



Jan - April 2016  
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Issue 1

# FIRST EDITION!!!

## Grumps' Quarterly Newsletter

### Did You Know?....

Our Crown Theory sets us apart from the competition, what? Seriously... Something so simple as focusing on 3 components of each guest's experience makes a huge difference! We want each guest to enjoy our **Food/Service/Atmosphere** each and every time they visit us.

**Food** - Taste, temperature, & presentation are all part of the Food category. Does it look good and taste great? Is it priced reasonably? Is it fresh? Have we gone above and beyond to provide our customers with the best product we can? Our goal is YES every customer, every visit :)

**Service** - Do we truly understand that our guests pay our bills? They are "guests" in our business and are to be treated as such. We thank them for coming and going, are attentive to their needs without being pushy. We get to know them and make them feel welcome and never hurried during their visit!

**Atmosphere** - The store is there for the customer! Is it clean (especially our restrooms and kitchen)? Is the "first impression" what we want to portray (this includes outside too)? Is the temperature comfortable for them? Are our TV's on channels that they would want to watch? Are we dressed appropriately as not to make anyone uncomfortable?

If we are successful in these three areas we should be building the elusive "regular" customer. A "regular" in our industry is defined as a customer that eats at your establishment 2-3x's per month, we have a lot of those folks!!! Thank you for building "regulars".

### Upcoming Events

#### January:

Mardi-Grumps: Jan. 23-Feb. 9  
Margarita & Mask Mondays  
Beer & Bead Fridays



#### February:

Feb. 9 - Fat Tuesday!!  
Feb. 23 - Annual Company Meeting

#### March:

March 17 - St. Patty's Day - green beer  
Spring Break Madness  
March Madness (put Bball on your tvs)

#### April:

Dog Days of Grumps - Dawgs are Back!

### Shout Outs!

Thanks to manager, James, at Grumps Cleburne for working so hard in getting flyers and menus out in your community! James went to over 70 businesses in Cleburne to bring new folks in!

#### Thanks to Aspyynn, from Granbury:

"Thank you Aspyynn and all for your fine hospitality and service to my family and me." - Sheldon & Shelly

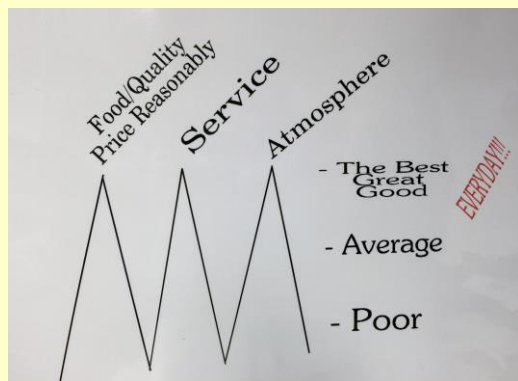
#### Thanks to Alexa, from Cleburne:

"Alexa treated us very well during our time there, as she was not just very welcoming and attentive, she displayed a very bright and cheerful demeanor which made our experience overall very nice. You have an excellent employee there with Alexa. Thank you for employing people like her. It's people like Alexa that make people like us want to come back and enjoy and also recommend your restaurant!" - Jerry

We appreciate all of your hard work!

### What They're Saying...

"The thing I love about this Grumps is that even though you might be sitting by yourself, you never feel that awkward alone feeling. The staff is super friendly and always helpful. Doesn't hurt that the food is really good for the price. I'm in here once at week, and am most comfortable at Grumps-Cleburne!!!"



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