



Purpose:

To glorify God by being a faithful steward of all that is entrusted to us.
To have a positive influence on those that come in contact with Chick-fil-A.

Vision:

To be Easton's most CARING company.
We do this by: Winning hearts every day.

Mission:

Provide "REMARK"able experiences on both sides of the counter.
We do this by: Serving fresh food, quickly, in a clean environment by a team that LOVES people and enjoys their job.

Core Values:

Here to Serve | Better Together | Purpose Driven | Pursue What's Next

Employer Promise:

Provide a "REMARK"able work environment that offers competitive pay, flexible yet consistent hours, growth opportunities, and modeled leadership principles that apply outside the restaurant while being a clean and safe place to work.

Our 2026 **Priority** is **Lead with Care & Serve with Excellence!**

Our Vision is "To be Easton's most CARING company," and this year we will pursue that by emphasizing two essential forms of **care**. First, **caring about people** — showing kindness, warmth, attentiveness, and genuine love for both our team and our guests. Second, **caring about what we do** — demonstrating excellence through strong systems, consistent execution, integrity, and attention to detail. Both matter. Leading with care creates a healthy culture, while serving with excellence builds trust and delivers REMARKable experiences. As we look at areas where we can improve, our goal is not to compare ourselves to the chain but to become a stronger version of our own team. We "close the gaps" because care and excellence demand it. By living out this priority, we strengthen our culture, refine our operations, and move closer to becoming Easton's most caring company.

Focus #1 – **Leadership Development and Ownership**

Building a strong culture centered on serving others requires the unwavering commitment of our entire team. This commitment is earned by genuinely valuing our people and providing them with opportunities to grow. By doing so, we cultivate an engaged team that will lead us into the future. As a restaurant leadership team, our goal is to foster a CULTURE of dedicated employees who genuinely CARE about others and relentlessly pursue excellence in their work. To elevate our team and our business to the next level, we must continue to develop a robust internal pipeline while actively recruiting external leaders.

To accomplish our Vision, our team must live out our values consistently—all day, every day—in complete alignment:

- Here To Serve
- Purpose Driven
- Better Together
- Pursue What's Next

Focus #2 – **Relentless Operational Excellence**

We are dedicated to delivering consistency every day, every time. Our strong internal systems support our Winning Hearts Every Day strategy, enabling us to focus on three key areas:

- Craveable Food: Ensuring safety and following procedures to deliver delicious meals every time.
- Fast & Accurate Service: Providing quick service while double-checking orders for accuracy.
- Welcoming Environment: Maintaining a clean, safe, and inviting atmosphere that keeps guests coming back.

By excelling in these areas, we create REMARKable experiences that leave a lasting impression.

Focus #3 – **Guest Experience and Consistency**

We go above and beyond with 2nd Mile Service to create positive and memorable experiences for every guest. By delivering Personal, Proactive, and Generous service in every interaction, we ensure our guests feel valued and want to return.

2026 BUSINESS GOALS

We believe, along with our (3) Focus Areas of **Team Development**, **OE**, and **Guest Experience**, that we can achieve some big milestones in 2026 in our business at Chick-fil-A Easton. The four primary areas where we will see remarkable results as we Lead with Care & Serve with Excellence are **Talent**, **Customer Experience**, **Sales & Brand Growth**, and **Financial Stewardship**.

Everyone on our team (newest to most tenured, day/night, FOH/BOH) will know that we are Leading with Care and Serving with Excellence by answering the question: "I SHOWED THAT I CARED TODAY BY..."
Metrics associated with this question are: Cares About Me, OSAT, and Retention.

TALENT



Turnover Rate
Below 65%
Retention Rate
Above 65%



Increase productivity
while decreasing our
Labor Gap at a
benchmark of **Top 10%**

CUSTOMER EXPERIENCE



OSAT of **72%**
Cares about Me
of **58%**
ACE of **76%**



Fast Service of **70%**
Order Accuracy of **96%**
Smart Shop score \geq **90%**



Taste of Food at **74%**
Temp at **73%**
Portion at **65%**



Cleanliness of **74%**
Food Safety
100% eRQA/SDC
each month
Food Safety
Report score \leq **1.5**
QIV score \geq **95%**

SALES & BRAND GROWTH



Recommend at **72%**
Return at **75%**



Grow sales at **6%** to hit
\$9M



25% Mobile Ordering
12% Catering Orders

FINANCIAL STEWARDSHIP



Cash over/shortage
< \$25



Positive Food Cost Gap
<.50%



1.4% R&M
1.75% IPO