

Tackling The Pandemic Peace by Piece



The arrival of COVID-19 to the United States in early 2020 has caused significant issues for the restaurant industry. From the plants producing ingredients to the employee making our pizzas, our world has been rocked to its foundation. Thankfully, our industry has been shielded more than most due to the comfort of pizza at home and the ease of delivery and takeout of our products. For DoubleDave's Pizzaworks to not only survive but thrive, we needed to look at many of our processes and change to stay effective.

We started with our most important priority: our team. We talked with our staff about COVID-19 to discuss what we knew, how we would move forward to make their work environment safe and secure, and how we were responsible for keeping our guests as safe as possible. By wearing masks, increasing our sanitation schedule, closing our dining rooms, installing plexiglass barriers for cashiers, and conducting daily health checks, we set the expectations for safety. We also made a focus with our franchisees to keep everyone's mental health at the forefront. For many, this has been an anxiety-filled time working as essential employees, and we worked hard to remind them that each person is valuable to the team and that their health/mental well-being came first.

Next, we focused on our ingredients. Supply chain issues across the US have caused many interruptions in producing key ingredients and transportation to our warehouses/restaurants. We worked with our key distributors to add additional safety stock for all our essential items (dough, meat, sauce, cheese, proteins, boxes). While most of our vendor partners did their best to keep their products moving at a regular pace, problems did occur, such as reduced plant capacity, missed purchase orders, and temporary outages. This safety stock we created has helped us soar over these challenges.

Finally, we honed in on our strengths. We've been successfully executing the pickup/delivery model for over 35 years. However, it was imperative that we not only do our jobs well but also adapt and improve to serve the new normal. We instituted Curbside Pickup and Contactless Delivery, improved our delivery platform with GPS tracking for delivery drivers, tested text-based communication with our customers, updated our website, and pushed for increased overall communication and feedback. Menu changes also took place, such as eliminating low selling items and adding comfort items like ice cream pints. Adaptation is the only way that restaurants can survive in today's environment, and we're here for it.

2020 will be one for the record books. DoubleDave's is proud to have weathered the storm and come out stronger on the other side. To date, we have not lost one location. Instead, we opened a new powerhouse in the San Antonio market. We're proud of our employees, our franchisees, and our vendor partners for their determination, patience, and willingness to adapt.

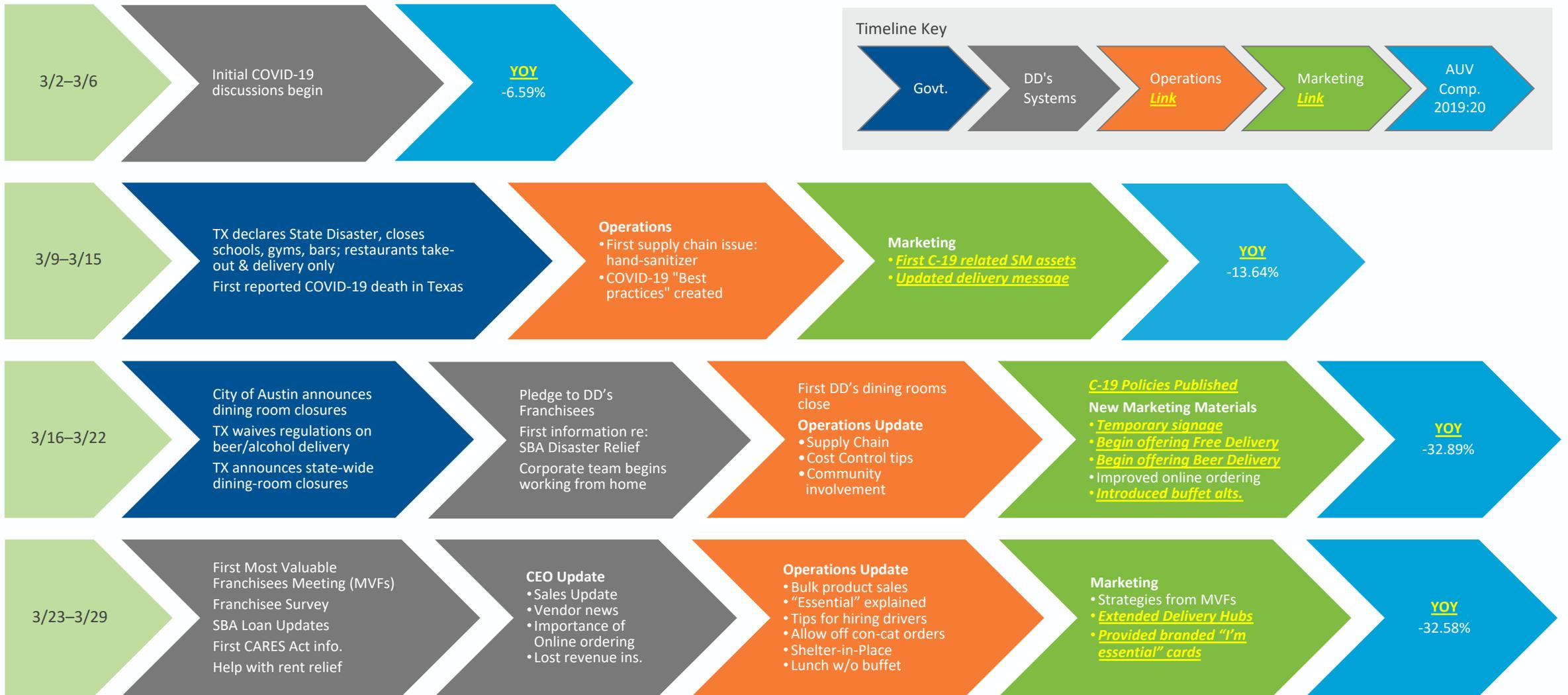
We look forward to the day where COVID-19 will be a distant memory. Until then, we're ready to provide our best slice to help out our communities...Peace by Piece.

The following pages present a timeline of our efforts during the first 4 months of the pandemic, along with links to applicable documents.

Timeline of Events: March 2020



Timeline Key



Operations

- First supply chain issue: hand-sanitizer
- COVID-19 "Best practices" created

Marketing

- First C-19 related SM assets
- Updated delivery message

Operations Update

- Supply Chain
- Cost Control tips
- Community involvement

C-19 Policies Published

New Marketing Materials

- Temporary signage
- Begin offering Free Delivery
- Begin offering Beer Delivery
- Improved online ordering
- Introduced buffet alts.

Operations Update

- Bulk product sales
- "Essential" explained
- Tips for hiring drivers
- Allow off con-cat orders
- Shelter-in-Place
- Lunch w/o buffet

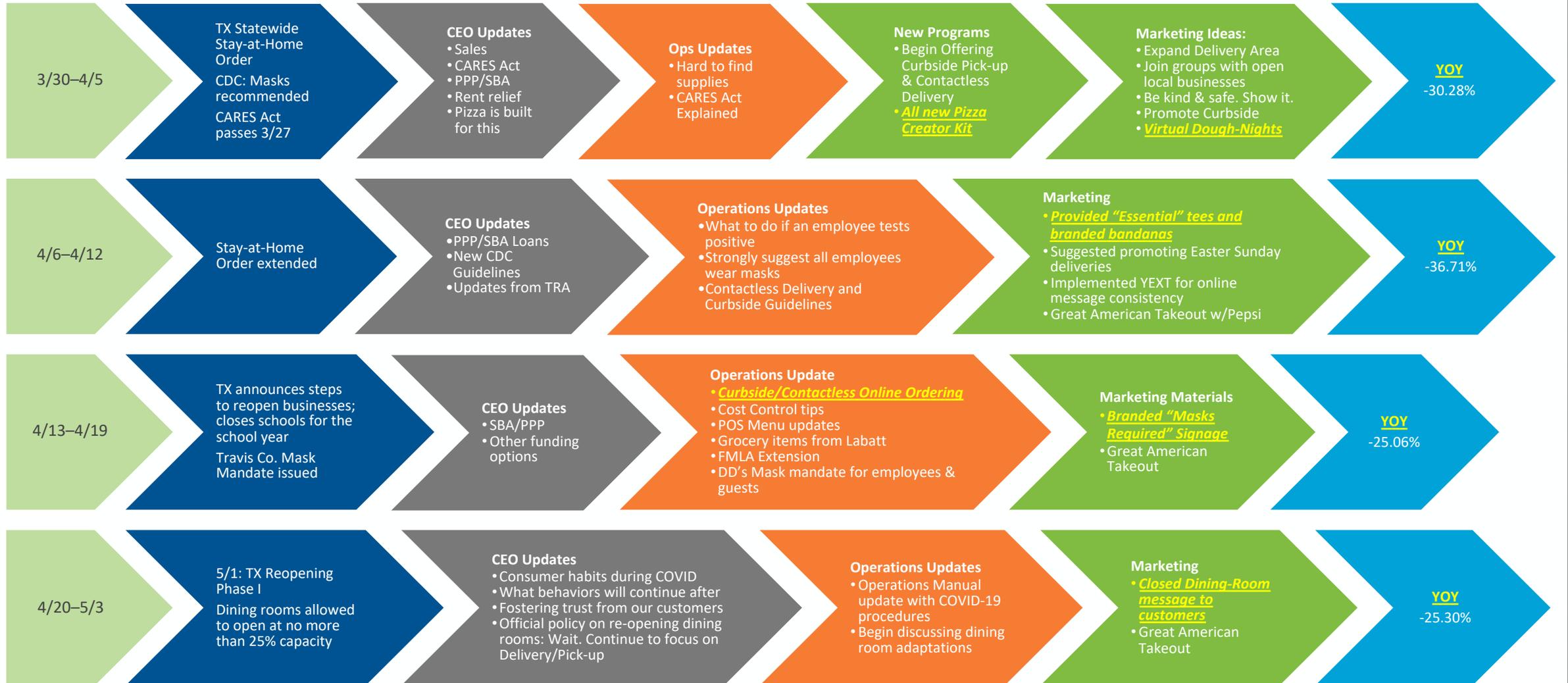
Marketing

- Strategies from MVFs
- Extended Delivery Hubs
- Provided branded "I'm essential" cards

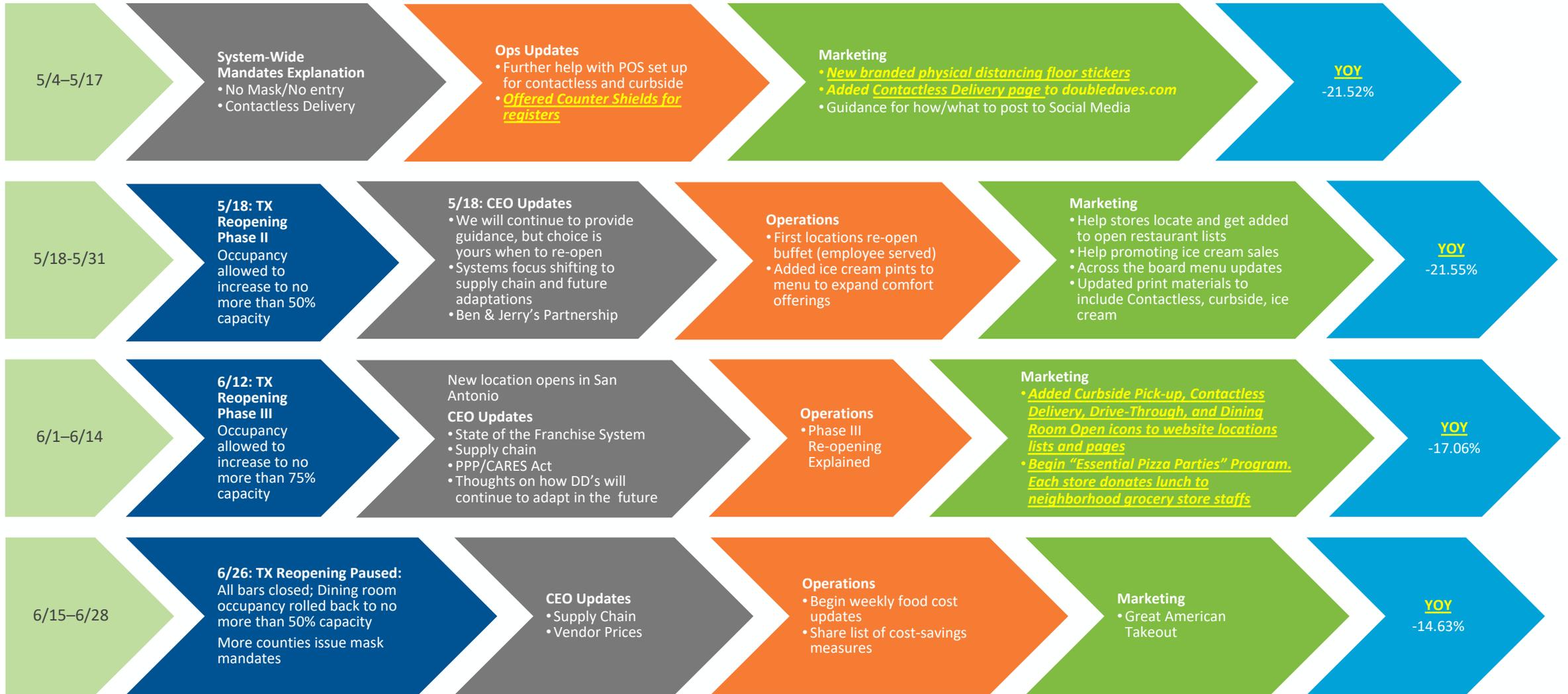
CEO Update

- Sales Update
- Vendor news
- Importance of Online ordering
- Lost revenue ins.

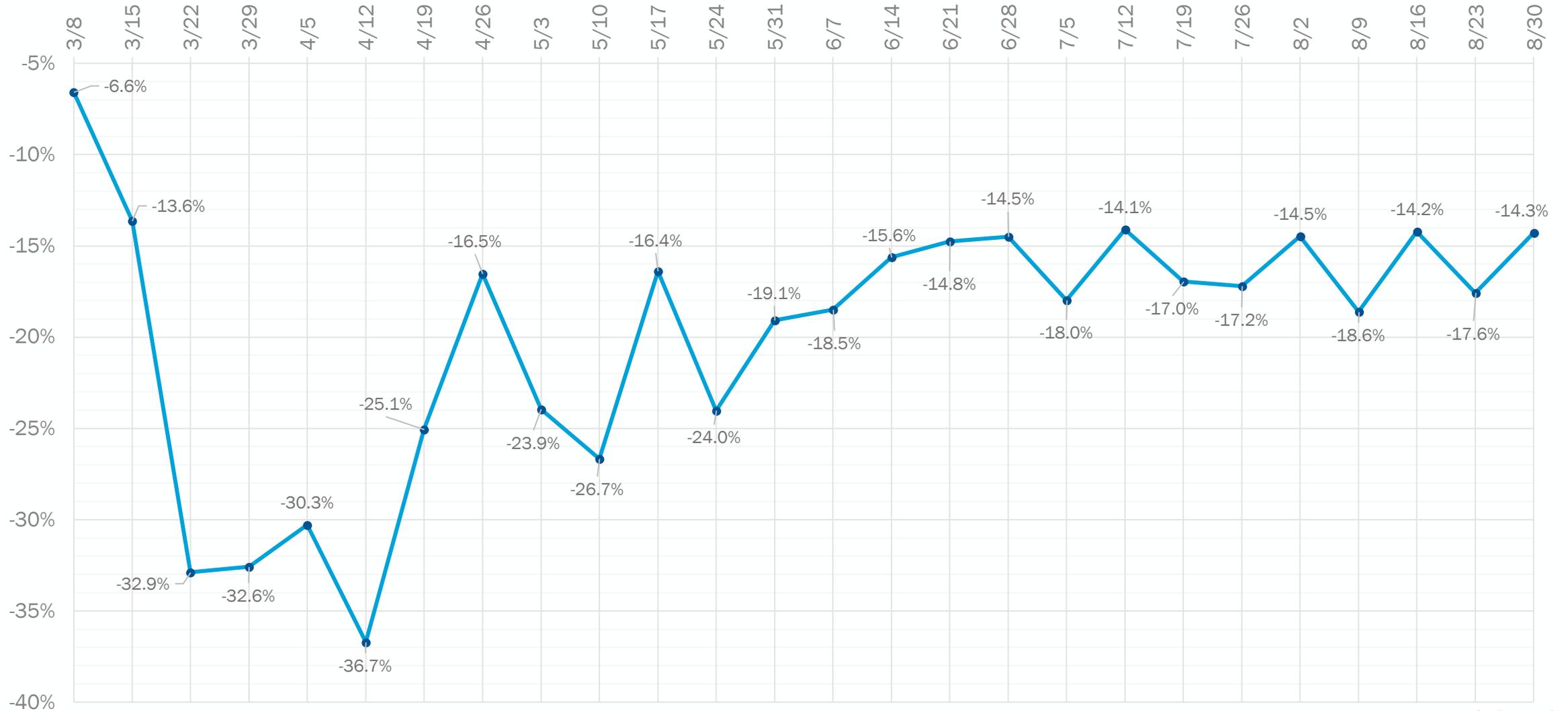
Timeline of Events: April 2020



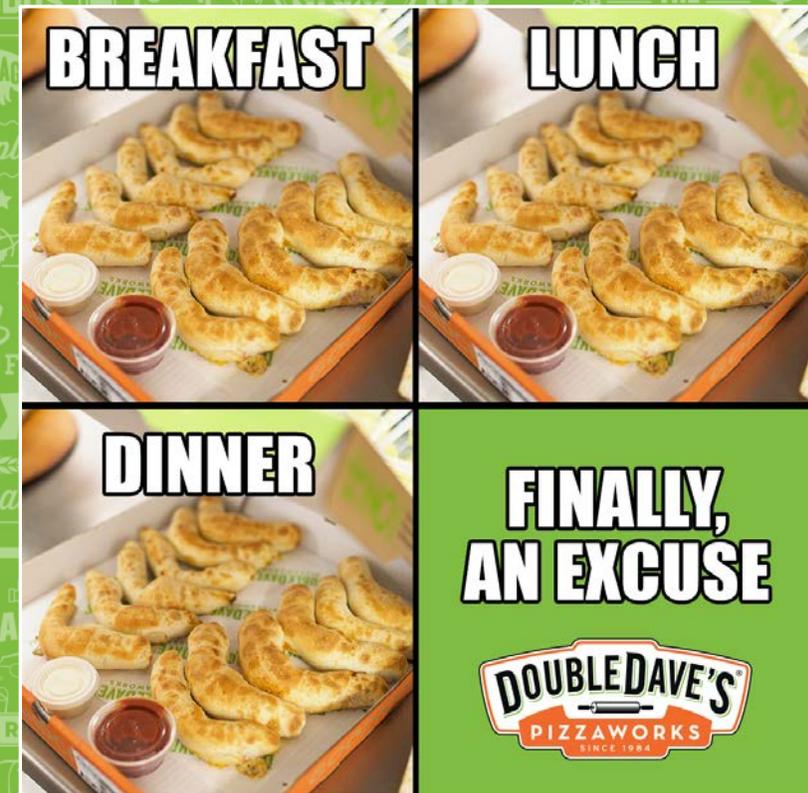
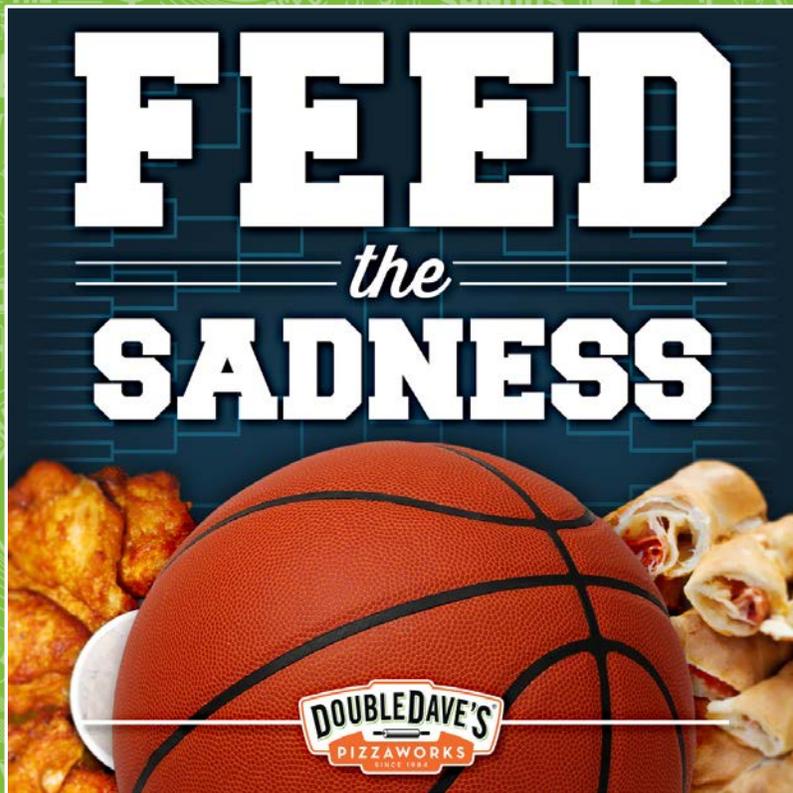
Timeline of Events: May-June 2020



Weekly YOY Sales Comparison Chart March-Aug. 2020



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March Madness Sadness

When the NCAA basketball tournament was cancelled, our planned marketing needed a quick refresh. Our personal feelings about missing a beloved event made for an easy edit to our "Feed the Madness" campaign.

We Deliver...

Just a reminder that by utilizing our proven delivery methods, customers could still get their favorites without needing to venture out. We added a dash of DoubleDave's personality regarding the term "socially distant" to lighten it up a bit.

We continue to use this message.

Finally, An Excuse

This was in reaction to the struggle to access groceries in the early days of stay at home guidelines.

Our solution: Order a dozen rolls and enjoy them all day!

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Temporary Dough Sling'n Hours:
Sun-Th: Xam-Xpm & Fri-Sat: Xam-Xpm

Prefer to keep your distance?

Order online and prepay at

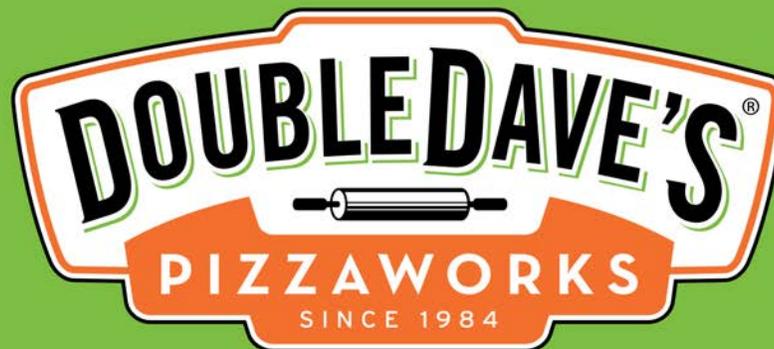
www.doubledaves.com

Stay in your car and we'll bring it to you when it's ready.

WE DELIVER

**YOU REMAIN
SOCIALY DISTANT**

(It's okay, we understand this time)



Due to local government requests/regulations,
and to do our part to promote social distancing,

**OUR DINING-ROOM IS
CLOSED FOR EAT-IN DINING
AT THIS TIME**

However, you are welcome to come on in to
place/pick up a carry-out order and of course,

WE DELIVER

call (xxx)xxx-xxxx or visit

www.doubledaves.com to order

Stay safe out there, friends. And don't forget to
take a little time to stop and Enjoy the Pizzaworks!

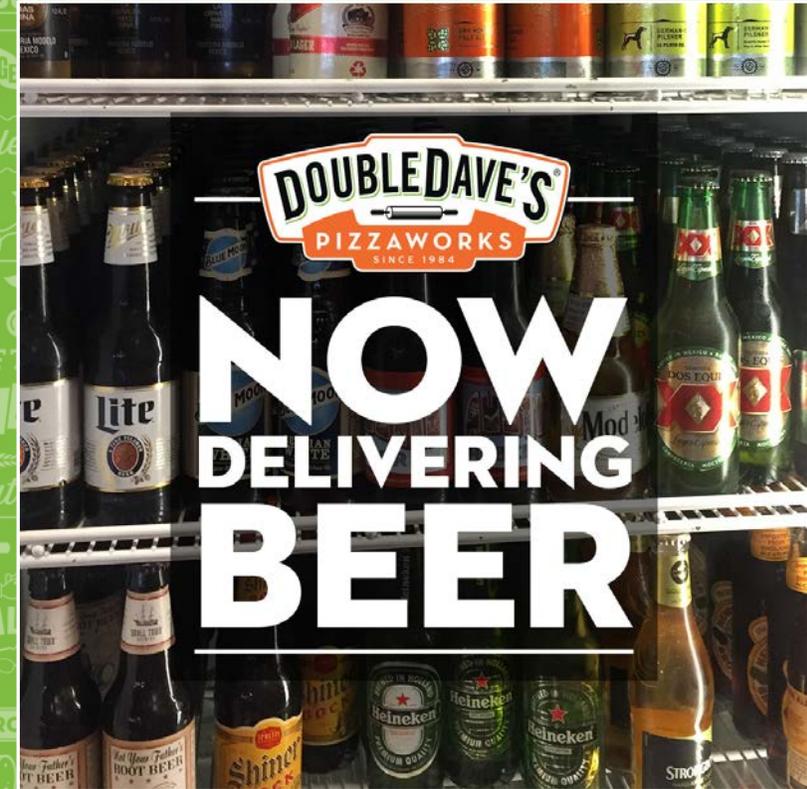
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DELIVERY: 
FEE: 



**Pizza &
Beer &
Peproni Rolls &
Stromboli &
Salads &
Wings &
Styxz &
Ranch &
Desserts &
Soda-**

Delivered.



Free Delivery

This campaign was created to promote our delivery, while giving our customers another reason to choose DoubleDave's.

Beer Delivery

As soon as Governor Abbot lifted the restrictions on beer delivery, we jumped in. Knowing many of our customers were leery about visiting retail outlets, we felt like this was an opportunity to supply them with a little liquid comfort along side their favorite comfort food.

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Quick-Fix Options

Choose **ONE:** **TWO:** **THREE:**

DAVE'S GREENS
SMALL TO-GO GARDEN SALAD ♥

INDIVIDUAL STROMBOLI
CHICKEN CHEESESTEAK • GARLIC SPINACH ♥
HAM & CHEESE • ★PHILLY CHEESESTEAK

3 ROLLS
★*Peproni Rolls*® • CHEE-Z ROLLS ♥

HALF SANDWICH
BUFFALO CHICKEN • CHICKEN CORDON BLEU
★MEATBALL • PHILLY CHEESESTEAK

GIANT SLICE
UP TO 3-TOPPINGS • ANY SPECIALTY PIZZA*

★ *Fan Favorite*

Vegetarian ♥

Buffet Alternatives



We understood immediately that we would need alternative offerings for our stores that do heavy buffet business.

To that end, we expanded our relatively new "Quick-Fix" menu, which was originally created for new locations in units without room for a buffet. We focused heavily on our customer favorites and branded items to ensure the selections were DoubleDave's Pizzaworks exclusives.

With this menu franchises can allow their customers all the variety of the buffet without the dangers associated with dining-in. We created editable PDF forms for each franchisee to download and set their own price for a one, two, or three item package. Available for delivery or pick-up.

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HI! I'M ESSENTIAL

I am an employee of DoubleDave's Pizzaworks, where I am directly involved in the production and delivery of delicious pizza and *Peproni Rolls*®.

Governments at all levels recognize the vital role restaurants play in keeping the public healthy and happy. Consequently, persons engaged in the creation/delivery of food products are exempt from "shelter at home" declarations, because these business are considered essential. If you have questions, please contact my manager at

(XXX) XXX-XXXX

"I'm Essential" Cards



In the beginning of the stay-at-home orders, many of our employees were uncomfortable being out and about without some kind of documentation that they were indeed essential workers.

While we worked to share official guidance from area governments, we also provided some fun little cards that our employees could carry with them for their own peace of mind.

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TEMPORARY EXTENDED DELIVERY HUBS

If you live near any of these hubs and would like a delivery, please call 936-291-3283 and ask that your order be delivered to the hub nearest you.

Our driver will call when they are leaving the store to let you know what time to meet us there.

HUB 1	Stubblefield Lake Rd.
HUB 2	Jack's Truck Stop (Smiley's): 2924 TX-19, Huntsville, 77320
HUB 3	Barney's Country Store: 1746 TX- 75, Huntsville, 77320
HUB 4*	<i>*Min. \$40/order due to distance</i> Bubba's: 2211 Us 190, Huntsville, 77340

Extended Delivery Hubs



Early on, some of our suburban stores began hearing from folks outside their delivery range, asking if there was something we could do to help them procure their pies without the need to venture out.

Working with franchisees in these areas, we helped set up extended delivery hubs to serve the customers who live further away than our standard 3-mile range.

Many of our smaller market stores have seen great success with their extended delivery hubs.

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INTRODUCING THE PIZZA CREATOR KIT!

(NOW AVAILABLE AT PARTICIPATING PIZZAWORKS)



DOUBLEDAVE'S[®]

PIZZAWORKS

Pizza Creator Kit



When the stay-at-home orders first began, a few of the biggest challenges we noticed were a combination of consumer uncertainty about pre-cooked food, the lack of readily available groceries, and parents taking on the role of full-time educator/entertainer for their home from school children.

We wanted a novel way to give our customers peace of mind about ordering take-out, while also helping them with mealtime and family activities. Our solution was the **Pizza Creator Kit**: One package with all the ingredients needed to make your own DoubleDave's Pizza at home, complete with a recipe "lesson-plan," how-to video, and plenty of DoubleDave's Ranch dressing.

We were blown away from the customer feedback, and kept the option on our menu, even as confidence in pre-cooked take-out food increased. Just one example of feedback we received:

"What an awesome experience with our home pizza kit from DoubleDave's! My whole family joined in on making our very own - restaurant quality - pizza! Would highly recommend - it was a crowd pleaser and tasted even better knowing we made it ourselves! :)"

—Regina Hofefe, Google Review

[See the Lesson-Plan](#)

[See the video](#)

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Virtual Dough-Night



Monday, April 13th from 2-8pm

DoubleDave's Pizzaworks is helping

GORZYCKI MIDDLE SCHOOL PARTNERS IN EDUCATION

raise some dough, and you can still show your support while staying at home! We are offering **interaction-free delivery and pick-up** orders at this time, and

10% OF DOUGH NIGHT SALES*

will be donated when you call-in and mention us or use coupon code **"DOUGH"** when you order online. It's a simple way get involved, and a great excuse to Enjoy the Pizzaworks. For details, call **(512) 377-3283**.

**Valid only at location shown below. Excludes tax and gratuity.*

4301 W. WILLIAM CANNON
(512) 377-3283
WWW.DOUBLEDAVES.COM



**EXCEL TODAY.
LEAD TOMORROW**

Looking to host your own Dough-Night? Contact your local DoubleDave's or email contactus@doubledaves.com to find out how we can help!

Virtual Dough-Nights



One of our franchise's most loved community involvement programs, "Dough-Night FunDDraisers," began to suffer due to stay-at-home orders. With large gatherings banned or discouraged, local groups needed help more than ever. We aren't the type to accept impossibilities, so we quickly re-tooled our program to work virtually.

With online ordering, contactless delivery, and curbside pick-up, we found it was just as simple to run these events safely and conveniently without having a large event in-store. The groups we support have been more than happy to help us promote via social media channels and email blasts, and the ease and convenience meant more orders for us and more donations for the groups.

Thanks to some small changes and buy-in from our franchisees, our beloved fundraiser program is thriving, and many local schools and clubs have a bit more cash on hand.

We couldn't be happier.

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"Essential" Tees and Branded Bandanas

Our first concerns were for the health and mindset of our employees. The term "essential employee" began circulating, and we knew immediately that our team fit that description. The slogan "This is what essential looks like" was chosen specifically because we wanted to let our employees know that we understand their importance. It also helps draw attention to the fact that many different jobs are essential in today's world, even some that might not immediately come to mind, like Dough-Sling'n, delivery driving, and countless other jobs in our industry.

We also knew right away that we wanted to supply masks for our teams, regardless of area mandates. However, finding enough for 600+ employees was proving extremely difficult. Thanks to some inspiration from local hero Matthew McConaughey, we developed a plan to supply branded bandanas to each employee, along with instructions for how to use one as a face-cover.

Both the t-shirts and bandanas were met with enthusiasm from employees as well as customers.

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Safer Service Options

Now offering **Curbside Pickup** and **Contactless Delivery!**

To utilize these options, add them to your order and follow the noted instructions.

OK

EXTRAS

Click here to setup your Curbside order or Contactless Delivery!

AUSTIN (S.PARK MEADOWS)

OPEN TODAY: 11:00am - 11:00pm



CURBSIDE

\$0.00

Order your food curbside, and we will bring your order to your vehicle!
Please call 512-301-3283 when you arrive. Allow 25-40 minutes for orders during peak times.

CONTACTLESS DELIVERY

\$0.00

For Contactless Delivery, we will leave the food at your chosen location.
Please pay online and remember to enter your gratuity during checkout.
You will not be required to sign a receipt.

Contactless Delivery and Curbside Pick-up Solutions for Online Ordering

We worked with our POS supplier (Microworks) to add pop-up notifications at the beginning and end of each online ordering session, directing customers to the appropriate page to select either Curbside or Contactless Delivery. Early on, Microworks was advising we direct customers to put delivery notes in the "Special Instructions" box at the end of the order; however, these instructions were only visible on the customer receipt. That worked for delivery but not for pick-up as the oven runner does not have a thermal customer receipt when running out food. We worked with the POS team to develop a method where all Curbside/Contactless Delivery options would print on the kitchen ticket. This ensures that for Curbside, the in-store staff can see the vehicle info; for deliveries, the drivers can see instructions on the run slip with the order.

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**NO ENTRY
WITHOUT MASK**

**NO HAY ENTRADA
SIN MASCARA**

To ensure the health and wellness of our valued employees and customers, we are not allowing entry to those without face covers at this time.

We're happy to meet you at your car. Call

(XXX) XXX-XXXX

and we'll send someone out to assist you!



**NO ENTRY
WITHOUT MASK**

**NO HAY ENTRADA
SIN MASCARA**

County law has mandated masks in all public locations. Anyone without a mask will not be allowed inside.

We're happy to meet you at your car. Call

(XXX) XXX-XXXX

and we'll send someone out to assist you!





Dearest DD's Fans:

We get it. We're ready to get back out in the world, too. We miss our friends and co-workers. We miss concerts and movies and dog parks and happy hour. Most of all, we miss seeing your faces and the buzz of electricity generated by a dining room full of happy patrons.

We are working tirelessly to adapt our systems, employees, and physical spaces to fully reopen. Unfortunately, getting prepared to welcome you back safely and comfortably means quite a bit of time and thoughtful preparation on our part. It also means we won't be able to reopen our dining rooms this weekend (5/1/20).

We'll let you know as soon as we're good to go. We'll shout it from the Texas hilltops while spinning with glee among the wildflowers. Until then, please bear with us and keep on Enjoying the Pizzaworks at home via curbside or delivery. And remember,

WHEN THERE'S PIZZA, IT'S A PARTY— NO MATTER WHERE YOU ARE.

See you soon,

♥♥ Your Friends at DoubleDave's ♥♥

Message to Customers Regarding Dining-Room Closures

On May 1st, Texas began allowing restaurant dining rooms to open at 25% capacity. However, we knew we had some work to do before we were comfortable welcoming folks back.

It was extremely important to us to express the right sentiment when letting our customers know that we would be keeping our doors closed regardless of government mandates. We created an open letter to our fans expressing our empathy, explaining why we chose to wait, and looking ahead to the future. We made sure to maintain the positive and laid-back attitude that is essential to our brand.

Response from customers and franchisees was overwhelmingly positive.

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Counter Shields and Branded Physical Distancing Floor Stickers

As stores began to start thinking about re-opening their dining-rooms, we understood that we'd need to make some changes within our stores. Many began by removing tables and moving self-service stations out of the main area or closing them off completely. As additional safety measures, we supplied plexiglass counter shields and branded physical distancing floor stickers.

Our DoubleDave's Peproni Rolls® just happen to measure 6" each, and we sell them by the dozen, so we thought what better "yard-stick" with which to illustrate 6 feet?

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BUFFET



**DINING ROOM
OPEN**



**CURBSIDE
PICK-UP**



GAMES



WE DELIVER



**CONTACTLESS
DELIVERY**



PARTY ROOM

NOTE REGARDING DELIVERY: Your page should show either “Contactless delivery” or “We Deliver”, but not both. If your’s shows “We Deliver” but you offer Contactless and/or Curbside, please let us know.

NOTE REGARDING GAMES: These are turned off for everyone in Texas right now by default, based on the most recent Open Table Report from Governor Abbot:

*Effective May 22, 2020, the occupancy limitation increases to 50% of the total listed occupancy inside the restaurant. This applies only to restaurants that have less than 51% of their gross sales from alcoholic beverages. Restaurants may continue to provide to-go or delivery services. **Any components of the establishments or facilities that have interactive functions or exhibits, including child play areas, interactive games, and video arcades, must remain closed.***

NOTE REGARDING PARTY ROOM: If you have a party room, but your dining room is closed, this should not be shown. If your dining-room is open and you have a party room but it is not shown, let us know.

Website Icons



As some areas began lifting shelter-in-place restrictions while others remained on lockdown, we quickly discovered we needed an easy way for our customers to know whether or not their neighborhood Pizzaworks offers Contactless Delivery and Curbside Pick-up, if the dining room was open, if they were running buffet, and what other options were available.

We immediately contacted our web developers and had them add new icons to our location lists and store pages that clearly show what each store offers.

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ALAMO RANCH

5514 Lone Star Pkwy, #101
San Antonio, Texas 78253
210-756-4333

Today's Hours
Dough Slingin' Hours: 11am-10pm



ORDER ONLINE

WEBSITE

MAP IT

DENTON

220 West University Drive
Denton, Texas 76201
940-243-DAVE (3283)

Today's Hours
Dough Slingin' Hours: 11am-9pm
Buffet Hours: 11am-9pm



ORDER ONLINE

WEBSITE

MAP IT



"Essential" Pizza Parties

We really wanted to thank another group of essential employees in our neighborhoods that put themselves out there every day to make our lives a little easier: grocery store workers. Many have been working extra hours with little time for breaks, so we decided to surprise them with a bit of deliciousness. Working with managers of grocery stores nearby each of our locations, we arranged a day in which we could supply every employee with their own box of DoubleDave's Peproni Rolls® for lunch.

Not only did our owners get a chance to get out there and be a part of their communities, they also established new relationships with businesses in their area. Most of all, it was great fun to see so many photos of happy, masked-up, essential workers taking a little break with DoubleDave's.

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