

# BURGER BOBS

**Burger Bob's Boviners – the exclusive Burger Bob gourmet club**

This has been a pivotal year for the company in growth, but also development of our infrastructure and business processes. We'll continue to focus on our internal systems over the next year.

Specific growth areas include *Burger Bob's Boviners*, our exclusive Burger Bob gourmet club, which has seen as 6.7% increase in market share over the last year.

# Burger Bob's Burger News

*The Monthly Newsletter of the Burger Bob's Boviner Club*

Hi there, burger-lovers everywhere! Welcome to Burger Bob's first ever Burger News. This newsletter will be sent to you on a regular basis, and will feature the latest news about our exciting range of burgers and other food products. You'll also find special discounts and concessions for Burger Bob's Boviners – the exclusive Burger Bob gourmet club! So sit back, and enjoy this first edition...

## **Burgers Bob's Are 100% Bovine**

That's right! Independent university tests conducted on behalf of Burger Bob's irrefutably shows that Burger Bob's burgers are made from only the best bovine meat. When compared to other products in the marketplace (we cannot mention them here for fear of legal action) Burger Bob's Bulky Burger, for example, was shown to contain up to 82.3% unprocessed bovine meat. The measure for testing bovine consistency is known as the Unprocessed Bovine Meat Rate or UBMR and is considered to be the world benchmarking measure for bovine purity measurement. Burger Bob's UBMR compared very favourably with its nearest rival which only managed a 53.6% UBMR.

"I'm totally amazed at how Burger Bob's does it" said Dr Karl Argent from the University for Independent Bovine Research. "Burger Bob's has managed to outstrip all of its competitors in the UBMR measure. No food chain since the invention of the hamburger has even managed to come close to the UBMR measure attained by the Burger Bob's hamburgers. In fact this significantly high rate manifests itself throughout the entire Burger Bob hamburger range. It's truly remarkable!"

Grace Harris, the General Manager for Burger Bob, said that she was pleased with this finding. "I'm very pleased with this finding," said Ms Harris. "However, it comes as little surprise given the enormous effort that we put into sourcing only the best meat from our suppliers. This accolade is a tribute to our suppliers."

## **Burger Bob's Soda Wins Award**

The International Soda Users Congress (ISUC) has awarded Burger Bob's soda a silver medal in the Consistently Drinkable category. This award caps off a fine year for our soda. Only a year ago we changed the formula in accordance with customer feedback. Many of our customers stated that they wanted a more fruity emphasis placed on soda. Our latest range of sodas is more like a fruit drink than a soft drink.

Tests conducted at our research headquarters, the Burger Bob J-Food Research Centre, found that with the introduction of more pulped fruit into the sodas that the Flatulence Release Rate (FRR) actually dropped from 27.6% to 16.9%. Most airlines require drinks to have no more than an FRR of 18% to ensure comfort for passengers on long-haul flights. With the recent FRR reduction in Burger Bob's sodas we will be trying in the next few months to have our sodas provided on all flights to and from the country.

## **Dr Karl – Welcome Aboard**

Bob McAndrews, then founder of Burger Bob's and the Chairman of the Board, announced the appointment of Dr Karl Argent, as one of the new board members of Burger Bob's. Dr Argent replaces the retiring member Davis Haggerty who served on the Board during the turbulent era known as the Hamburger Wars. Dr Argent was formerly the Chief Research Officer with the University for Independent Bovine Research. He has been a shareholder with Burger Bob's since it first listed as a public company.

# Burger Bob's

## Price List

### Delicious Burger Dishes

Budget Burger .....	\$2.50
Budget Burger Meal .....	\$4.75
Bulky Burger .....	\$5.50
Combo Burger with Pineapple .....	\$3.50
Char-grilled Budget Burger .....	\$2.90
Bob's Biggest Burger.....	\$5.75

### Extras

Fries (Small) .....	\$2.50
Fries (Medium) .....	\$3.50
Fries (Large) .....	\$4.95
Tomato Sauce.....	\$0.50

### Drinks

Bob's Bubbly Soda (Small) .....	\$1.20
Bob's Bubbly Soda (Large) .....	\$1.80
Bob's Bottomless Bubbly Soda .....	\$2.50

### Budget Packs

Snack Pack	Modest Meal	Bovine Blister
<i>Includes a Budget Burger toasted on a pumpkin seed bun, small fries and a small Bob's Bubbly Soda</i>	<i>Includes a Bulky Burger toasted on a pumpkin seed bun, medium fries, and a large Bob's Bubbly Soda</i>	<i>Includes a Bob's Biggest Burger toasted on a pumpkin seed bun, large fries, and Bob's Bottomless Bubbly Soda</i>
<b>\$4.75</b>	<b>\$5.95</b>	<b>\$8.25</b>

**All prices include GST, but the food ain't got no MSG!**

**For Prompt Home Deliveries Phone**

**1300 BURGER**

## Burger Bob's Employee Handbook

All employees of Burger Bob's are considered part of the extended family.

### Personal Hygiene

All employees are required to shower or have a bath before coming to work. It is desirable that you use a deodorant regularly. You may also use a light perfume or after-shave providing it is not too over-whelming and strong. Brush your teeth prior to leaving for work to prevent bad odours and other dental problems.

All employees must be clean-shaven for their shifts. However, beards are acceptable providing that they are kept short and trimmed.

### Attendance

Employees are required to report to their shift supervisor no later than 15 minutes prior to the scheduled commencement of the shift. Where duty clocks have been installed you are required to clock in and out at the start and end of each shift, and for meal breaks.

If you cannot make a shift, you are required to arrange a replacement for yourself and contact your shift supervisor advising of the change as soon as possible.

### Eating and Drinking

All employees are entitled to a Burger Bob's Bulky Burger Meal per 8 hour shift. This meal should be eaten in the employee meal area. Under no circumstances should food or drink be consumed while on duty, at the cashiers, or in the food preparation area of Burger Bob's.

### Smoking

Smoking is not allowed in a Burger Bob's store at any time. Employees wishing to smoke must do so only during shift breaks and outside of the store. Employees are not permitted to smoke whilst wearing a Burger Bob's uniform.

### General

All employees of Burger Bob's are considered part of the extended family. How Burger Bob's appears to its customers, what image it portrays to the wider community, and ultimately how much the family prospers, depends upon you.

Grace Harris  
General Manager

Burger Bob's

## Monthly Sales Report

Report Prepared: Friday, 31 July 2009

Burger sales have remained steady through all branches during the last month. The Southern region continues to show good sales with strong results in all categories. The Eastern region has improved over the previous month. They are now significant contenders for the "Most Improved Region Burger Bob Award".

Sales (Dollars 000's)

Region	Burgers	Fries	Drinks
Northern	250	110	65
Southern	478	213	112
Eastern	134	102	47
Total	862	425	224

We believe that with the possibility of cooler weather and several family-oriented holidays and events in the next quarter, that we can achieve an increase of 15% in burger sales across the board.

Grace Harris

General Manager

