

# ShowBiz Pizza Time, Inc.



## FRANCHISE NEWS



#20

December 12, 1986

### WEEKLY SALES

AVERAGES FOR WEEK ENDING 12-07-86

SPP Franchised Units (71): \$15,066  
 SPP Company Units (90): \$17,212  
 CEC Franchised Units (86): \$13,889  
 CEC Company Units (28): \$18,973

ShowBiz Pizza Place and Chuck E. Cheese	Chuck E. Cheese	ShowBiz Pizza Place
Average of Top 20 Units = \$21,580	Average of Top 20 Units = \$21,580	Average of Top 20 Units = \$17,900
<ol style="list-style-type: none"> <li>1. San Jose (Tully), CA M.C.A. &amp; Associates</li> <li>2. Tacoma, WA Northwest Partners V</li> <li>3. Portland, OR Computerized Entertainment Concepts</li> <li>4. Milwaukee (Chase), WI R.C. Schmidt, Jr.</li> <li>5. Burnaby, BC Nintendo Entertainment Centres</li> <li>6. Syracuse, NY Pizza Time of New York</li> <li>7. Albany, NY Pizza Time of New York</li> <li>8. Lafayette, LA Acadiana Productions</li> <li>9. Victoria Park, ONT All Canadian Pizza Shows</li> <li>10. Albany, NY Pizza Time of New York</li> <li>11. Huntington, WV Huntington Entertainment</li> <li>12. Chattanooga, TN McBiz Corporation</li> <li>13. Valencia, CA ARC Pizza Holding Co.</li> <li>14. Salt Lake City, UT Family Entertainment Developers</li> <li>15. Bridgeville, PA McKnight Family Centers #3</li> <li>16. Little Rock #2, AR Harold Burlingame</li> <li>17. Virginia Beach, VA Adventure Restaurant Corporation</li> <li>18. Victorville, CA Backyard Investment Group</li> <li>19. Knoxville, TN Gary Long</li> <li>20. West Mifflin, PA McKnight Family Centers #3</li> </ol>	<ol style="list-style-type: none"> <li>1. San Jose (Tully), CA M.C.A. &amp; Associates</li> <li>2. Tacoma, WA Northwest Partners V</li> <li>3. Portland, OR Computerized Entertainment Concepts</li> <li>4. Milwaukee (Chase), WI R. C. Schmidt, Jr.</li> <li>5. Burnaby, BC Nintendo Entertainment Centres</li> <li>6. Syracuse, NY Pizza Time of New York</li> <li>7. Greece, NY Pizza Time of New York</li> <li>8. Victoria Park, ONT All Canadian Pizza Shows</li> <li>9. Albany, NY Pizza Time of New York</li> <li>10. Valencia, CA ARC Pizza Holding Co.</li> <li>11. Bridgeville, PA McKnight Family Centers #3</li> <li>12. Anchorage, AK Caudle &amp; Associates</li> <li>13. Victorville, CA Backyard Investment Group</li> <li>14. West Mifflin, PA McKnight Family Centers #3</li> <li>15. El Toro, CA F.E.C., Inc.</li> <li>16. West Allis, WI R. C. Schmidt, Jr.</li> <li>17. Monroeville, PA McKnight Family Centers</li> <li>18. Louisville #2, KY Family Entertainment</li> <li>19. Hayward, CA Ulrike-Grandjean Corp.</li> <li>20. Tukwila, WA Northwest Partners IV</li> </ol>	<ol style="list-style-type: none"> <li>1. Lafayette, LA Acadiana Productions</li> <li>2. Huntington, WV Huntington Entertainment</li> <li>3. Chattanooga, TN McBiz Corporation</li> <li>4. Salt Lake City, UT Family Entertainment Developers</li> <li>5. Little Rock #2, AR Harold Burlingame</li> <li>6. Virginia Beach, VA Adventure Restaurant Corporation</li> <li>7. Knoxville, TN Gary Long</li> <li>8. Honolulu, HI Pal Anderson Enterprises Corporation</li> <li>9. Nashville #2, TN BAM, Inc.</li> <li>10. Allentown, PA Wellington Development of Florida</li> <li>11. Parkersburg, WV Trio Foods Enterprises</li> <li>12. Davenport, IA McBiz Corporation</li> <li>13. Charlotte, NC Adventure Restaurant Corporation</li> <li>14. Memphis #2, TN McBiz Corporation</li> <li>15. Fargo, ND Great Plains Associates</li> <li>16. Fayetteville, NC Adventure Restaurant Corporation</li> <li>17. Greenville, SC McBiz Corp.</li> <li>18. Little Rock #1, AR Harold Burlingame</li> <li>19. Nashville #1, TN BAM, Inc.</li> <li>20. Jacksonville, FL - Orange Pk. Wellington Development of Florida</li> </ol>

# MARKETING & ADVERTISING

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## FREE STANDING INSERTS

The November 30 Free Standing Insert that hit all company stores and 47 franchised locations, appears to be working well in most locations. For week ending December 7, the first full week of the promotion, Company stores averaged \$17,630, which is a 23% sales increase over the same week last year. The entire franchised system (ShowBiz and Chuck E. combined) averaged \$14,325, which is a 13.8% increase over last year. The average increase of those franchised locations participating in the November 30 insert was 16.7%.

As for sales dollar increase, 18 of the 47 franchised locations participating had over a \$3,000 increase for the week, and 8 stores enjoyed over a \$5,000 increase for the week! (Again, all sales are compared to same week last year.)

There are numerous other influences which affected sales for this week, ie. weather, TV commercial schedules, other advertising programs which are running, etc. But, the company does highly recommend the Free Standing Inserts as the #1 promotional tool in your overall marketing program. A balance program between TV and Free Standing Inserts has drastically impacted company sales during 1986.

Future dates that you may wish to consider participating with the Company are:

<u>Insert Date</u>	<u>Order form Available</u>	<u>Commitment Deadline</u>	<u>Payment Deadline</u>
5/10/87	1/12/87	2/2/87	3/2/87
6/21/87	2/23/87	3/16/87	4/13/87
9/13/87	5/18/87	6/8/87	7/6/87
12/6/87	8/10/87	8/31/87	9/28/87

# SPT, INC. FRANCHISE NEWS

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