

SINGLE ATTACHED?

DUNN BROTHERS COFFEE



WHO IS DUNN BROTHERS COFFEE?

- Established in 1987,
- All coffee fresh roasted on site,
- Serving hand crafted coffee and tea beverages along with fresh baked foods and sandwiches,
- 82 Locations (5 related and 77 franchisees)
- Located in the Midwest and central United States (MN, ND, SD, IO, WI, MO, TN, KS and TX)



WHO IS DUNN BROTHERS COFFEE?



THREE WAYS TO POSITIVELY IMPACT SALES

- 1. Get NEW customers
- Get the SAME customers to visit more often
- 3. Sell more to the SAME customers when they are in the store







WHAT IS ATTACHMENT RATE?

- 1. Based on prepared beverage sales
- 2. Measurement calculates percent of time our customers purchase another item with their prepared beverage
- 3. OPPORTUNITY is knocking!





ATTACHMENT RATES

	Example Store
TOTAL ATTACHMENT RATE	33.4%





ATTACHMENT RATES

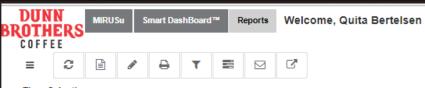
	Example Store
TOTAL ATTACHMENT RATE	33.4%
Breakfast Sandwich	5.3%
Bakery	18.9%
Coffee Beans	2.1%
Sandwich and Wrap	3.5%
Bottled Beverage	2.4%
Grab-n-Go food	4.4%



SO HOW DID WE GET TO THE DATA BEHIND THESE NUMBERS?

N-Step





Time Selection:

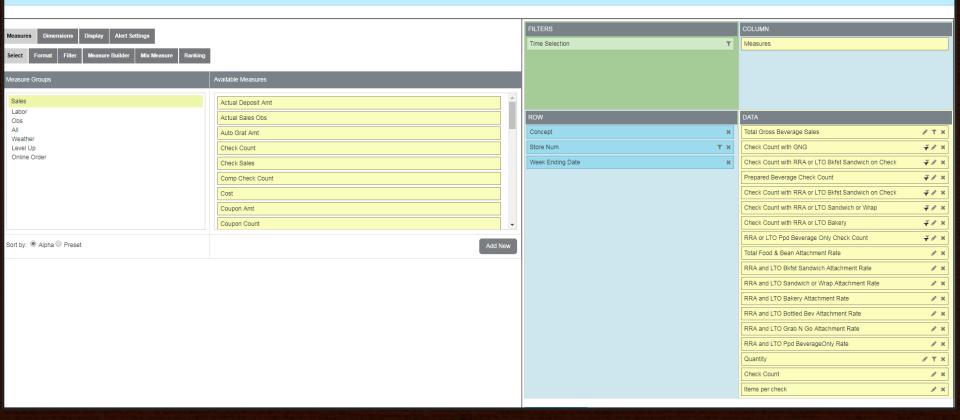
Trailing 8 Weeks (F) ▼

MCON Example Attachment Rates - Weekly - by food type - choose ti...

Concept	Store Num	Week Ending Date	Total Food & Bean Attachment Rate	RRA and LTO Bkfst Sandwich Attachment Rate	RRA and LTO Sandwich or Wrap Attachment Rate	RRA and LTO Bakery Attachment Rate	RRA and LTO Bottled Bev Attachment Rate	RRA and LTO Grab N Go Attachment Rate	Items per check
FP All Day	101	07/29/2017	33.86%	5.57%	3.79%	18.24%	2.82%	4.40%	1.9
		08/05/2017	33.25%	5.75%	3.68%	18.08%	2.26%	5.04%	1.
		08/12/2017	32.28%	4.77%	3.09%	19.33%	2.00%	4.45%	1.
		08/19/2017	35.85%	5.87%	3.85%	19.43%	2.41%	5.93%	1.
		08/26/2017	33.02%	6.11%	2.55%	19.42%	2.84%	2.98%	1.
		09/02/2017	33.46%	4.94%	3.90%	18.39%	2.66%	4.42%	1.
		09/09/2017	31.75%	5.17%	3.26%	18.43%	2.06%	4.11%	1.9
		09/16/2017	33.93%	4.61%	3.69%	20.16%	1.98%	3.82%	1.
Total			33.44%	5.34%	3.49%	18.93%	2.37%	4.42%	1.



For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage). Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich or Wrap Attachment Rate, RRA and LTO Beverage Check Count, Total Food & Beverage





Report Name: MCON Example Attachment Rates - Weekly - by Report Group: Attachment Reports v

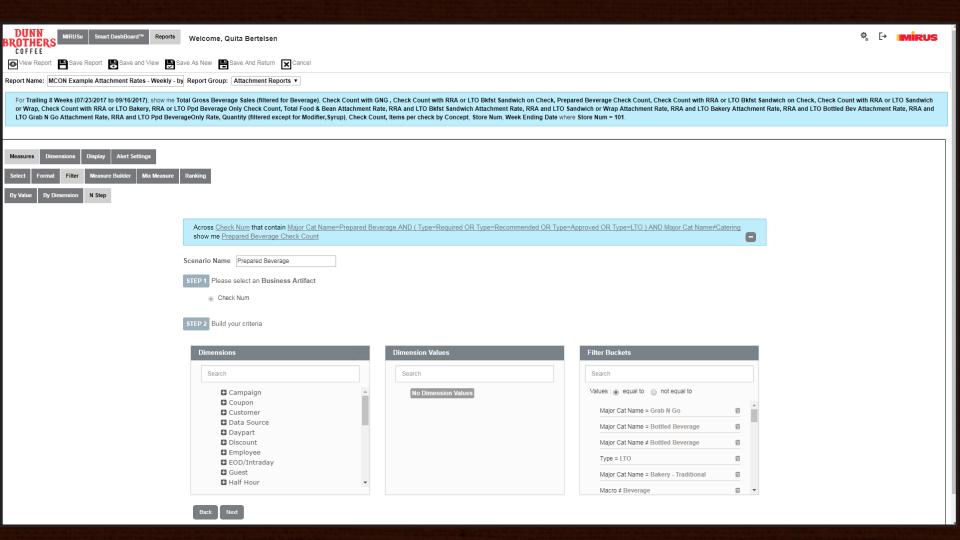


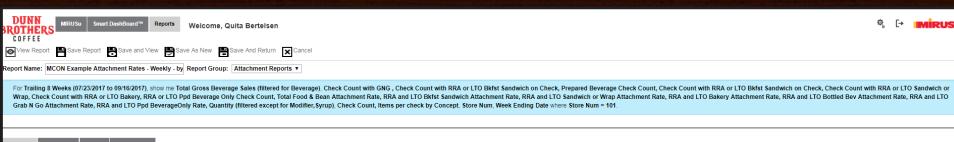
For Trailing 8 Weeks (97/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage). Check Count with RRA or LTO Bandwich or Check, Prepared Beverage Check Count, the RRA or LTO Bakery, RRA or LTO Bakery, RRA or LTO Degree Sales (filtered for Beverage). Check Count with RRA or LTO Bandwich Attachment Rate, RRA and LTO Bandwich Attachment Rate, RRA and LTO Sandwich or Wrap Attachment Rate, RRA and LTO Bakery, RRA or LTO Bak

Measure	s Dime	nsions	Display	Alert Settings		
Select	Format	Filter	Measure	Builder	Mix Measure	Ranking
By Value	By Dir	nension	N Step			

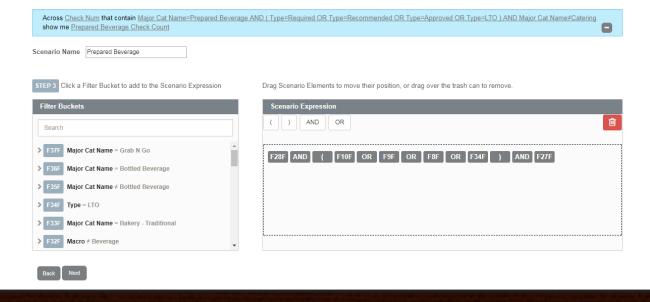
Scenario	Measure	
bkfst sandwich	Check Count with RRA or LTO Bkfst Sandwich on Check	∂ 🗎
sandwich or wrap	Check Count with RRA or LTO Sandwich or Wrap	● 🗎
Bakery	Check Count with RRA or LTO Bakery	₽ 🗎
Prepared Beverage	Prepared Beverage Check Count	₽ 🗎
Ppd Beverage Only	RRA or LTO Ppd Beverage Only Check Count	∂ 🗎
bottled bev	Check Count with RRA or LTO Bkfst Sandwich on Check	₽ 🗎
Grab N Go	Check Count with GNG	₽ 🗎

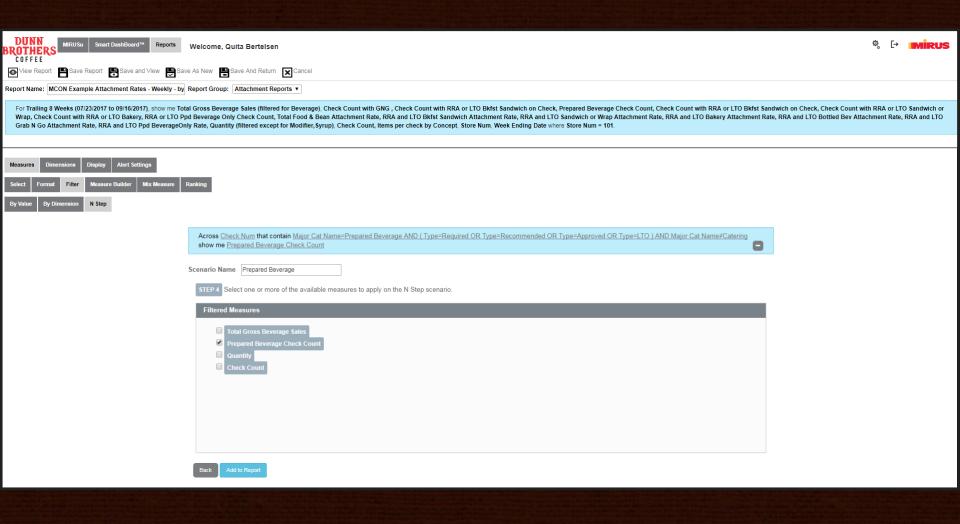
Add New

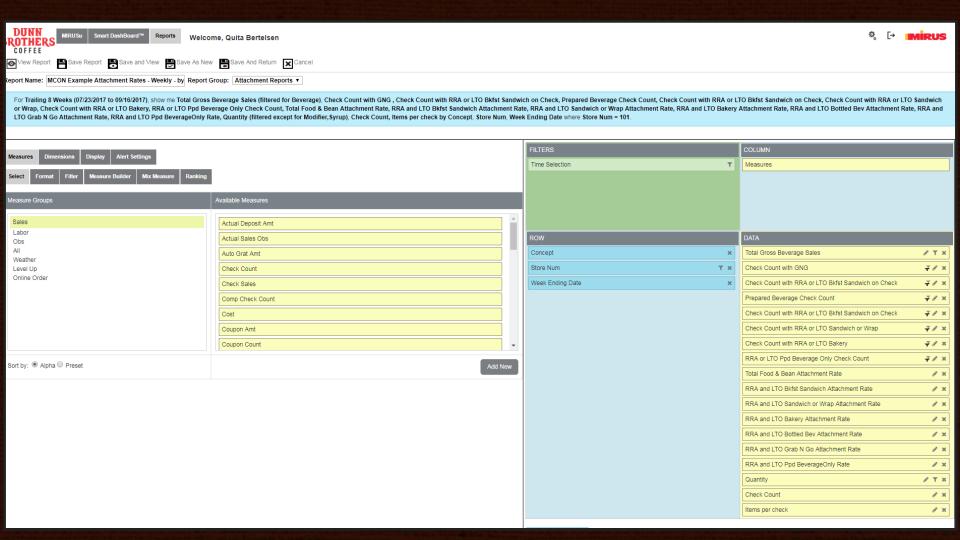


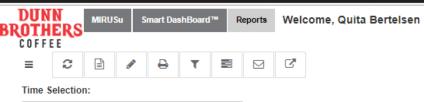








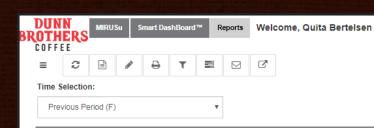




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MCON Example Attachment Rates - Weekly - by food type - choose ti...

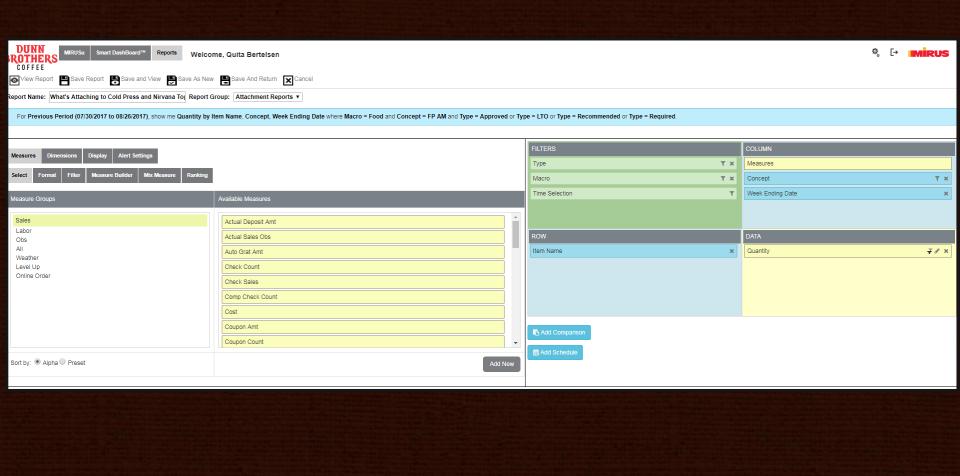
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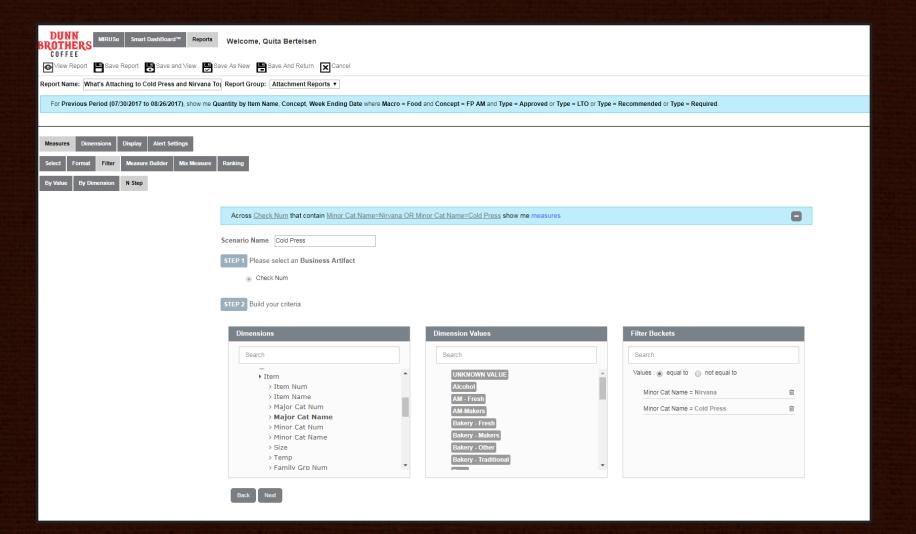


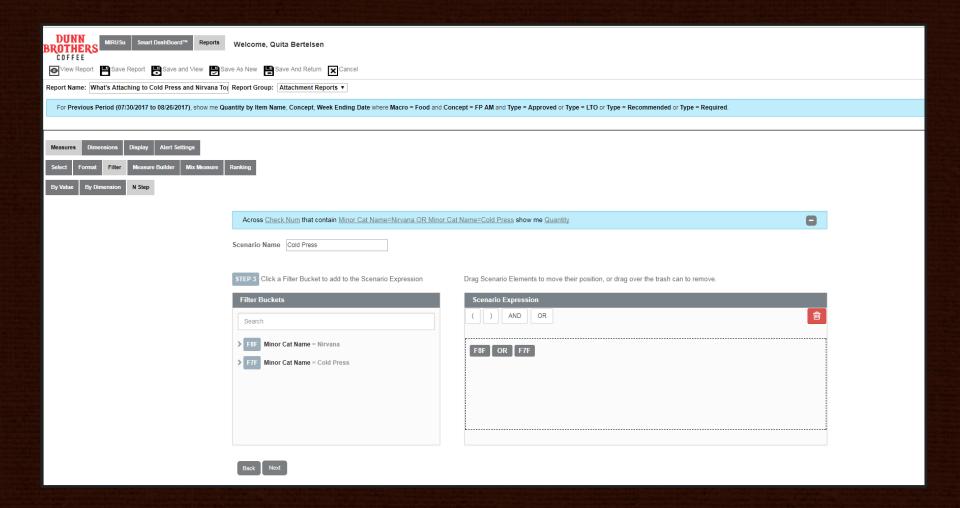
What's Attaching to Cold Press and Nirvana Top 20 - choose Concept...

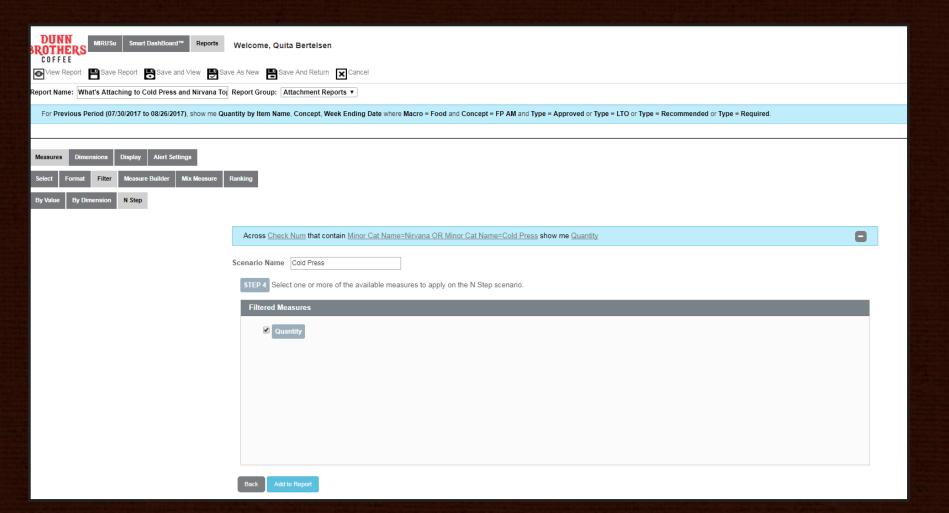
Top 20

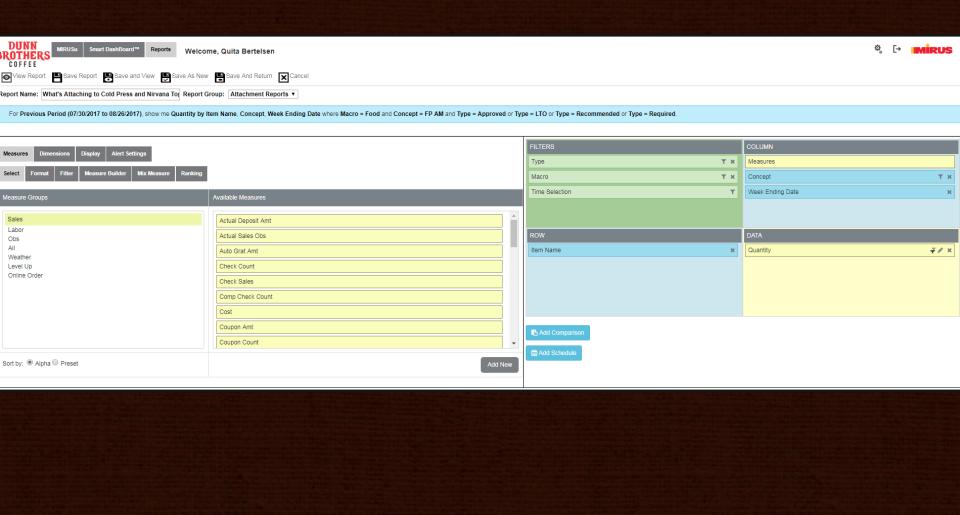
	Quantity							
Concept		FP A	М					
Week Ending Date Item Name	08/05/2017 🗘	08/12/2017	08/19/2017	08/26/2017				
Muffin Pistachio	196	178	146	134				
Muffin Blueberry	162	168	178	16				
Breakfast Sandwich Sausage Biscuit	150	165	179	17:				
Muffin Lemon Poppyseed	120	88	115	8:				
Breakfast Sandwich Sausage Burrito	104	112	106	8.				
Breakfast Sandwich Sausage Eng Muffin	91	108	100	9				
Breakfast Sandwich Turkey Bacon Eng Muffin	81	73	69	6:				
Croissant Strawberry	74	56	77	6				
Breakfast Sandwich Bacon Biscuit	73	72	65	8				
Breakfast Sandwich Bacon Burrito	70	69	81	7				
Breakfast Sandwich Bacon Eng Muffin	70	60	84	5				
Coffee Cake	68	65	66	6				
Cookie Choc Chunk	65	86	68	5				
GranolaBerry Parfait	60	57	60	6:				
Scone Raspberry White Chocolate	58	51	52	4				
Breakfast Sandwich Turkey Bacon Burrito	54	57	52	4!				
Donut Old Fashioned	53	67	47	6				
Scone Blueberry	53	52	41	3				
Apple Fritter	52	50	44	4				
Cinnamon Roll w/ Icing	52	43	51	6				
Bar Gluten Free	49	45	50	4				
Cinnamon Twist	45	49	52	4				
Total	1,800	1,771	1,783	1,63				

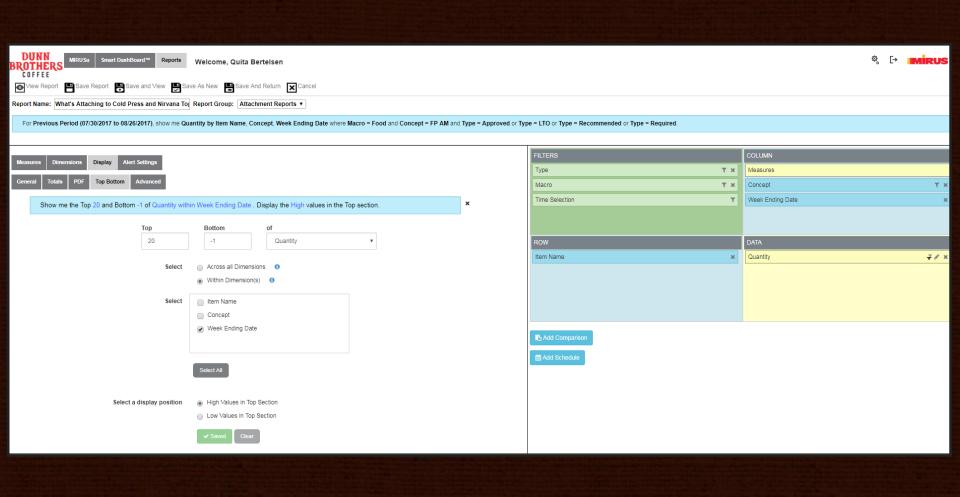












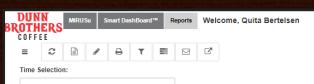
Time Selection:

Previous Period (F)

Top 20

🕦 What's Attaching to Cold Press and Nirvana Top 20 - choose Concept...

		Quant	ity					
Concept	FP AM							
Week Ending Date Item Name	08/05/2017 💂	08/12/2017	08/19/2017	08/26/2017				
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Breakfast Sandwich Turkey Bacon Eng Muffin	81	73	69	6				
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Breakfast Sandwich Bacon Biscuit	73	72	65	8				
Breakfast Sandwich Bacon Burrito	70	69	81	7				
Breakfast Sandwich Bacon Eng Muffin	70	60	84	5				
Coffee Cake	68	65	66	6				
Cookie Choc Chunk	65	86	68	5				
GranolaBerry Parfait	60	57	60	6				
Scone Raspberry White Chocolate	58	51	52	4				
Breakfast Sandwich Turkey Bacon Burrito	54	57	52	4				
Donut Old Fashioned	53	67	47	6				
Scone Blueberry	53	52	41	3				
Apple Fritter	52	50	44	4				
Cinnamon Roll w/ Icing	52	43	51	6				
Bar Gluten Free	49	45	50	4				
Cinnamon Twist	45	49	52	4				
Total	1,800	1,771	1,783	1,63				



Trailing 8 Weeks (F)

•	Attachment Rates	- Weekly - by	Bev minor	category	- Corp Stores	ø
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Store Nun	n ALT Week	Total Attachment Rate with Prepared Bev	Attachment Rate with Brewed Coffee	% Mix Brewed Coffee	Attachment Rate with Lattes (no LTO's)	% Mix Latte	Attachment Rate with Cold Press and Nirvana (no LTO's)	% Mix Cold Press and Nirvana	Attachment Rate with Frappes and Smoothies (no LTO's)	% Mix Frappe and Smoothie	Attachment Rate with LTO Drinks	% Mix LTO	Total Ppd Bev Sales Analyzed	Ppd Bev Qty sold per Ppd Bev Check Count
101	Week 30	34.14%	37.72%	28.65%	29.21%	17.63%	36.91%	19.20%	37.98%	7.81%	46.15%	3.94%	77.23%	1.25
	Week 31	32.75%	33.66%	30.78%	32.90%	17.40%	40.92%	18.42%	31.82%	6.24%	37.78%	2.55%	75.40%	1.30
	Week 32	32.69%	31.53%	32.44%	32.05%	19.12%	38.68%	16.28%	35.90%	6.64%	45.45%	2.50%	76.97%	1.27
	Week 33	36.32%	33.79%	35.95%	31.53%	19.99%	47.44%	13.29%	44.55%	5.74%	55.56%	2.04%	77.00%	1.28
	Week 34	32.92%	31.46%	33.14%	28.79%	20.79%	41.92%	16.73%	37.93%	5.60%	40.00%	1.61%	77.86%	1.28
	Week 35	33.36%	36.63%	31.73%	31.38%	19.56%	34.21%	15.26%	34.75%	6.77%	38.89%	2.07%	75.39%	1.28
	Week 36	32.45%	31.88%	30.67%	25.44%	17.78%	39.42%	14.93%	31.71%	5.08%	56.89%	10.35%	78.81%	1.29
	Week 37	33.31%	34.97%	30.88%	27.49%	17.02%	44.04%	17.66%	31.00%	5.85%	57.59%	9.24%	80.64%	1.27
101 Average		33.51%	33.92%	31.80%	29.97%	18.65%	40.32%	16.46%	35.78%	6.22%	51.56%	4.25%	77.38%	1.28
Total		33.51%	33.92%	31.80%	29.97%	18.65%	40.32%	16.46%	35.78%	6.22%	51.56%	4.25%	77.38%	1.28

PUTTING THE DATA TO WORK ...

- Suggestive selling training materials created by Operations Team,
- Operations Team testing barista incentives/rewards to increase suggestive selling,
- Product Team review of What's Attaching and updating product assortment,
- Marketing Team focusing facebook, loyalty promotions and in store signage towards attaching items, i.e. BOGO, Combination pricing, etc.



1 MUFFIN @ \$2.49 PER HOUR X 14 HOURS

= \$34.86





1 MUFFIN @ \$2.49 PER HOUR X 14 HOURS

= \$34.86

THAT SAME SALE X 7 DAYS = \$244.02





1 MUFFIN @ \$2.49 PER HOUR X 14 HOURS

= \$34.86

THAT SAME SALE X 7 DAYS = \$244.02

THAT SINGLE WEEK X 52 WEEKS PER YEAR

= \$12,689.04





July 17 - @

Everything's better when you have options! 2 for \$5 with your purchase of any small prepared beverage and breakfast sandwich! Check out the comments section for more information. #Dunnbrothers





Dunn Brothers Coffee

September 5 at 5:01am - @

Like Page

2 for \$5 with your purchase of any small beverage and handcrafted breakfast sandwich! Check out the comments section for more information. #Dunnbrothers



QUESTIONS & ANSWERS



SINGLE OR ATTACHED?

DUNN BROTHERS COFFEETM