



**Purpose:**

To glorify God by being a faithful steward of all that's 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 2023 Priority is **Better Together**

As one of our Core Value's, Better Together, it truly takes each one of us *holding our own* and *working together* as a team as we trust one another and always expect the best in each other.

2023 will require us to lock arms together as we all continue to learn the ins and outs of our new restaurant. It takes every member of our team to strive towards excellence as we look at 2023 as a true experiment, making Chick-fil-A Easton 2.0 better together; better than ever!

In order to continue our growth, there are additional complexities we face which are associated with additional staffing, operations, and food safety. These three make up our

**3 Focus Areas in 2023** that will help us improve our culture, systems, and processes all which will help ensure healthy growth into the future.

### Focus #1 – **Talent**

Building a strong culture around the service of others, requires the full commitment of our entire staff. This is gained by valuing them and providing opportunities to grow. Doing this, will engage a team that will lead us into the future. As a restaurant leadership team, we strive to create a CULTURE of engaged employees who CARE about others as well as the pursuit of excellence in the work they do. Customers don't love a company until the employees do first. In order for us to learn all that we can in 2023, it's crucial that we control what we can control, focusing on our culture of care. We will continue to add more staff to in order to grow our business into the future. We must develop internal and recruit external leaders in order for our team and business to go to the next level. For us to accomplish our vision of being Easton's Most Caring Company by winning hearts every day, it requires our team to all-day/everyday execute on:

- **Ensuring a Clean and Safe Environment**
- **Providing Fast and Accurate Service**
- **Serving Safe Crave-able Food**
- **Showing Genuine Hospitality**

### Focus #2 – **Guest Experiences**

Our guests are what keep our business in business. When it comes to service, Chick-fil-A guests have high expectations around hospitality and us going above and beyond. Our primary marketing strategy is to provide such a great experience that our customers are the ones telling others about us! We have hundreds of opportunities each day to show simple moments of CARE and as we operate beyond our remodel, our guests are longing for care! Remember, it is everyone's job to make them want to come back.

### Focus #3 – **Food Safety and Quality**

Customers visit a restaurant because they are hungry. Each guest trusts us to provide them *safe* and *fresh* food. We must execute our procedures and deliver our recipes all day, every day which will ensure our guests are served the safest and most crave-able food possible.

# 2023 BUSINESS GOALS

We believe, along with our (3) Focus Areas, that we can achieve some big milestones in 2023 for our business at Chick-fil-A Easton. There are four main areas where we would like to see these goals accomplished.

## PEOPLE



Turnover Rate  
Below **90%**  
Retention Rate  
Above **51%**



Grow team to  
**100** Team Members



Increase Productivity  
while decreasing our  
Labor Gap below **(.25%)**

## QUALITY & CUSTOMER EXPERIENCE



OSAT of **76%**  
ACE of **78%**



Fast Service of **73%**  
Order Accuracy of **96%**



Taste of Food at **77%**  
Cleanliness of **80%**

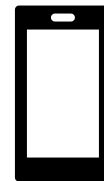


Food Safety:  
**100%** eRQA/SDC  
each month and **0**  
**Findings** on each  
quarterly SAFE

## SALES & BRAND GROWTH

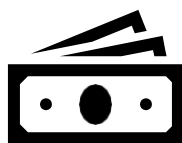


Sales growth  
**71%** to achieve **\$8M**



**30%** of Guests using CFA ONE  
and **18%** placing Mobile Orders

## FINANCIAL RETURN



Less than **\$50** cash  
over/short a month



Positive Food Cost Gap  
of **0.50%** or less