

New Breakfast Products “Morning Just Got A Little Brighter”

Burger King has begun test marketing a wide variety of new breakfast products at select restaurants across the U.S. Included in the test are four Wesfam Restaurants: Gadsden BK 469, Rainbow City BK 10881 and the two Cullman restaurants, BK 1486 and BK 11914.

The test, which began March 2, introduces ten new breakfast items. A new scrambled egg product, four Breakfast Platters (scrambled eggs, choice of meat, biscuit, hash browns, and pancakes), Breakfast Muffin Sandwich (English muffin, egg and choice of meat), Breakfast Bowl (scrambled eggs, cheese, sausage, potato mix), Ciabatta Club Sandwich (Ciabatta bread, bacon, ham, tomato sauce, tomato, cheese and egg patty), Blueberry Biscuits and a Mimosa (Orange Juice Mix and Sprite).



The test will be supported with in-store POP, radio and television advertising.

Plans are already in place to introduce the new BK Breakfast Bowl and BK Breakfast Muffin Sandwich as permanent breakfast items in all BK restaurants later this month. Sales of the remaining test products will be monitored to determine whether they will be kept on the menu.

Wesfam President Rich Wyckoff said, “We are very excited to

be a part of the BK Breakfast test market. Sales from the initial first few days of the test are very encouraging. By increasing our breakfast offerings we are hopeful that they will help drive early morning traffic to our restaurants”.



OER Scores

North Cullman

Score 92

Faye Helms, GM

Albertville

Score 91

Jennifer Robertson, GM

ECOSURE

Clean & Safe

Hartselle

Angie Glover, GM

Athens

Steve Schrader, GM

Tuscumbia

Carolyn Hunt, GM

Promotions

ADVO

March 22

BK Breakfast Muffin

March 29

BK Breakfast Bowl

April 5

Restaurant & Community Happenings

New General Manager

Brad Patterson has been named the General Manager at Arab BK 11664. Brad replaces Mona Banister who retired in February. Brad began working at Guntersville BK 4705 in 2007 as a day manager. He gives Guntersville General Manager Janet Phillips, credit for teaching and developing him for the General Manager position. He said, "Janet is a fair but demanding General Manager. She creates an atmosphere of excellence to work and learn." Brad is looking forward to creating the same working environment at Arab. He is excited about the challenges and wants all the Arab team to be proud of their restaurant. He also added his thanks to the Wesfam office and maintenance staff for all of their support and assistance.

Brad's biggest joy is spending time with his three daughters when he is away from work. He also loves Alabama football and NASCAR.

Congratulations and much success to Brad!



Brad Patterson

Longtime Customer Celebrates Birthday at BK

On any given weekday morning for nearly the last twenty years, Tom Segars and fifteen of his friends have met for breakfast at the Albertville BK. Rain or shine they gather to talk about the latest news, sports, or tell a joke or two.

This group of men have been together so long that they feel like family to each other and the Albertville BK team also feels like a part of this very special family.



Tom Segars

Tom's wife, Marilyn, knew that Tom would want to celebrate his 75th birthday with his friends at BK so she sent out announcements proclaiming that "The King" is alive at 75 and would be celebrating this special occasion with his subjects at the Albertville BK on the morning of February 23.

Approximately fifty friends, family and members of the Albertville team were on hand to wish Tom a very happy 75th birthday!





CELEBRATIONS!!!



Service Anniversaries

Quinyata Clay	#9694	3/04	5 years	James Daniel	#9694	3/17	2 years
Ryan Clarke	#13512	3/06	2 years	Katherine Moreland	#3242	3/22	5 years
Gloria Weatherly	#4885	3/07	2 years	Jesse Chandler	#9306	3/24	2 years
Connie Williams	#8173	3/08	10 years	Pamela Pride	#12710	3/24	2 years
Brenda Reed	#11000	3/10	2 years	Sonja Witt	#13277	3/24	2 years
Tiffany Lasseter	#3242	3/11	2 years	Michelle Camp	#469	3/31	2 years
Christene Garland	#4272	3/13	2 years				

Team Members of the Month

Suntruce Pack	#251	Edith Hernandez	#4272	Shay Kimble	#10881
Ronesha Nelson	#435	Danielle Blackwell	#4705	Kevin Cox	#11000
Nathan Granger	#469	Stacie Stewart	#4885	Sherry Sears	#11664
Luana Downs	#1225	Fabian Thompson	#6468	Crystal Roberson	#11914
Amanda Hill	#1486	Harry Adebola	#8173	John Scott	#12710
Fernando Ortiz-Ruiz	#2261	Joann Harper	#9306	Jeremy Thomas	#13084
Eliezah Rayford	#2297	Vance Reed	#9694	Jammy Simmons	#13277
Briss Tello	#3242	Penny Cannon	#9783	Anna Burcham	#13512
Jacob Setzer	#3942	Rena Craig	#10714	Janet Pingle	#14433

REMINDER SCHOLARSHIP DEADLINE IS MARCH 31!!

Wesfam Scholarship Applications Must Be Postmarked by Wednesday, March 31, 2010.

Application Packages are available at www.wesfam.com or ask your Manager for a package today!

- ◆ Three \$2,000 Scholarships will be Awarded to an eligible employee or child of an employee