

Success Story

Sizzler – Wine Test



The 6th



BEVERAGE EXECUTIVE
Symposium



Sizzler Wine Test

Start Date of Wine Test: 05/05/2014

Locations: 5 LA company locations (Airport, Hollywood, Fox Hills, Redlands and Los Feliz)

New Wine Selection

Sutter Home (\$4.50 – 6oz)

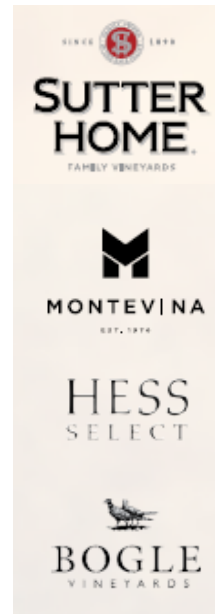
- Merlot
- Chardonnay
- White Zinfandel
- Moscato

Montevina Pinot Grigio (\$5.50 – 6oz)

Hess Select Chardonnay (\$5.50 – 6oz)

Bogle Cabernet Sauvignon (\$5.50 – 6oz)

Offer “Upgrade your pour to 9oz for \$1 more”





Sizzler Wine Test

Time Selection 05/05/14- 07/13/14

	<u>% of Sales</u>	<u>% of Total</u>
Bogle Cabernet	0.18%	25.0%
Sutter Home Merlot	0.14%	19.4%
Sutter Home Chard	0.12%	16.7%
Sutter Home White Zin	0.10%	13.9%
Hess Select Chard	0.06%	8.3%
Sutter Home Moscato	0.05%	6.9%
Montevina Pinot Grig	0.04%	5.6%
Salmon Creek Chard	0.01%	1.4%
Salmon Creek Merlot	0.01%	1.4%
Salmon Creek White Zin	0.01%	1.4%
Salmon Creek Cabernet	0.00%	0.0%
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	0.72%	100.0%



Sizzler Wine Test

Base Period Time Selection: 03/17/14-5/4/14

Test Period Time Selection: 05/05/14-7/13/14

Time Selection

Store Name

San Diego

Lomita

Inglewood

7th & Western

Roseville

Pico Rivera

Van Nuys

Torrance

North Hollywood

Eagle Rock

Indio

4th & Vermont

	Base Period	Test Period	Difference
Wine % of sales	Wine % of sales		
	0.98%	0.94%	-0.04%
	0.75%	0.74%	-0.01%
	0.65%	0.78%	0.13%
	0.64%	0.61%	-0.03%
	0.63%	0.59%	-0.04%
	0.55%	0.56%	0.01%
	0.54%	0.59%	0.05%
	0.54%	0.58%	0.04%
	0.52%	0.42%	-0.10%
	0.50%	0.46%	-0.04%
	0.46%	0.34%	-0.12%
	0.41%	0.45%	0.04%
	0.56%	0.58%	0.02%

Test Stores

Airport

Hollywood/Highland

Fox Hills

Redlands

	1.30%	1.23%	-0.07%
	0.91%	0.98%	0.07%
	0.60%	0.52%	-0.08%
	0.49%	0.46%	-0.03%
	0.81%	0.78%	-0.03%

Test Store w/ training

Los Feliz

	0.48%	0.64%	0.16%
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Grand Total All Test Stores

	0.73%	0.74%	0.02%
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HOST U

- Our first location to test HOST U (MarkeTeam) was Los Feliz. Only location that had HOST U training during the wine test
- Looking at the results, Los Feliz's Wine percentage of sales grew 16%

FEEDBACK FROM TEAM MEMBERS:

“Great training program for the servers and cashiers! They loved learning about the new wine and where it comes from” – Alfonso (GM at Sizzler Los Feliz)

“Now I understand more about wine and very comfortable talking about wine with my guests” – Nadia (Manager at Sizzler Los Feliz)

“The quizzes are tricky, but it makes me pay attention to the videos more. I love this training and I hope that everyone will use in the future” – Noe (Server at Sizzler Los Feliz)