



**SINGLE  
OR  
ATTACHED?**

**DUNN  
BROTHERS  
COFFEE™**

**Deb Williams,  
Reporting Systems  
Manager**

**Quita Bertelsen,  
Financial  
Analyst**



**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)

**DUNN  
BROTHERS**  
COFFEE™



# WHO IS DUNN BROTHERS COFFEE?



# THREE WAYS TO POSITIVELY IMPACT SALES

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



**DUNN  
BROTHERS**  
COFFEE™

# 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!

**DUNN  
BROTHERS**  
COFFEE™



# ATTACHMENT RATES

	Example Store
TOTAL ATTACHMENT RATE	33.4%



# ATTACHMENT RATES

	Example Store
<b>TOTAL ATTACHMENT RATE</b>	<b>33.4%</b>
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%

**DUNN  
BROTHERS**  
COFFEE™

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

**N-Step**

**DUNN  
BROTHERS**  
COFFEE™



Time Selection:

Trailing 8 Weeks (F) ▼

i 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%	1.57
		08/05/2017	33.25%	5.75%	3.68%	18.08%	2.26%	5.04%	1.55
		08/12/2017	32.28%	4.77%	3.09%	19.33%	2.00%	4.45%	1.56
		08/19/2017	35.85%	5.87%	3.85%	19.43%	2.41%	5.93%	1.60
		08/26/2017	33.02%	6.11%	2.55%	19.42%	2.84%	2.98%	1.57
		09/02/2017	33.46%	4.94%	3.90%	18.39%	2.66%	4.42%	1.55
		09/09/2017	31.75%	5.17%	3.26%	18.43%	2.06%	4.11%	1.53
		09/16/2017	33.93%	4.61%	3.69%	20.16%	1.98%	3.82%	1.53
Total			33.44%	5.34%	3.49%	18.93%	2.37%	4.42%	1.56

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

For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage), Check Count with GNG , Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Check Count with RRA or LTO Sandwich or Wrap, Check Count with RRA or LTO Bakery, RRA or LTO Ppd Beverage Only Check Count, 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, RRA and LTO Ppd BeverageOnly Rate, Quantity (filtered except for Modifier,Syrup). Check Count, Items per check by Concept, Store Num, Week Ending Date where Store Num = 101.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

Measure Groups	Available Measures
Sales	Actual Deposit Amt
Labor	Actual Sales Obs
Obs	Auto Grat Amt
All	Check Count
Weather	Check Sales
Level Up	Comp Check Count
Online Order	Cost
	Coupon Amt
	Coupon Count

Sort by: ☒ Alpha ☐ Preset

Add New

FILTERS

Time Selection ▼

COLUMN

Measures

ROW

Concept ✕

Store Num ▼ ✕

Week Ending Date ✕

DATA

Total Gross Beverage Sales ✎ ▼ ✕

Check Count with GNG ▼ ✎ ✕

Check Count with RRA or LTO Bkfst Sandwich on Check ▼ ✎ ✕

Prepared Beverage Check Count ▼ ✎ ✕

Check Count with RRA or LTO Bkfst Sandwich on Check ▼ ✎ ✕

Check Count with RRA or LTO Sandwich or Wrap ▼ ✎ ✕

Check Count with RRA or LTO Bakery ▼ ✎ ✕

RRA or LTO Ppd Beverage Only Check Count ▼ ✎ ✕

Total Food &amp; 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 ✎ ✕

RRA and LTO Ppd BeverageOnly Rate ✎ ✕

Quantity ✎ ▼ ✕

Check Count ✎ ✕

Items per check ✎ ✕

👁️ View Report 📄 Save Report 🔄 Save and View 📧 Save As New 🔄 Save And Return ❌ Cancel

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

For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage), Check Count with GNG , Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Check Count with RRA or LTO Sandwich or Wrap, Check Count with RRA or LTO Bakery, RRA or LTO Ppd Beverage Only Check Count, 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, RRA and LTO Ppd BeverageOnly Rate, Quantity (filtered except for Modifier,Syrup), Check Count, Items per check by Concept, Store Num, Week Ending Date where Store Num = 101.

Measures Dimensions Display Alert Settings







Select Format Filter Measure Builder Mix Measure Ranking

By Value By Dimension 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

 View Report  Save Report  Save and View  Save As New  Save And Return  Cancel

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

For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage), Check Count with GNG , Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Check Count with RRA or LTO Sandwich or Wrap, Check Count with RRA or LTO Bakery, RRA or LTO Ppd Beverage Only Check Count, 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, RRA and LTO Ppd BeverageOnly Rate, Quantity (filtered except for Modifier,Syrup), Check Count, Items per check by Concept, Store Num, Week Ending Date where Store Num = 101.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

By Value By Dimension N Step

Across Check Num that contain Major Cat Name=Prepared Beverage AND ( Type=Required OR Type=Recommended OR Type=Approved OR Type=LTO ) AND Major Cat Name#Catering  
show me Prepared Beverage Check Count

Scenario Name Prepared Beverage

STEP 1 Please select an Business Artifact

☒ Check Num

STEP 2 Build your criteria

## Dimensions

Search

- ✚ Campaign
- ✚ Coupon
- ✚ Customer
- ✚ Data Source
- ✚ Daypart
- ✚ Discount
- ✚ Employee
- ✚ EOD/Intraday
- ✚ Guest
- ✚ Half Hour

## Dimension Values

Search

No Dimension Values

## Filter Buckets







Search

Values : ☒ equal to ☐ not equal to

- Major Cat Name = Grab N Go
- Major Cat Name = Bottled Beverage
- Major Cat Name ≠ Bottled Beverage
- Type = LTO
- Major Cat Name = Bakery - Traditional
- Macro ≠ Beverage

Back

Next

 View Report  Save Report  Save and View  Save As New  Save And Return  CancelReport Name:  Report Group: 

For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage), Check Count with GNG , Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Check Count with RRA or LTO Sandwich or Wrap, Check Count with RRA or LTO Bakery, RRA or LTO Ppd Beverage Only Check Count, 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, RRA and LTO Ppd BeverageOnly Rate, Quantity (filtered except for Modifier,Syrup), Check Count, Items per check by Concept, Store Num, Week Ending Date where Store Num = 101.

**Measures** **Dimensions** **Display** **Alert Settings****Select** **Format** **Filter** **Measure Builder** **Mix Measure** **Ranking****By Value** **By Dimension** **N Step**

Across Check Num that contain Major Cat Name=Prepared Beverage AND ( Type=Required OR Type=Recommended OR Type=Approved OR Type=LTO ) AND Major Cat Name#Catering show me Prepared Beverage Check Count

Scenario Name **STEP 3** Click a Filter Bucket to add to the Scenario Expression

## Filter Buckets

- > **F37F** Major Cat Name = Grab N Go
- > **F36F** Major Cat Name = Bottled Beverage
- > **F35F** Major Cat Name ≠ Bottled Beverage
- > **F34F** Type = LTO
- > **F33F** Major Cat Name = Bakery - Traditional
- > **F32F** Macro ≠ Beverage

**Back****Next**

Drag Scenario Elements to move their position, or drag over the trash can to remove.

## Scenario Expression

 View Report  Save Report  Save and View  Save As New  Save And Return  Cancel


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

For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage), Check Count with GNG , Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Check Count with RRA or LTO Sandwich or Wrap, Check Count with RRA or LTO Bakery, RRA or LTO Ppd Beverage Only Check Count, 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, RRA and LTO Ppd BeverageOnly Rate, Quantity (filtered except for Modifier,Syrup), Check Count, Items per check by Concept. Store Num, Week Ending Date where Store Num = 101.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

By Value By Dimension N Step

Across Check Num that contain Major Cat Name=Prepared Beverage AND ( Type=Required OR Type=Recommended OR Type=Approved OR Type=LTO ) AND Major Cat Name#Catering show me Prepared Beverage Check Count 

Scenario Name Prepared Beverage

**STEP 4** Select one or more of the available measures to apply on the N Step scenario.

#### Filtered Measures

- ☐ Total Gross Beverage Sales
- ☒ Prepared Beverage Check Count
- ☐ Quantity
- ☐ Check Count

Back

Add to Report

🖨️ View Report 📄 Save Report 🔄 Save and View 📄 Save As New 📄 Save And Return ❌ Cancel

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

For Trailing 8 Weeks (07/23/2017 to 09/16/2017), show me Total Gross Beverage Sales (filtered for Beverage), Check Count with GNG , Check Count with RRA or LTO Bkfst Sandwich on Check, Prepared Beverage Check Count, Check Count with RRA or LTO Bkfst Sandwich on Check, Check Count with RRA or LTO Sandwich or Wrap, Check Count with RRA or LTO Bakery, RRA or LTO Ppd Beverage Only Check Count, 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, RRA and LTO Ppd BeverageOnly Rate, Quantity (filtered except for Modifier,Syrup), Check Count, Items per check by Concept, Store Num, Week Ending Date where Store Num = 101.

Measures

Dimensions

Display

Alert Settings

Select

Format

Filter

Measure Builder

Mix Measure

Ranking

Measure Groups

Available Measures

Sales

Labor

Obs

All

Weather

Level Up

Online Order

Actual Deposit Amt

Actual Sales Obs

Auto Grat Amt

Check Count

Check Sales

Comp Check Count

Cost

Coupon Amt

Coupon Count

Sort by: ☒ Alpha ☐ Preset

Add New

FILTERS		COLUMN	
Time Selection ▼		Measures	
ROW		DATA	
Concept	×	Total Gross Beverage Sales	🔍 ✕
Store Num	▼ ✕	Check Count with GNG	🔍 ✕
Week Ending Date	×	Check Count with RRA or LTO Bkfst Sandwich on Check	🔍 ✕
		Prepared Beverage Check Count	🔍 ✕
		Check Count with RRA or LTO Bkfst Sandwich on Check	🔍 ✕
		Check Count with RRA or LTO Sandwich or Wrap	🔍 ✕
		Check Count with RRA or LTO Bakery	🔍 ✕
		RRA or LTO Ppd Beverage Only Check Count	🔍 ✕
		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	🔍 ✕
		RRA and LTO Ppd BeverageOnly Rate	🔍 ✕
		Quantity	🔍 ▼ ✕
		Check Count	🔍 ✕
		Items per check	🔍 ✕



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%	1.57
		08/05/2017	33.25%	5.75%	3.68%	18.08%	2.26%	5.04%	1.55
		08/12/2017	32.28%	4.77%	3.09%	19.33%	2.00%	4.45%	1.56
		08/19/2017	35.85%	5.87%	3.85%	19.43%	2.41%	5.93%	1.60
		08/26/2017	33.02%	6.11%	2.55%	19.42%	2.84%	2.98%	1.57
		09/02/2017	33.46%	4.94%	3.90%	18.39%	2.66%	4.42%	1.55
		09/09/2017	31.75%	5.17%	3.26%	18.43%	2.06%	4.11%	1.53
		09/16/2017	33.93%	4.61%	3.69%	20.16%	1.98%	3.82%	1.53
Total			33.44%	5.34%	3.49%	18.93%	2.37%	4.42%	1.56



Time Selection:

Previous Period (F)

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

### Top 20

Concept	Quantity			
	FP AM			
Week Ending Date Item Name	08/05/2017 <i>⬇</i>	08/12/2017	08/19/2017	08/26/2017
Muffin Pistachio	196	178	146	134
Muffin Blueberry	162	168	178	165
Breakfast Sandwich Sausage Biscuit	150	165	179	173
Muffin Lemon Poppyseed	120	88	115	83
Breakfast Sandwich Sausage Burrito	104	112	106	87
Breakfast Sandwich Sausage Eng Muffin	91	108	100	90
Breakfast Sandwich Turkey Bacon Eng Muffin	81	73	69	62
Croissant Strawberry	74	56	77	67
Breakfast Sandwich Bacon Biscuit	73	72	65	84
Breakfast Sandwich Bacon Burrito	70	69	81	76
Breakfast Sandwich Bacon Eng Muffin	70	60	84	53
Coffee Cake	68	65	66	61
Cookie Choc Chunk	65	86	68	57
GranolaBerry Parfait	60	57	60	62
Scone Raspberry White Chocolate	58	51	52	41
Breakfast Sandwich Turkey Bacon Burrito	54	57	52	49
Donut Old Fashioned	53	67	47	67
Scone Blueberry	53	52	41	38
Apple Fritter	52	50	44	45
Cinnamon Roll w/ Icing	52	43	51	61
Bar Gluten Free	49	45	50	42
Cinnamon Twist	45	49	52	40
Total	1,800	1,771	1,783	1,637



MIRUSu

Smart DashBoard™

Reports

Welcome, Quita Bertelsen



View Report



Save Report



Save and View



Save As New



Save And Return



Cancel

Report Name: What's Attaching to Cold Press and Nirvana Toj

Report Group: Attachment Reports

For Previous Period (07/30/2017 to 08/26/2017), show me Quantity by Item Name, Concept, Week Ending Date where Macro = Food and Concept = FP AM and Type = Approved or Type = LTO or Type = Recommended or Type = Required.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

Measure Groups	Available Measures
Sales	Actual Deposit Amt
Labor	Actual Sales Obs
Obs	Auto Grat Amt
All	Check Count
Weather	Check Sales
Level Up	Comp Check Count
Online Order	Cost
	Coupon Amt
	Coupon Count

Sort by: Alpha Preset

Add New

FILTERS

Type	⌵ ✕
Macro	⌵ ✕
Time Selection	⌵

COLUMN

Measures
Concept ⌵ ✕
Week Ending Date ✕

ROW

Item Name ✕
-------------

DATA

Quantity ⌵ ✎ ✕
----------------

Add Comparison

Add Schedule


Report Name:  Report Group:  ▼

For Previous Period (07/30/2017 to 08/26/2017), show me Quantity by Item Name, Concept, Week Ending Date where Macro = Food and Concept = FP AM and Type = Approved or Type = LTO or Type = Recommended or Type = Required.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

By Value By Dimension N Step

Across Check Num that contain Minor Cat Name=Nirvana OR Minor Cat Name=Cold Press show me measures Scenario Name 

STEP 1 Please select an Business Artifact

☒ Check Num

STEP 2 Build your criteria



## Dimensions

- Item
  - Item Num
  - Item Name
  - Major Cat Num
  - Major Cat Name**
  - Minor Cat Num
  - Minor Cat Name
  - Size
  - Temp
  - Familj Gro Num

## Dimension Values

- UNKNOWN VALUE
- Alcohol
- AM - Fresh
- AM-Makers
- Bakery - Fresh
- Bakery - Makers
- Bakery - Other
- Bakery - Traditional

## Filter Buckets

Values : ☒ equal to ☐ not equal toMinor Cat Name = Nirvana Minor Cat Name = Cold Press 

Back

Next

Report Name:  Report Group:

For Previous Period (07/30/2017 to 08/26/2017), show me Quantity by Item Name, Concept, Week Ending Date where Macro = Food and Concept = FP AM and Type = Approved or Type = LTO or Type = Recommended or Type = Required.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

By Value By Dimension N Step

Across Check Num that contain Minor Cat Name=Nirvana OR Minor Cat Name=Cold Press show me Quantity

Scenario Name

**STEP 3** Click a Filter Bucket to add to the Scenario Expression

Filter Buckets

> **F8F** Minor Cat Name = Nirvana

> **F7F** Minor Cat Name = Cold Press

Drag Scenario Elements to move their position, or drag over the trash can to remove.

Scenario Expression

( ) AND OR

**F8F** OR **F7F**

Back

Next



View Report



Save Report



Save and View



Save As New



Save And Return



Cancel

Report Name:

Report Group:

For Previous Period (07/30/2017 to 08/26/2017), show me Quantity by Item Name, Concept, Week Ending Date where Macro = Food and Concept = FP AM and Type = Approved or Type = LTO or Type = Recommended or Type = Required.

Measures

Dimensions

Display

Alert Settings

Select

Format

Filter

Measure Builder

Mix Measure

Ranking

By Value

By Dimension

N Step

Across Check Num that contain Minor Cat Name=Nirvana OR Minor Cat Name=Cold Press show me Quantity

Scenario Name

**STEP 4** Select one or more of the available measures to apply on the N Step scenario.







Filtered Measures



Quantity

Back

Add to Report

 View Report  Save Report  Save and View  Save As New  Save And Return  CancelReport Name:  Report Group: 

For Previous Period (07/30/2017 to 08/26/2017), show me Quantity by Item Name, Concept, Week Ending Date where Macro = Food and Concept = FP AM and Type = Approved or Type = LTO or Type = Recommended or Type = Required.

Measures Dimensions Display Alert Settings

Select Format Filter Measure Builder Mix Measure Ranking

Measure Groups

Sales  
Labor  
Obs  
All  
Weather  
Level Up  
Online Order

Available Measures

Actual Deposit Amt  
Actual Sales Obs  
Auto Grat Amt  
Check Count  
Check Sales  
Comp Check Count  
Cost  
Coupon Amt  
Coupon Count

Sort by: ☒ Alpha ☐ Preset

Add New

FILTERS

Type  
Macro  
Time Selection

ROW

Item Name

COLUMN

Measures  
Concept  
Week Ending Date

DATA

Quantity

Add Comparison

Add Schedule



MIRUSu

Smart DashBoard™

Reports

Welcome, Quita Bertelsen



View Report Save Report Save and View Save As New Save And Return Cancel

Report Name:  Report Group:

For Previous Period (07/30/2017 to 08/26/2017), show me Quantity by Item Name, Concept, Week Ending Date where Macro = Food and Concept = FP AM and Type = Approved or Type = LTO or Type = Recommended or Type = Required.

- Measures
- Dimensions
- Display
- Alert Settings
- General
- Totals
- PDF
- Top Bottom
- Advanced

Show me the Top 20 and Bottom -1 of Quantity within Week Ending Date . Display the High values in the Top section.

Top

Bottom

of

20

-1

Quantity

Select ☐ Across all Dimensions

☒ Within Dimension(s)

- Select
- ☐ Item Name
- ☐ Concept
- ☒ Week Ending Date

Select All

Select a display position ☒ High Values in Top Section

☐ Low Values in Top Section

Saved

FILTERS	COLUMN
Type	Measures
Macro	Concept
Time Selection	Week Ending Date
ROW	DATA
Item Name	Quantity

Add Comparison

Add Schedule



Time Selection:

Previous Period (F) ▼

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

## Top 20

Concept	Quantity			
	FP AM			
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	165
Breakfast Sandwich Sausage Biscuit	150	165	179	173
Muffin Lemon Poppyseed	120	88	115	83
Breakfast Sandwich Sausage Burrito	104	112	106	87
Breakfast Sandwich Sausage Eng Muffin	91	108	100	90
Breakfast Sandwich Turkey Bacon Eng Muffin	81	73	69	62
Croissant Strawberry	74	56	77	67
Breakfast Sandwich Bacon Biscuit	73	72	65	84
Breakfast Sandwich Bacon Burrito	70	69	81	76
Breakfast Sandwich Bacon Eng Muffin	70	60	84	53
Coffee Cake	68	65	66	61
Cookie Choc Chunk	65	86	68	57
GranolaBerry Parfait	60	57	60	62
Scone Raspberry White Chocolate	58	51	52	41
Breakfast Sandwich Turkey Bacon Burrito	54	57	52	49
Donut Old Fashioned	53	67	47	67
Scone Blueberry	53	52	41	38
Apple Fritter	52	50	44	45
Cinnamon Roll w/ Icing	52	43	51	61
Bar Gluten Free	49	45	50	42
Cinnamon Twist	45	49	52	40
Total	1,800	1,771	1,783	1,637

≡

↺

📄

✎

🖨

⏏

☰

✉

📌

Time Selection:

Trailing 8 Weeks (F)

▼

ⓘ

Attachment Rates - Weekly - by Bev minor category - Corp Stores⚙

Store Num 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**



**DUNN**  
**BROTHERS**  
COFFEE™

**1 MUFFIN @ \$2.49 PER HOUR X 14 HOURS**  
**= \$34.86**

**THAT SAME SALE X 7 DAYS = \$244.02**



**DUNN  
BROTHERS**  
COFFEE™

**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**



**DUNN  
BROTHERS  
COFFEE™**



Dunn Brothers Coffee

Like Page



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



456

21 Comments 37 Shares



Dunn Brothers Coffee

Like Page



September 5 at 5:01am · 🌐

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



25

2 Comments 4 Shares



**QUESTIONS & ANSWERS**



**SINGLE OR  
ATTACHED?**

**DUNN  
BROTHERS**  
COFFEE™