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| **Spectacular Vernacular** | **Can I Contribute?** | **Bringing Home the Bacon** | **Just for Fun!** |
| **P&l** | **These are 3 non-controllable expenses.** | **This is the second largest revenue-producing category.** | **Out of 12 stores, this many had a total contribution of more than half a million.** |
| **CC** | These are 5 controllable expenses. | This is the biggest money-maker within Total Revenue Beverage for most stores. | **This store has the highest rent.** |
| **TC** | **This cash management behavior helps with over/short.** | **This category generally creates the biggest revenue.** | **This person is the longest tenured partner in 603** |
| **GM** | **This is your largest controllable expense.** | **These 3 categories make up total store revenue.** | This store sold the most whole bean coffee in FY19. |
| **COGS** | Generally speaking, this is a healthy % for Controllable Contribution. | This is a place to go to explore controllable expenses. | **What store had the highest Packaged Food Sales in FY19** |