



The "Original" Hawaiian Barbecue.™

# ALOHA



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## CONNECTION

THE LATEST NEWS AND INFORMATION ABOUT L&L HAWAIIAN BARBECUE

### Welcome Back Andrew!



The L&L Ohana welcomes Andrew Lee of Honolulu to L&L's Corporate staff, who will be assisting the Purchasing Department. You may have seen him on a couple L&L conventions and cruises because he was once an L&L Franchisee and Operator. He owned the L&L in Wahiawa for 14 years until he sold it to one his employees. He comes to us with numerous food service experience; he is a retired Food Service Supervisor in the U.S. Army and was part of the Brigade's staff after the Desert Storm Operation.

Here's Andrew Lee's contact information:  
andrew@hawaiianbarbecue.com and 808-951-9888 ext. 137.

### Gear up for Catering



Summer is almost here which means there will be many catering requests for graduation parties and weddings. Good news, the L&L at Federal Way and Lakewood in WA just got a huge catering order of \$9,000.

### L&L Spotlight



Hawaii's Pakela Volleyball Club proudly wore their L&L "Imua" T-shirts in Baltimore where they competed in the 2009 USA Volleyball Girls Junior Olympics Championships. The team finished 9th out of 95 teams.

### Gift/Reward Cards



Synergy World has specialized in Gift/Reward Card processing since 1995. For the past year, we have been testing an L&L Hawaiian Barbecue Gift/Reward/Loyalty Card in the San Diego area.

We are excited to announce that because of the very positive feedback from the L&L Franchisees involved, Synergy World and L&L Corporate have teamed up to expand this successful network into other select areas!

Starting this program is as easy as 1-2-3!

1. Select Program Options:

- Gift Card (\$20 month & .15c swipe)
- Reward Card (\$20 month & .15c swipe)
- Word of Mouth Loyalty (\$20 month & .15c swipe)
- Accept the L&L Gift Card sold through National Retailers (Wal-Mart, Sam's Club, etc.).

*If you are not participating in any of the above programs, it will cost \$10 month & .15c swipe to accept the L&L Gift Card from retailers. No additional monthly charge if your business has signed up for any of the Synergy programs.*

2. Getting Started

- Complete application
- Order L&L Gift & Reward Cards—No minimum quantity (.69c each)
- Order VeriFone Terminal (\$225.00) or
- Synergy can re-program your existing VeriFone Terminal (\$100.00)

3. Enjoy your L&L Gift & Reward Program. Set-up can be completed within 7-10 business days.

If you have any questions or need help getting started, please contact Synergy Today at 808-569-8842. [www.synergyworld.com](http://www.synergyworld.com)

### Caroline's Corner



L&L's Assistant Director of Marketing, Caroline Guira visited L&L's throughout Southern California. At L&L in Hawthorne, she spotted two regular L&L customers, Nathan and Linda, strumming their ukulele while waiting for their favorite L&L meals: Barbecue Mix and Spam Musubi.

## Marketing Idea: Guest Appreciation Weekend

Loyal guests are a valuable part of any restaurant. It is important to recognize your guests and acknowledge them. Hosting a guest appreciation weekend in which you invite loyal guests to thank them for patronage will keep your most valuable assets intact.



1. Choose a weekend to host your guest appreciation event. This may coincide with your restaurant's anniversary or could happen at any time during the year to thank your customers.
2. Plan the activities that will occur during guest appreciation weekend. Organize events for Friday night, Saturday and Sunday.
3. Print signs, table tents and check presenters. Put signage up in your restaurant as well as table tents, and check presenters to promote the event to loyal guests. For an additional promotion, invite your local area businesses and ask them to put up posters about the event in their windows and break rooms to generate awareness about the upcoming events.
4. Collect the necessary materials that you will need to carry out the weekend event. You will need to book a face painter, bouncy play house and reserve the helium tank at least one week in advance.
5. Send a press release out about the event to your local media contacts.
6. Schedule your best employee to work the event for the weekend. This is an opportunity to thank guests and it is important that you make a good first impression in the community by having your best employees working.
7. Prepare your restaurant on the date of each event. Balloons should be blown up prior to the arrival of guests and a table should be set up outside. Create an announce sign on the specials menu board to let others know what is going on.

## Tips to Save Energy in a Commercial Kitchen

1. Even if you remember to turn off some equipment, other side tools are often forgotten.
2. You can't turn the whole griddle off, but some of the burners can be turned off during slower business hours.
3. Higher efficiency bulbs can be used in areas that require constant lighting. Replace incandescent lights in the walk-in cooler with fluorescent lights, which are cooler and consume less energy.
4. Replace older faucets with newer models that conserve water without comprising performance.
5. Vacuuming refrigerator coils keeps the cooling machinery operating at maximum efficiency and using less energy.
6. If doors, such as walking cooler, are regularly left open, place springs hinges on them to close automatically, eliminating the opportunity for staff to forget to shut the door.
7. Be sure to check in with local government offices and utility providers to take advantage of incentives and tax benefits for any of the energy-saving steps you take.

## Promotional Coupons: Wraps & Big Sheets

On the week of April 6th, 2.5 million direct mail pieces were sent out via **Valassis/Red Plum** direct mail. We have had an overwhelming response and another direct mail piece was sent out on April 24th. There were two types of direct mail pieces: Wraps and Big Sheets.

**Wraps:** An insert was sent out in last week's newsletter for L&L locations that is part of a **Red Plum** "Wrap" distribution which contains the same 4 coupon offers as the previous ad:

- FREE Medium Drink with purchase of a regular sized plate
- \$2 OFF Any Regular Plate with purchase of a drink
- \$20 OFF Catering over \$100
- FREE Small French Fries w/purchase of any burger and medium Pepsi drink

The wrap mailer was inserted as part of the coupon section in newspapers such as Los Angeles Times, the San Jose Mercury News and the Bay ANG Newspaper group.

**Big Sheets:** For those locations not being distributed as **Valassis** "Wrap" mailers, the following NEW offers is in effect:

- \$1.00 off a regular BBQ chicken plate w/ purchase of any drink (replacing the "*Free Medium Drink*" offer).
- 15% off on any one item w/purchase of drink (replacing the "*\$2 Off*" offer).

**Along with the previous offers of:**

- \$20 OFF Catering over \$100
- FREE Small French Fries w/purchase of any burger and medium Pepsi drink

The direct mail pieces in Valassis is paid by the regional advertising fund. The four Coupons distributed in the Valassis/Red Plum are legitimate coupons issued by L&L corporate. The offers on this coupon is to drive new customers to your restaurants, it expires 05/17/09 and coupon is required to purchase items. Corporate will not reimburse you for the coupons.

## King's Bakery

King's Hawaiian bread and rolls started out in Hawaii. It has since then taken a commanding presence through the mainland as the original and leading producer of Hawaiian sweet bread and top-selling dinner rolls. King's Hawaii 4-pack rolls will be a great addition to your store front.



You can purchase the rolls with Hosoda or L&C. If you have any questions, please contact Lowana at (808) 951-9888 ext. 106.

## In This Newsletter

- Economy & Marketing Update from the Convention (Bryan Andaya's presentation from the Convention will be in upcoming newsletter.)