

# ShowBiz Pizza Time, Inc.



## FRANCHISE NEWS



#16

November 14, 1986

### WEEKLY SALES

AVERAGES FOR WEEK ENDING 11-09-86

SPP Franchised Units (71): \$14,417

SPP Company Units (90): \$19,140

CEC Franchised Units (86): \$16,014

CEC Company Units (28): \$19,075

ShowBiz Pizza Place and Chuck E. Cheese	Chuck E. Cheese	ShowBiz Pizza Place
Average of Top 20 Units = \$24,887	Average of Top 20 Units = \$24,364	Average of Top 20 Units = \$20,022
<ol style="list-style-type: none"> <li>1. San Jose (Tully), CA M.C.A. &amp; Associates</li> <li>2. Anchorage, AK Caudle &amp; Associates</li> <li>3. Portland, OR Computerized Entertainment Concepts</li> <li>4. Tacoma, WA Northwest Partners V</li> <li>5. Burnaby, BC Nintendo Entertainment Centres</li> <li>6. Milwaukee (Chase), WI R. C. Schmidt, Jr.</li> <li>7. Virginia Beach, VA Adventure Restaurant Corporation</li> <li>8. Bridgeville, PA McKnight Family Centers #3</li> <li>9. Victoria Park, ONT All Canadian Pizza Shows</li> <li>10. Fayetteville, NC Adventure Restaurant Corporation</li> <li>11. Florence, KY Family Entertainment Inc.</li> <li>12. Albany, NY Pizza Time of New York</li> <li>13. Brooklyn, NY Family Showtime Theatre of Bay Parkway</li> <li>14. El Toro, CA F.E.C., Inc.</li> <li>15. Pearl City, HI Selwyn S.P. Chan</li> <li>16. Honolulu, HI Pal Anderson Enterprises</li> <li>17. Allentown, PA Wellington Development of Florida</li> <li>18. Lafayette, LA Acadiana Productions</li> <li>19. Syracuse, NY Pizza Time of New York</li> <li>20. Greensboro, NC Mike Hilton</li> </ol>	<ol style="list-style-type: none"> <li>1. San Jose (Tully), CA M.C.A. &amp; Associates</li> <li>2. Anchorage, AK Caudle &amp; Associates</li> <li>3. Portland, OR Computerized Entertainment Concepts</li> <li>4. Tacoma, WA Northwest Partners V</li> <li>5. Burnaby, BC Nintendo Entertainment Centres</li> <li>6. Milwaukee (Chase), WI R. C. Schmidt, Jr.</li> <li>7. Bridgeville, PA McKnight Family Centers #3</li> <li>8. Victoria Park, ONT All Canadian Pizza Shows</li> <li>9. Florence, KY Family Entertainment Inc</li> <li>10. Albany, NY Pizza Time of New York</li> <li>11. Brooklyn, NY Family Showtime Theatre of Bay Parkway</li> <li>12. El Toro, Ca F.E.C., Inc.</li> <li>13. Pearl City, HI Selwyn S.P. Chan</li> <li>14. Syracuse, NY Pizza Time of New York</li> <li>15. West Mifflin, PA McKnight Family Centers #3</li> <li>16. Greece, NY Pizza Time of New York</li> <li>17. West Allis, WI R. C. Schmidt, Jr.</li> <li>18. North Olmstead, OH ETR, Inc.</li> <li>19. Tukwila, WA Northwest Partners IV</li> <li>20. Newington, NH Dolli &amp; Associates I</li> </ol>	<ol style="list-style-type: none"> <li>1. Virginia Beach, VA Adventure Restaurant Corporation</li> <li>2. Fayetteville, NC Adventure Restaurant Corporation</li> <li>3. Honolulu, HI Pal Anderson Enterprises</li> <li>4. Allentown, PA Wellington Development of Florida</li> <li>5. Lafayette, LA Acadiana Production</li> <li>6. Greensboro, NC Mike Hilton</li> <li>7. Charlotte, NC Adventure Restaurant Corporation</li> <li>8. Knoxville, TN Gary Long</li> <li>9. Chattanooga, TN McBiz Corporation</li> <li>10. Des Moines, IA McBiz Corporation</li> <li>11. Wilmington, DE McBiz Corporation</li> <li>12. Greenville, SC McBiz Corporation</li> <li>13. Nashville #2, TN BAM, Inc.</li> <li>14. Davenport, IA McBiz Corporation</li> <li>15. Nashville #1, TN BAM, Inc.</li> <li>16. Lexington, KY McBiz Corporation</li> <li>17. Memphis #2, TN McBiz Corporation</li> <li>18. Columbia, SC McBiz Corporation</li> <li>19. Phoenix #1, AZ S-M Pizza</li> <li>20. Reading, PA H.F., Inc.</li> </ol>

# OPERATIONAL

# NEWS

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## SEMIANNUAL MEETING IN ORLANDO

The entire corporate staff would like to thank each of you who attended the Orlando meetings. We hope you came away with ideas and a feeling of renewed enthusiasm in our company. From our perspective, the unity which exists in the franchise community today is exciting and conducive to the success of our company. Our thanks to each of you for that!

## IMPORTANT DATES

As you plan your 1987 calendar, please add the following dates:

January 22 - Committee Meetings  
Dallas

No Board of Directors Meeting is scheduled at this time

May 14 and 15 - Annual Convention  
Dallas

## CANNED PIZZA SAUCE

The supply of the pizza sauce packed by Carnation is almost exhausted. Clay Harvey provided the following figures on November 12, 1986, for Carnation's warehoused total:

Jacksonville	- 946 cases
Chattanooga	- 176 cases
West Coast	- 120 cases

When these are shipped to your distributor, you will need to switch to the new recipe and mix the sauce in your centers. You should remind your local distributor of the need to order the spice blend and the tomato products.

YOUR COMMITTEE MEMBERS

Your Advertising and Entertainment members, along with your Board of Directors deserve a big thanks from you for the work they have done, and will continue to do. As reference, those individuals and their telephone numbers are listed below.

Advertising Committee

Mike Maginnis - 503/774-2992  
Belinda McPherson - 913/272-9004  
Bill Rudolph - 412/681-8210  
Tim Smithson - 701/293-0118  
Dick Huston - 214/258-8507

Entertainment Committee

Mike Flynn - 501/521-2740  
Tim Kolb - 716/227-7250  
Tom Pogemiller - 309/454-2111  
Bryon Schlosser - 913/272-9004  
Stan Black - 214/258-8507

Board of Directors

Dick Jacobson, President - 619/741-7294  
Irv Burg - 714/675-3235  
Mike Hilton - 803/449-3284  
R.C. Schmidt - 414/546-3600  
Bob Ortegel - 214/258-8507

LOCATION CHANGE FOR ASSOCIATION

Remember to change your address listing for the International Association of ShowBiz Pizza Place and Pizza Time Theatre Restaurants to:

103 White Horse Pike  
Haddon Heights, New Jersey 08035  
609/546-0898

Please make sure all fund contributions and any other association correspondence are sent to the new address beginning November 15.

# ANNOUNCING

## NOTEWORTHY

### Locations

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We would like to congratulate the following locations for earning a "NOTEWORTHY" on their quality assurance evaluation during the period 10-7-86 to 11-5-86:

#### SANTA MARIA, CA

Franchisee: ARC Pizza Holding Co.  
Staff: Tom Gorman  
Roger Gergeon  
Gwyn Brown  
Mark Mooneyham

#### VALENCIA, CA

Franchisee: ARC Pizza Holding Co.  
Staff: Al Camuso  
Derek Adams  
Tina Amedure  
Dale Kaiser

#### EL TORO, CA

Franchisee: F.E.C., Inc.  
Staff: Brett Carlson  
Brent Budge  
Elias Ellis  
Richard Sadler

#### FAIRBANKS, AK

Franchisee: Caudle & Associates  
Staff: Gary Bratton  
John Schulke  
John Winjum

#### ANCHORAGE, AK

Franchisee: Caudle & Associates  
Staff: Lee Heist  
Karla Saunders  
Bruce Bryan  
Kevin Town

#### MODESTO, CA

Franchisee: McCann Allen Investments, Inc.  
Staff: Kristy Wilson  
Richardo Martin  
Tom Miller  
Tammy Lawrence  
Gloria Solis

#### CHICO, CA

Franchisee: Keith & Allison Bakker  
Staff: Allison Bakker  
Shannon Cornell  
Marilyn Felion  
Wendy Berge  
Gary Kemp

#### VICTORVILLE, CA

Franchisee: Backyard Investment Group, Inc.  
Staff: "T" Trudo  
Mitzy Watts  
Millie Strunk  
Kenny Weeks

#### PROVO (OREM), UT

Franchisee: Pal Anderson Enterprises  
Staff: Tony Fabbiani  
Rick Perry  
Deborah Speck  
Derek Ellis

#### SALT LAKE CITY, UT

Franchisee: Family Entertainment Developers  
Staff: Keith North  
Bill Elliott  
John Rolph

# MARKETING & ADVERTISING

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## 1987 COMPANY MARKETING PLAN

At the Orlando meetings, we were asked many times how specific markets would be marketed during 1987. As promised by Dick Huston, attached is the "plan" at this time. Each market will be evaluated during the year and changes will be made if warranted. As you will see, the thrust is in the "umbrella" of heavy TV everywhere possible with support of Free Standing Inserts as needed in the market.

As Dick presented at the meeting, the Free Standing Insert coupons have been very successful in company stores during 1986. In last week's issue, #15, of Franchise News we published dates that franchisees may wish to consider participating with the company on Co-Op Inserts. By doing so at the same time, your costs will be much less due to volume purchases. The deadline for participating in the March 8 insert is December 8. If you are interested in that insert, please compute your estimated costs with information provided in issue #15, or call your Franchise Representative or Lois Perry.

## NEW PROGRAMS FROM THE ADVERTISING COMMITTEE

### Television

The Advertising Committee approved production of two new commercials with availability by early February. Details and specific dates will be provided as available. The "Where a Kid Can Be a Kid" campaign has been so successful and the basic strategy does not appear to be "wearing out". Therefore, these two new 30 second spots will be an extension of that campaign.

Based on feedback we have received from franchisees, a 10 second birthday spot was approved and will be produced at the same time.

### Sales Brochures

Based on the September survey, there appears to be significant interest in a sales/birthday brochure. Belinda McPherson, McBiz Corporation, provided the committee with recommended layouts. The final details are being completed now with samples, prices, timelines, etc. to be mailed in the next week.

COMPANY STORES  
1987 ADVERTISING PLAN

ADI	TELEVISION		FREE STANDING INSERTS						
	# of Weeks	Target	Commitment* Payment*	1-11-87 11-7-86 12-10-86	3-8-87 12-8-86 12-29-86	5-10-87 2-2-87 3-2-87	6-21-87 3-16-87 4-13-86	9-13-87 6-8-87 7-6-87	12-6-87 8-31-87 9-28-87
Alexandria	0			X	X	X	X	X	X
Atlanta	36	Kids					X	X	X
Augusta	36	Women/Kids			X		X	X	X
Austin	36	Women/Kids			X		X	X	X
Bakersfield	36	Women/Kids			X		X	X	X
Baton Rouge	0			X	X	X	X	X	X
Birmingham	36	Women/Kids			X		X	X	X
Chicago	48	Women/Kids					X	X	X
Cincinnati	0			X	X	X	X	X	X
Colorado Springs	36	Women/Kids			X		X	X	X
Columbus, GA	36	Women/Kids			X		X	X	X
Columbus, OH	0			X	X	X	X	X	X
Corpus Christi	36	Women/Kids			X		X	X	X
DFW	48	Women/Kids			X			X	X
Dayton	36	Kids			X		X	X	X
Denver	48	Women/Kids					X	X	X
Detroit	36	Kids			X		X	X	X
Evansville	36	Women/Kids			X		X	X	X
Flint	36	Women/Kids			X		X	X	X
Fresno	36	Women/Kids			X		X	X	X
Ft. Wayne	36	Women/Kids			X		X	X	X
Grand Rapids	36	Kids			X		X	X	X
Green Bay	36	Kids			X		X	X	X
Houston	36	Kids			X			X	X
Huntsville	0			X	X	X	X	X	X
Indianapolis	48	Women/Kids					X	X	X
Kansas City	48	Women/Kids			X			X	X
LaCrosse	0			X	X	X	X	X	X
Lincoln	0			X	X	X	X	X	X
Los Angeles	48	Women/Kids					X	X	X
Madison	0			X	X	X	X	X	X
Mobile	0			X	X	X	X	X	X
Montgomery	0			X	X	X	X	X	X
New Orleans	36	Women/Kids			X		X	X	X
Oklahoma City	36	Kids			X		X	X	X
Omaha	36	Kids			X		X	X	X
Orlando	36	Kids			X		X	X	X
Peoria	0			X	X	X	X	X	X
Sacramento	0			X	X	X	X	X	X
San Antonio	36	Women/Kids			X			X	X
San Diego	49	Kids			X			X	X
Savannah	36	Women/Kids			X		X	X	X
South Bend	0			X	X	X	X	X	X
Springfield, IL	0			X	X	X	X	X	X
St. Louis	48	Women/Kids			X			X	X
Tampa/St. Pete	36	Kids			X		X	X	X
Tulsa	0			X	X	X	X	X	X
Wichita Falls	0			X	X	X	X	X	X
Washington, DC	36	Kids					X	X	X

\*Deadlines for franchisee participation.

# SPT, INC. FRANCHISE NEWS

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