



Steak Loader Implementation Guide

Start Sell Date:

Target Start Sell: July 2014

Check with your Marketing Manager for your start sell date.

Key Contacts:

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Key Points

Introduction

We will introduce the Steak Loader as our July 2014 event. The Steak Loader includes a large beef patty, Philly Steak, black pepper mayo, grilled onions, Swiss and American cheese, all served on a toasted tortilla wrap.

New Product Information

The Steak Loader uses all existing ingredients. Please refer to the existing procedures for preparation and standards.

Participation

All Hardee's restaurants in the Middle East will participate.

Merchandising Elements

Contact your marketing manager for information on POP and merchandising.

Steak Loader

Assembly

Wash and sanitize hands before handling any food!

1. Place 10 inch thawed tortilla on the make-up table.
2. Spread 1.0 oz. black pepper mayo across the center of the tortilla, then using the spreader evenly spread the black pepper mayo around in a circular motion to evenly coat the tortilla.
3. Place one slice of American cheese in the center of the tortilla.
4. Place one cooked, large beef patty on top the American cheese.
5. Add seasoning.
6. Using a # 40 disher, evenly spread 1.0 oz. Grilled onions on top of the beef patty.
7. Take heated 2.0 oz. portion of Philly Steak and place on top of the grilled onions.
8. Place one slice of Swiss cheese on top of the Philly Steak.
9. Fold the tortilla over on the sides then fold in both sides so that it is fully closed.
10. Place the tortilla, fold side down, on the Panini toaster for 20 seconds.
11. Collar wrap 2/3 and place in basket for Dine-in and for To go orders; place in the special packaging.
12. There is no hold time for the Steak Loader. Serve immediately.

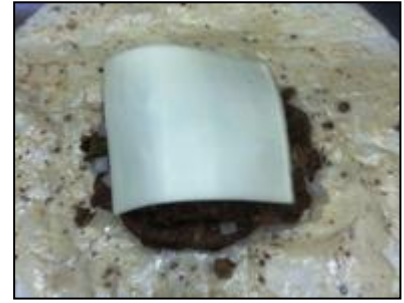
Steak Loader

NOTE: Photos below for IG illustration purposes only.

1. Spread Black Pepper Mayo along the center of the tortilla, then using the spreader evenly spread the black pepper mayo around in a circular motion to evenly coat the tortilla.
2. Put a slice of American cheese in the center of the tortilla.
3. Put on large beef patty on top of the American cheese, then season the beef patty.



4. Place 1.0 oz. grilled onions on top of the beef patty.
5. Place 2.0 oz. heated Philly Steak on top of the grilled onions.
6. Place 1 slice Swiss cheese on top of the Philly Steak.

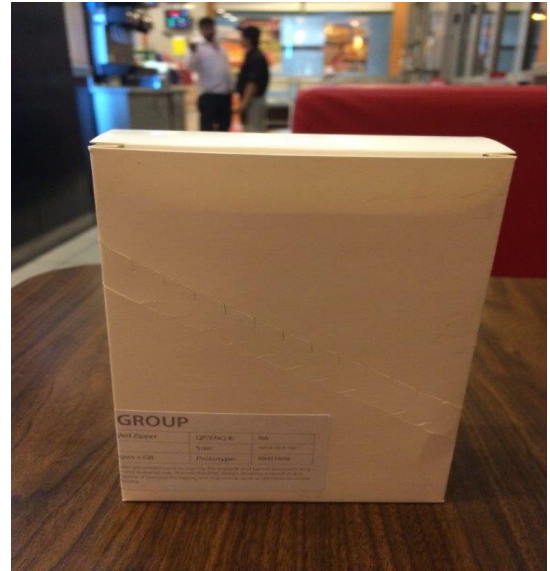


7. Fold two ends of the tortilla over to slightly overlap.
8. Fold the two open sides over so the tortilla is closed.
9. Place folded side down on the Panini toaster and toast for 20 seconds.
10. Collar wrap and Place in basket with folded side down. (Take-away use special carton)



Packaging Photos

NOTE: Photos below for IG illustration purposes only.



Rollout Checklist

Steak Loader

RESTAURANT #: _____ AREA: _____ FRANCHISE: _____

ABOUT 1 WEEK PRIOR TO START SELL DATE

- ☐ **POP KIT RECEIVED – refer to POP instructions inside the kit.**

2-3 DAYS BEFORE START SELL DATE

- ☐ **CREW TRAINING COMPLETED**
Use the Implementation Guide to properly train all employees.
 - ☐ Crew is trained on the preparation procedures for the Steak Loader.
 - ☐ Frontline employees (cashiers) are trained on the Steak Loader items and procedures.
 - ☐ Verbally quiz all employees to test their knowledge.

DAY BEFORE START SELL DATE

- ☐ **Before the RM goes home, make sure all shift leaders, backline crew and cashiers are 100% trained.**
- ☐ **Verify all needed ingredients are available.**
- ☐ **POST POP BEFORE OPENING THE NEXT DAY.**

START SELL DATE

- ☐ **VERIFY POS DOWNLOAD - check and verify on morning of start sell.**
- ☐ **Ensure all POP is posted correctly – refer to the POP posting instructions you received with your POP kit, for proper placement of all POP.**
 - ☐ Check all POP to make sure it is posted correctly.
 - ☐ Check all pricing.
- ☐ **Remind all employees about the Steak Loader and discuss the build with each one as they clock in.**
- ☐ **Observe employees preparing the Steak Loader - ensure the proper procedures are being followed - MODEL, COACH & REQUIRE, as needed, to enforce all standards!**
- ☐ **Talk to your shift leaders and backline crew about the importance of product quality.**
- ☐ **Ensure all cashiers are suggestive selling the Steak Loader at every opportunity:**
When a guest places an order for the Steak Loader ask the following important questions:
 - ☐ “Would you like to make that a combo?”
 - ☐ If yes, “Would you like to go big?”**IF YES:**
 - ☐ “How about a cookie for dessert?”

Quick Check

Steak Loader

- ☐ 1. All employees can correctly describe the ingredients for the Steak Loader.
- ☐ 2. Cashiers know how to key in the Steak Loader and combo.
- ☐ 3. All employees are suggestive selling the new product and combo, at every opportunity.
When a guest places an order for a Steak Loader, employees ask:
 - 1. ***“Would you like that in a combo? (If yes)”***
 - 2. ***“Would you like to make that a medium or large combo?”***
- ☐ 4. Philly Steak is prepped and portioned correctly. **(2.0 oz.)**
- ☐ 5. Flour wraps are completely tempered before use.
- ☐ 6. Black Pepper Mayo is monitored for or labeled with **48 hour discard time**.
- ☐ 7. The correct portion of sauce for each Spicy Chicken Tenders Wrap is **1.0 oz. (2 lines)**
- ☐ 8. Grilled onions are prepped and portioned correctly. **(1.0 oz.)**
- ☐ 9. Steak Loaders are folded closed with no open ends before toasting.
- ☐ 10. Steak Loaders are made to standard.
- ☐ 11. All POP is posted correctly – per POP kit instructions. All pricing is listed correctly.

NOTE ANY CORRECTIVE ACTION REQUIRED

**MAKE SURE EVERY GUEST RECEIVES A HOT, DELICIOUS
STEAK LOADER EVERY TIME!**



Training Certification Steak Loader



Crew Person	Date	Trainer's Initials	Crew Person's Initials	Training Certification
Restaurant training and sampling has been completed on all above Crew Persons.				
Date: _____ RM: _____				
Area Manager/Franchise Business Consultant Follow-up Completed:				
Date: _____ AM/FBC: _____				

Steak Loader Scripting Card

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

"Hi, would you like to try our new Steak Loader today?"

If yes... "Would you like that in a combo?"

If yes... "Would you like to go large?"

Ask... "How about a cookie for dessert?"



If the Guest inquires about the meal say, "The Steak Loader is served with a large beef patty, Philly steak blend, grilled onions, black pepper mayo, Swiss & American cheese, all in a toasted tortilla wrap."

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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