



**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 2025 Priority is **Work the Mission**

Our Mission states, "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.**"

This is the "WHAT" we do. Monday-Saturday, 5:30am-11pm, everything we do revolves around this mission.

As we continue to build off our momentum, there are complexities we face which are associated with an emphasis on developing our team, committing to Operational Excellence, and providing genuine care for our guests through our Attentive and Friendly Team. These make up our:

**3 Focus Areas in 2025.** They will help us improve our culture, systems, and growth all which will help ensure a brighter future for each employee while maximizing today.

### Focus #1 – **Team Development**

Building a strong culture around the service of others, requires the full commitment of our entire staff. This earned 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. We must continue to develop a strong internal pipeline while recruiting 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/every day to live out our values in complete alignment:

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

### Focus #2 – **Operational Excellence**

We are committed to consistency every day, every time. Strong internal systems leverage our Winning Hearts Every Day strategy which allows us to focus on serving **Craveable Food** by making it safe and following procedures, **Fast & Accurate Service** being quick and confirming orders, and creating a **Welcoming Environment** by keeping our restaurant clean, safe, and refreshing.

### Focus #3 – **Guest Experience**

We maximize our 2<sup>nd</sup> Mile Service in order to ensure each guest has a positive and memorable experience. Every guest interaction involves **Personal, Proactive, and Generous** service which will ensure that our guests want to come back for more {RETURN}.

# 2025 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 2025 in our business at Chick-fil-A Easton. The four primary areas where we will see remarkable results as we *WORK our MISSION* are **Talent**, **Customer Experience**, **Sales & Brand Growth**, and **Financial Stewardship**.

Everyone (newest to most tenured, day/night, FOH/BOH) will know that we are *Working the Mission* by answering the question: **"I SHOWED THAT I CARED TODAY BY..."**

Metrics associated with this question are: Cares About Me, OSAT, and Retention.

## TALENT



Grow to organization to  
**110 Team Members**  
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 **72%**  
Order Accuracy of **96%**  
Smart Shop score  $\geq$ **90%**



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



Cleanliness of **76%**  
Food Safety  
**100%** eRQA/SDC  
each month  
Food Safety  
Report score  $\leq$ **1.5**  
QIV score  $\geq$  **97%**

## SALES & BRAND GROWTH



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



Grow sales at **13%** to hit  
**\$10M**



**40%** CFA One Usage  
**30%** Mobile Orders

## FINANCIAL STEWARDSHIP



Cash over/shortage  
**< \$50**



Positive Food Cost Gap  
**<.50%**



**1.4%** R&M  
**1.15%** IPO