



Team Review/Preview

Welcome to the first edition of our Team Member newsletter. Thanks to all the efforts of our managers, supervisors, team members and investors, we are up to 9 locations with another to open in early October in Missouri City TX. Thanks!

Dallas Area

Southlake – Mark Flores
Flower Mound – Albert Houpy
Alliance – Kevin Frazier
Western Center – Shawn Stembridge

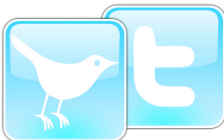
Houston Area

Magnolia – Priscilla Rush
Pearland – Marjorie Frenzel
Woodlands – Dwayne Fontenette
Conroe – Christine South
Bunker Hill – Chris Glenn

JOIN THE TRIBE...the VIBE TRIBE

We need YOUR help! We are getting ready to launch both an internal and external wave to help us generate feedback, followers and fun...and sales.

We want your ideas on how to make SMART and Which Wich a better place to work and provide a better experience for our guests. So...



Twitter us @bestwiches now! Help us get as many followers as possible. Great ideas (to build sales/save money) earn awesome prizes and cash.

Also, our Facebook page will be ready soon and we need you to connect us to your friends and get them to Join the Vibe Tribe. They'll get the inside scoop, previews of new items and valuable discounts. You'll get to be the leader of your tribe! Rumor has it, whoever connects us to the most people may be rewarded handsomely....more details in the next edition.



Guest Feedback – spreading the vibe!

"The person today calling out the names found out that my sandwich was made wrong, she called me and said "I'm sorry but we are going to have to "redo" your order.- she said she was so sorry and gave me a card for a free sandwich! That was GREAT! It made my day" (BHV)

"Every time I go to this store, I am always greeted and everyone is very friendly. I have never had an issue with an employee being anything less than welcoming" (Magnolia)

"The older lady in the restaurant is ALWAYS kind and hospitable. She will offer to refill drinks and bring orders to guests tables when things are busy and she has time" (Pearland)

"All employees very friendly and customer oriented during each of my visits (over 10 in the last few weeks)." (Western Center)



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SALES BONUS PROGRAM

ALL TEAM MEMBERS are now eligible for sales bonuses. Bring us any large order of 10 wiches or more (setup in advance w/your GM) and you receive a bonus of 10% of the order. For example, you get your band director to buy meals for 200 people at an upcoming event for a total of \$1,400. You get \$140 added to your next check!

Help us help you make more money. Contact your church, youth groups, sports teams, clubs, local businesses, etc and make some serious cash! Sounds like a SMART idea...

Y U Called S.M.A.R.T.?

SMART is an acronym for our investors' names. There are 10 'owners'. The ones you see frequently are:

TJ Schier – President – focuses on site selection, marketing, accounting and training. Went to UT, hence the Longhorn 'T'

Tim Schier – Director – focuses on real estate and Houston fundraising. Went to Rice, hence the owl logo

Mark Flores – Director – focuses on Dallas area and strategy/direction

Albert Houpy – Operations

Anthony Chapa – Operations Houston

Todd Horchner – Catering hotline

Other investors/frequent guests include: **Pat Schier (Mom)**, **Martin Sieckmann**, **Rob Wethington**, **Mike & Pete Markwald**, **Trey Ingram**

NEW MENU IDEAS

Which Wich typically creates a new menu each January and asks for requests from the franchisees in September.

Twitter your new wich ideas, toppings, etc to TJ @bestwiches

Visit www.smartrestaurantgroup.com or email tj@whichwich.com with any questions or suggestions you have.

Who knows...you may see them on the menu someday!

