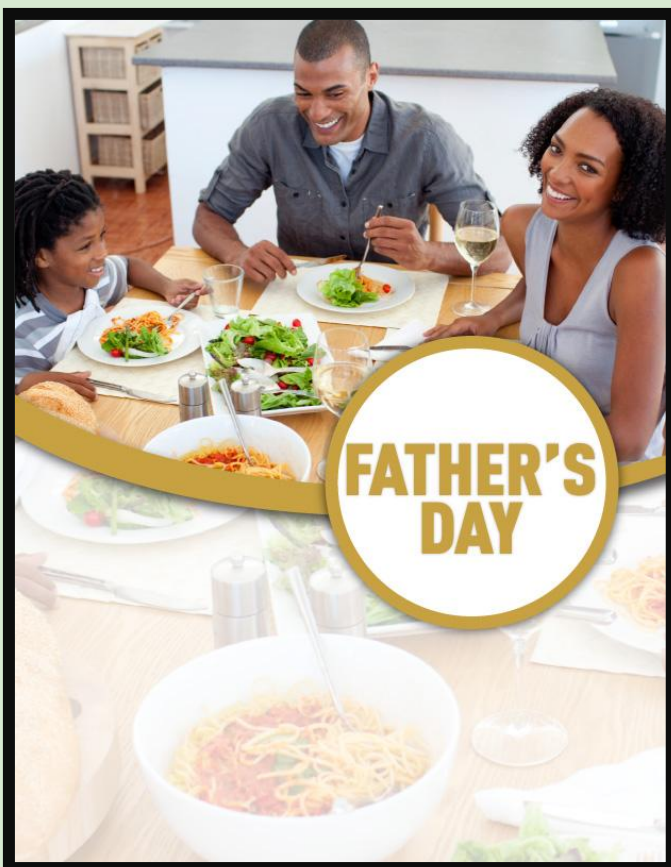


FATHER'S DAY JUNE 19



The first observance of Father's Day is believed to have been held on June 19, 1910 through Sonora Dodd's efforts of Spokane. Sonora Smart Dodd of Washington thought independently of the holiday one Sunday in 1909 while listening to a Mother's Day Sermon at the Central Methodist Episcopal Church at Spokane and she arranged a tribute for her father on June 19, 1910. She was the first to solicit the idea of having an official father's day observance to honour all fathers.

Promoting Fathers Day

Father's Day Trivia Contest:

Run Father's Day trivia Monday through Thursday before Father's Day in your severy; sample trivia questions available on Setting the Table. Reward your daily winners with a free BBQ at the end of the week. BBQ is open to all customers In addition to the BBQ, be sure to discuss with your DM what your other prizing options are. Some suggestions are BBQ tool sets, Gift Cards to electronic stores or Canadian Tire

Drive Sales:

The goal with any promotion is to engage our customers and to drive sales. Here are some tips to help you drive sales for the week leading up to Father's Day...

Offer a Father's Day feature daily. BBQ items are always a great choice as well as some grab and go items such as beer nuts and bottles of chilled root beer.

Feature daily sandwiches geared towards men like philly cheese steak, corn beef on rye or triple decker club sandwiches.

Featured Recipes:

The Full English	18950
BBQ Italian Sausage with onion and peppers on a panini	31040B
Grilled Steak Quesadilla	30170B
Steak on a Baguette	3015A
Bacon Double Cheeseburger	CB31740