

Addressing cold food complaints

We've noticed in our performance data that we have an increasing challenge with **cold food complaints** from our customers. These are driven largely, by a combination of three things:

- The cold time of year affecting transit temperature
- Delivery service teams moving to a increased multi-order
- Drivers not arriving equipped with thermal bags

Whilst we can't affect the first two items, it's really important we aren't allowing drivers to deliver our orders without a thermal bag. Please make sure all your teams are insisting on that at hand-off in your stores.

We have also developed some important new operational steps that will help us reduce cold food complaints, thus ensuring you **keep a good rating** and a **higher level of income**.

It's important we implement these as soon as possible to protect our brand performance.

Packaging

Flour Tacos, Nachos & Burrito Bowls:

Keep product hot until driver arrives. Use gantry lighting or heat lamp. Considering microwaving for 20 seconds in case of driver delay. **Wrap entire box in foil.** We've seen other major brands use a customer advice sticker on their product such as the above and will move to develop these for you. In the meantime, please consider a handwritten note that says ***"We've done our best to keep these warm, but they can be unwrapped and popped in the microwave"***. This puts the onus on the delivery service and customers will be unlikely to leave a bad rating when there's a personal touch from you.

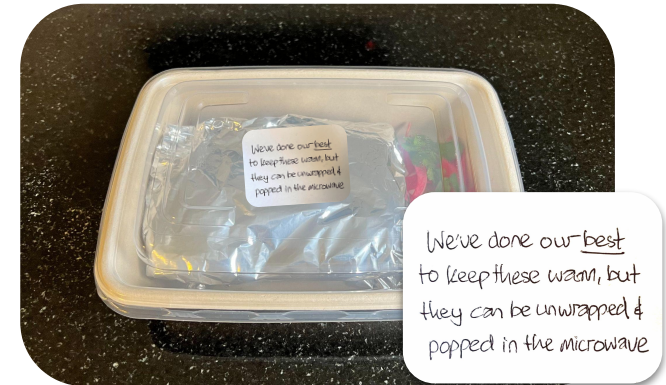


Suggestion

Packaging

Cheesy Corn Tacos & Quesadillas:

Keep product hot until driver arrives. Use gantry lighting or heat lamp. **Wrap core product in foil before it goes in the box, placing any garnish alongside that in the box.** Consider a handwritten note that says *“We’ve done our best to keep these warm, but they can be unwrapped and popped in the microwave”*. This puts the onus on the delivery service and customers will be unlikely to leave a bad rating when there’s a personal touch from you.



Suggestion