGIE Sizing, SOS) to determine your "Points of Difference." Please remember that the Speed of Service "Points of Difference" is the percent decrease in SOS. For example, 90 seconds base - 85 seconds contest = 5 seconds. So, in this case, the SOS "Points of Difference" is 5.5 (5 seconds/90 seconds = 5.5%). Add up the points of difference from both categories and write the total in the box labeled "Points of Difference" and notify your District Manager of your store's improvement.

STEP 5: West Penn Foods, Inc. will verify results and notify the winners. Their decisions will be final, and the prizes will be distributed to the winning stores!

GOOD LUCK!



