

# What's Cooking At Wesfam

Wesfam Restaurants, Inc.

A Franchisee of Burger King Corporation

Volume 4  
Issue 8



August 2010

## BK Breakfast Revolution™



New breakfast products will be offered in all Burger King restaurants beginning on August 30. This launch is the result of several months of testing these new products in selected restaurants across the U.S. Included in the test markets were four Wesfam restaurants: Gadsden BK 469, Rainbow City BK 10881 and the two Cullman restaurants, BK 1486 and BK 11914.

Pancake Platters with Sausage, the BK Ultimate Breakfast Platter, Mini Blueberry Biscuits and the Breakfast Ciabatta Club Sandwich will complement the newly added BK Breakfast Muffin and BK Breakfast Bowl as well as

the new Seattle's Best Coffee program. "We are happy that four of our restaurants could be included in the testing of the new breakfast products. Their input provided needed information to enhance operational procedures and numbers for anticipated sales" said Wesfam Vice President John Wessel.



The four test stores will also be testing a new BK Breakfast Burrito this month. The test is to determine if the Breakfast Burrito will be a good offer to our customers and become a permanent menu item.

"Let's Do Breakfast....Shake Up Your Wake Up!" is the new BK Breakfast Campaign and these new products are to excite our current customers and encourage new ones to come in and start their day with BK.

### OER Scores

#### North Cullman

Score 88

Faye Helms,  
GM

### Health Dept.

100

#### Jefferson St.

#### Athens

Steve Schrader,  
GM

### Upcoming Promotions

#### ADVO

September 27

#### KIDS Promotion

Moxie Girls/WWE

August 23

#### New Breakfast

August 30

## Restaurant & Community Happenings

### A Star is Born

Everyone knows that "American Idol" is one of the most successful and talked about television shows. Winners have gone on to sign record contracts and are famous throughout



the world. Now Wesfam is proud to have their own American "Idle".



Madison Hwy 20 General Manager  
Thomas Griffin

Madison BK General Manager Thomas Griffin stepped into the limelight and showed everyone he was serious about winning the "American Idle" title during this year's Wesfam Summer Conference. Thomas was selected as a contestant to sing his way to fame at the "Murder on American Idle" mystery dinner. He brought down the house with his renditions of "My Girl" by the Temptations and "Friends in Low Places" by Garth Brooks. Clearly a crowd favorite, no one could understand why the judges decided to eliminate him in the end. He was a great sport and truly shone during his time on stage.

The conference was held July 19-21 in Pigeon Forge, Tennessee. In addition to the murder mystery dinner the group toured the Titanic Museum and had opportunities to visit Dollywood and the Aquarium of the Smokies in Gatlinburg. On the final day, District teams competed in several "Minute to Win it" challenges. Huntsville native and former University of Tennessee quarterback Condredge Holloway wrapped up the meeting as guest speaker.

### New General Manager

Joanna Short has been named the General Manager at Guntersville BK 4705. Joanna began working at Albertville BK 3242 when she was 16 and still a student at Crossville High School. She has worked in several positions including team member, porter closer and opener, shift manager and assistant manager. "The experience of having worked in all of these positions will help me tremendously to be a General Manager", Joanna said.



She grew up in the Kilpatrick community and enjoys quilting and spending time with her family.

Congratulations and much success to Joanna!

Guntersville BK General Manager  
Joanna Short

