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| **Spectacular Vernacular** | **Can I Contribute?** | **Bringing Home the Bacon** | **Just for Fun!** |
| **What is Profit & Loss** | **What are Rent, Utilities, Retail Insurance, Vacation, Contract Services, Real Estate Taxes?** | **What is food revenue?** | **What is 8 stores?** |
| **What is Controllable Contribution**  **Gross margin - store operating expenses.** | **What are Office Supplies, Laundry, Sampling, Store Purchases, Travel & Entertainment, Cash Over/Short, Telephone, Cleaning Supplies, Smallwares?** | **What is espresso revenue?** | **Who is Elbel?** |
| **What is Total Cost**  **Controllable contribution - non-controllables.** | **What is Till audits (done twice a week)?** | **What is Total revenue beverage.** | **Who is Jennie Weeden?** |
| What is Gross Margin  Total sales - cost of goods sold. | **What is labor?** | **What is total revenue beverage, Total revenue food, Total revenue lobby** | **Who is Kyle?** |
| **What is Cost of Goods Sold** | **What is 55%?** | **What is the expense details report?** | **Who is Prime?** |