



Implementation Guide

CheeseSteak Burger



Start Sell Date:

Target Start Sell

January 2008

Check with your Marketing Manager for your start sell date.

Key Contacts:

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KEY POINTS

Introduction

What could possibly improve the Hardee's CheeseSteak sandwich? More meat!

We will introduce the CheeseSteak Burger as our January 2008 System Event. This sandwich will have thinly sliced, fully cooked CheeseSteak, seasoned with Green Bell Peppers and Onions, a ¼ lb. meat patty, mayonnaise, and Swiss and American Cheese. All served on a toasted "battered, braided bun.

New Product Information

PRODUCT	Storage	Total Shelf Life
CheeseSteak w/Veggies	Frozen	270 days

PRODUCT	Sandwich Yield Per Case
CheeseSteak w/ Veggies	90 sandwiches per case. (10 bags per case)

Participation

All restaurants will participate

Merchandising Elements

Contact your marketing manager for information on POP and merchandising.

KEY POINTS

Equipment Needed

A working Hardee's approved microwave is needed to heat the CheeseSteak.

The small wares listed below are required for the CheeseSteak. Restaurants must order the following item(s) from HED (*if you currently do not have them*).

<u>Item</u>	<u>HED Item #</u>	<u>Quantity</u>
Full size, 2 1/2" deep cambro (plastic) pan	7928	4
Full size, cambro (plastic) lid	7929	4

Packaging

Micro trays – The micro trays are used to heat the CheeseSteak in the microwave. These are the same trays that are used for the Turkey Slices for the Chicken Cordon Bleu.

Burger Promo foil wrap and white wrap are used for take-away orders. A CheeseSteak Burger sticker will be used to identify the burger.

Build

CheeseSteak Burger

Braided Bun Crown, buttered and toasted

5/8 oz. Mayonnaise (split evenly between crown and heel)

1 Slice Swiss Cheese

2 ounce CheeseSteak Portion (with Veggies)

1 Slice American Cheese

1 1/4 lb., meat patty (seasoned)

5/8 oz. Mayonnaise (split evenly between crown and heel)

Braided Bun Heel, buttered and toasted

CHEESESTEAK

Receiving and Storage

- ❑ CheeseSteak w/ Veggies is received frozen and stored in the freezer. Shelf life is 270 days frozen and unopened.

Wash and sanitize hands before handling any food!



Thawing

- Remove needed packages of CheeseSteak from the walk-in freezer and place under refrigeration to thaw before use.
- Ensure that bags have a 1" air gap between each bag to allow air to circulate. (Do not stack).
- CheeseSteak thaws in **24 hours**. Unopened CheeseSteak shelf life is **7 days** to include thaw time. Use day labels.

Preparation

- Empty 1 bag of thawed CheeseSteak into a clean, sanitized 1/3 size 6" deep cambro (plastic) pan with solid lid. Gently shake to separate. Opened CheeseSteak in a cambro pan with lid, has a shelf life of 3 days. Use day labels.
- Using yellow tongs, portion 2 ounces of CheeseSteak mixture into individual micro trays. CheeseSteak must be evenly distributed in the micro tray to heat properly.
- *Note: Each CheeseSteak portion must be weighed. Roast beef scale or similar scale can be used to weigh out portions - Ensure scale is clean and sanitized before and after use.*
- Place a single layer of prepped CheeseSteak portions into a full size 2 1/2 inch deep cambro (plastic) pan, cover with lid. One pan will hold up to 10 prepped CheeseSteak portions.
- Hold time is 24 hours under refrigeration for prepped CheeseSteak in micro trays. Use day label.

CheeseSteak Heating (Use chart below to heat)

	# portions	1200 Watt	1700 & 1800 Watt
MICRO BUTTON #4	1	45 seconds	20 to 35 seconds
MICRO BUTTON #6	2	90 seconds	35 to 60 seconds

- A maximum of 2 CheeseSteak portions may be heated at a time.
- CheeseSteak is a fully cooked product but portions must be *heated to a minimum of 145° F for serving. Check the product temp after heating.*
- *Newer model microwaves will heat the product to temp more quickly than older microwaves.*

ASSEMBLY

CheeseSteak Burger Assembly

Wash and sanitize hands before handling any food!



- ☐ Butter and toast a braided bun at the bun toaster. Check the height of the toaster to determine the proper toasting height to obtain an even golden toast of the bread.
- ☐ Obtain a buttered and toasted braided bun.
- ☐ Portion $\frac{5}{8}$ oz. of mayo (split evenly) on the crown and heel. Portion mayo coast to coast.
- ☐ Place a $\frac{1}{4}$ lb. meat patty on the heel.
- ☐ Season the $\frac{1}{4}$ lb. meat patty.
- ☐ Place one slice of American cheese on top of the $\frac{1}{4}$ lb. meat patty.
- ☐ Place one cooked (and drained) CheeseSteak portion on top of the American cheese.
(CheeseSteak w/ Veggies should be evenly distributed)
- ☐ Place one slice of Swiss cheese on the dressed bun crown.
- ☐ Place dressed crown on heel.
- ☐ Collar wrap the sandwich.
- ☐ Dine-In: Place collar wrapped sandwich, crown side up, in a basket. Open end should face the center of the basket. Label basket liner as CSB. (CheeseSteak Burger)
- ☐ Put a red frill toothpick in the sandwich.
- ☐ Take-Away: Wrap collar wrapped sandwich in a Burger Promo foil wrap. Place a CheeseSteak Burger sticker on the wrapped burger.
- ☐ Place in the transfer cabinet.
- ☐ There is no hold time on the CheeseSteak Burger. Serve immediately.



CHEESESTEAK BURGER

Serving

Dine-in orders: Place appropriate size fries or curls into the basket next to the sandwich. Use a red frill toothpick.

To-go orders: Package CheeseSteak Burger in collar wrap and then wrap in burger promo foil wrap with a CheeseSteak Burger sticker. Place CheeseSteak Burger in the bag. Fry carton should be placed upright in the bag on top of the sandwich.

Drive-thru orders: Assembled drive-thru orders should be placed in the appropriate zone on the DTOS heat mat. All Burgers are served with 2 napkins at drive-thru.

Scripting

Replace the generic scripting card with:

“Hi, Would you like to try our New CheeseSteak Burger Today”

Notes:

- Ensure you have enough inventory of American and Swiss Cheese.
- Check your supply of Micro trays. You will use them for prepping the CheeseSteak portions.
- Make sure to have a “build-to” for prep on CheeseSteak portions.
- The sandwich assembly can get a little messy/sloppy. Ensure the dress table is wiped down often and kept clean.

QUALITY CHECK

CheeseSteak Burger

General Manager: _____ Unit No.: _____

YES	NO	QUALITY CHECK
<input type="checkbox"/>	<input type="checkbox"/>	1. Mayo is portioned coast-to-coast on bun.
<input type="checkbox"/>	<input type="checkbox"/>	2. Cheese is placed correctly on burger.
<input type="checkbox"/>	<input type="checkbox"/>	3. CheeseSteak is evenly placed on the sandwich.
<input type="checkbox"/>	<input type="checkbox"/>	4. CheeseSteak Burger is wrapped and packaged correctly for dine-in or take-away.
<input type="checkbox"/>	<input type="checkbox"/>	5. All CheeseSteak Burgers are assembled to order.

For items marked "No," determine the cause and corrective action required to ensure every guest receives a great **CheeseSteak** every time they visit **Hardee's®**!

Item # _____

What is the cause? _____

What corrective action will be required? _____

Item # _____

What is the cause? _____

What corrective action will be required? _____

Item # _____

What is the cause? _____

What corrective action will be required? _____

Restaurant training and sampling has been completed on all above Crew Persons.

Date: _____ GM: _____

District Manager/Franchise Business Consultant Follow-up Completed:

Date: _____ DM/FBC: _____

CheeseSteak Burger Scripting Card

Make friendly eye contact and smile. Immediately greet the Guest...

"Hi, would you like to try our new CheeseSteak Burger?"

If yes... "Can I make that a combo for you?"

If yes to combo... "Would you like to go medium or large?"
"How about a cookie for dessert?"

If the Guest inquires about the sandwich say, "It comes with sliced CheeseSteak, seasoned with green bell peppers and onions, a ¼ lb. meat patty, mayonnaise, Swiss and American Cheese, and served on a braided bun."

Determine the destination and complete the transaction... "Will you be eating here?"

- **To Go... (with a smile)** "Here is your cup, please help yourself at the beverage bar. If you would please wait (indicate area to wait) we will call your order number as soon as your order is ready." **Smile and say...** "Thank You!"
- **For Here... (with a smile hand the guest their cup)** "Please help yourself at the beverage bar and have a seat. Please place the number at the end of your table. We will bring your food out to your table as soon as it is ready."

Smile and say... "Thank You!"



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Frontline/Backline Cue Cards

CheeseSteak Burger



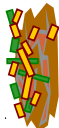
Braided, Bun Crown



Mayonnaise



Swiss Cheese



Philly Cheesesteak



American Cheese



1/4 lb. Meat Patty



Mayonnaise



Braided Bun Heel

“It’s thinly sliced steak, with a blend of bell peppers, onions, a 1/4 lb. meat patty, Swiss Cheese, American Cheese, and mayo on a braided bun.”

CheeseSteak Burger



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CheeseSteak Burger



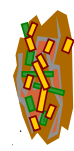
Buttered Braided Bun Crown 1



Mayo (split evenly) 5/8 oz.
spread coast to coast



Swiss Cheese 1



Philly Cheesesteak Portion 2 oz.



American Cheese 1



1/4 lb. Meat Patty, seasoned 1



Mayo (split evenly) 5/8 oz.
spread coast to coast



Buttered Braided Bun Heel 1

CheeseSteak Burger



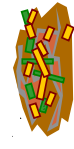
Buttered Braided Bun Crown 1



Mayo (split evenly) 5/8 oz.
spread coast to coast



Swiss Cheese 1



Philly Cheesesteak Portion 2 oz.



American Cheese 1



1/4 lb. Meat Patty, seasoned 1



Mayo (split evenly) 5/8 oz.
spread coast to coast



Buttered Braided Bun Heel 1



CHEESESTEAK BURGER

Rollout Checklist & Quality Check

RESTAURANT # _____ AREA _____ BRANCH _____

APPROXIMATELY 3 WEEKS PRIOR TO START SELL DATE

- ☐ **CHEESESTEAK BURGER SALES PROJECTION & PRODUCT ORDERED**

APPROXIMATELY 2 WEEKS PRIOR TO START SELL DATE

- ☐ **PRODUCT SUPPLY RECEIVED/IN-RESTAURANT**
 - () CheeseSteak
 - () Burger Promo Wrap
 - () 1 pack of CHEESESTEAK Stickers
- ☐ **ADDITIONAL PRODUCT ORDERED**
 - () 4 oz. Hamburger Patties based on sales projection needs
 - () Swiss Cheese
 - () Mayonnaise
 - () American Cheese
 - () Burger Foil Wrap
 - () Micro-Trays (Paper Boats for heating CheeseSteak)
- ☐ **EQUIPMENT**
 - () Microwaves are calibrated
 - () Plastic pans and lids in stock

2-3 DAYS BEFORE START SELL DATE

- ☐ **POP RECEIVED – check POP for the following items:**
 - () Translites
 - () Register Cards
 - () Window Poster
- ☐ **CREW TRAINING COMPLETED**
 - Use the Implementation Guide to properly train all employees.*
 - () Backline employees (Cooks) trained on thawing & preparing and heating procedures for CheeseSteak; and assembling and wrapping of CheeseSteak Burger.
 - () Frontline employees (Cashiers) trained on product build (to answer any guest questions); cue cards and scripting cards posted at registers for cashiers to refer to.
 - () Cue cards posted at Cook Station or in kitchen area for employees to refer to.
 - () Verbally quiz all employees to test their knowledge.

DAY BEFORE START SELL DATE

- ☐ Before the MOD goes home, make sure all Shift Leaders, Cooks and Cashiers are 100% trained.
- ☐ Before the MOD goes home, make sure you have thawed Philly CheeseSteak ready to go.
- ☐ **POST POP AFTER CLOSING OR BEFORE OPENING THE NEXT DAY.**

CONTINUED ON NEXT PAGE

START SELL DATE – JANUARY 2008

- ☐ **VERIFY POS DOWNLOAD – check and verify on morning of start sell date.**
- ☐ **ENSURE ALL POP IS POSTED CORRECTLY**
 - () Check all CheeseSteak Burger POP to make sure it is correctly posted.
 - () Check all pricing for both the burger and the combo.
- ☐ **BEGIN SERVING THE NEW PRODUCT UPON OPENING – NO EXCEPTIONS!**
- ☐ Remind all employees about the new product and discuss the build and proper procedures with each one as they clock in.
- ☐ Review the CheeseSteak Burger keys and Combo keys on the POS keyboard with all your Cashiers as they clock in.
- ☐ Observe employees preparing the new product – ensure the proper procedures are being followed – MODEL, COACH & REQUIRE as needed to enforce all standards!
 - () CheeseSteak is prepared and heated properly in the microwave until it reaches at least 145°F.
 - () Randomly check product temperatures throughout the day to verify proper heating.
 - () Thawed CheeseSteak is available as a back-up.
- ☐ Check assembly of burger:
 - Buttered Braided Bun Crown
 - 5/8 oz. mayonnaise (split evenly between crown and heel)
 - 1 Swiss cheese slice
 - 1 (2.0 oz.) Portion of CheeseSteak.
 - 1 American cheese slice
 - 4 oz. meat patty (seasoned)
 - 5/8 oz. mayonnaise (split evenly between crown and heel)
 - Buttered Braided Bun Heel
- ☐ Check burger wrapping and packaging:
 - Burgers wrapped with collar wrap.
 - Take-away, DRIVE THRU AND HOME DELIVERY burgers wrapped in Burger Promo Foil Wrap – with CheeseSteak sticker.
 - Dine-in orders placed in basket and marked CSB.
- ☐ All CheeseSteak Burgers are made-to-order.
- ☐ Talk to your Shift Leaders and Cooks about the importance of product quality.
- ☐ Ensure all Cashiers are following proper scripting for the new burger and combo to every guest.

NOTE ANY CORRECTIVE ACTION REQUIRED

Completed By: _____ Date: _____

**MAKE SURE EVERY GUEST RECEIVES A
HOT & DELICIOUS CHEESESTEAK BURGER EVERY TIME!**

