



**BGR The Burger Joint Partner Summit**  
Store Tour Recap • June 23, 2012

Below are the comments from the store tours – exploring locations in Washington, DC’s Georgetown – on Saturday, June 23 2012.

**Take-Away Ideas**

- There was high awareness of locations with logo/branding on their cups/bags.
- Scent made a big difference in our visits. The strong scent of waffle cones at Ben & Jerry’s made it appealing. The trash smell sweetgreen caused us to choose another place to eat.
- Facebook and Twitter messaging at the table seems like a smart idea as that’s where you’re lingering, want to check-in and let others know what you’re doing.
- Could use “Grilling Times” to indicate hours of operation. Reinforces use of grill. (Pink Berry listed theirs as “swirling hours.”)
- We were impressed that the team at Pink Berry had a script on what to say about the product (as we heard two different employees describe the concept in a highly similar way).
- BGR locations should show off tomato boxes, putting boxes of tomatoes in store window to ripen.
- Mixed representation of social media cues.
- Highly impressed with lululemon’s helpful, engaging, knowledgeable, and attractive employees.
- The location leaving the best impression was Baked & Wired. It felt local, comfortable, not pretentious. A destination.
  - Napkins stuck to wall engaging customers to share their favorite music lyrics.



## TEAM: FROZEN YOGURT

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### Ben & Jerry's

- Big footprint
- Deceiving from the entrance... can't really tell it's a Ben & Jerry's
- Displays everywhere - windows covered with stuff
- Sandbox place for kids
- 20% of store merchandise on shelves
- Heavy "give peace a chance" message
- Back of an actual VW bus used for in-store merchandising
- Strong scent of waffle cones, no other place had a scent - made on site
- Curtain of beads to enter section
- Couldn't NOT see the Facebook message
- It would be smart to have Facebook message at table – where you're sitting, enjoying your food.
- Obviously targeting kids
- Manager said sales down over 12 years. Sales down 800k, 400k per year
- Had a promotion: from 4 pm - 7 pm - 3 hours, 3 scoops, 3 bucks
- Retail merchandising
- Images of Ben & Jerry's legacy
- Greek yogurt

### Pink Berry

- Opened up in the back, nice sized store
- Ice water pitcher - with cucumbers in it
- They sold a reusable mini cooler for take-away, picnics
- Offered coffee
- Referred to their hours of operation as "swirling hours"
- Experience Greek Goodness - healthy, good dose of protein
- Top end build-out... high end quality... expensive
- Floor sealed stone pebbles - texture

- Outdoor enclosed seating
- Fixed price, you can tell it is good quality - clean, high end finish, has a zen feel, fixtures - really nice...
- Cattle walk / queue line
- Been open 6 months
- Feels if any frozen yogurt concept was to survive, it'll be Pink Berry (self service places may close down Pink Berry in the long term)
- Classier, better tasting... but self-serve theater and speed of service (Menchie's) may hurt Pink Berry in the end...
- Dubbed the store that launched 1000 parking tickets because people would double-park to run in and get their yogurt. It was **that** worth it.
- Mark: When 5 Guys hit the scene, seemed higher quality than typical Burger.... Self-serve customization... as is Chipotle...
- TCBY some converting to self-serve - seeing 100% to 200% growth in self-serve
- The employees knew product information... very helpful... had script on what to say...
- Had big flag and neat lights - easy to see flag

### Ice Berry

- Had nothing in it
- So not Georgetown
- Nothing good about it
- Empty shell, physical wear n' tear
- Don't do anything that they do
- Showed the history of the concept and how it affects your digestive system (for lactose intolerant people)
- 3 flat screens, nothing on



## sweetgreen

- Miserable experience
- Used to be little tavern
- Cramped
- Smelled bad
- Did not look fresh
- Outdoor seating
- Crime scene
- 15' back alley
- trashcans, garbage all over the place
- Was going to be place to eat, shut it down...
- Branding is all great - mission, objective....
- Can see from their bags.... who they are
- Having the sweet life... life style... hipper cooler - created sweet life
- If someone came in as competition they'd be shut down
- Chop't does better job
- Really surprised
- Fire manager
- Here we saw: Salesvote.com. A program to get deals with other restaurants in the area. A club you can join and receive benefits from participating restaurants

## TEAM: RETAIL STORES

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### Urban Outfitter

- Greeter, not that good... seemed more for security
- Loud music, hip place
- Warehouse feel
- No sale signs
- Nicely folded stuff
- "Old is new" concept - retro - old phonograph / funny merch - cards t-shirts
- Products seem high quality
- Hours posted
- Selling vinyl records at \$35 per album
- Spotted no social media

### Apple Store

- No immediate greeter, blue shirts, asking for help - engaging - eye contact
- Ring you up anywhere
- Clean, sleek
- Interactive
- Always an open computer - play around
- No sales (discounts)
- No social media
- Natural sunlight
- Big ads in the front window
- Only color was screen images - all silver, white and grey... color came from computer screen

### Banana Republic

- Neat presentation
- Opposite of lululemon experience
- Big price cut ads in windows
- Looked like high-end Gap discounted
- No music perceptible
- No greeter
- Red sale signs everywhere
- Not what it used to be - felt like Filene's Basement



### Rugby's

(Ralph Lauren Retail / Restaurant Concept)

- Sit down
- Waiter not that helpful
- PBR suggested
- Food was okay - not a destination
- No social media that we see
- Food mix up
- Wouldn't necessarily recommend

### TEAM: BAKED GOODS / CUPCAKES

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#### Sprinkles

- Small signs for flavors
- Seemed the most friendly
- Slower than other places
- No real bakery smell
- Two tables - sticky, dirty
- Cupcake good

#### Georgetown Cupcakes

- Could smell it from outside
- Line down the street
- Can't see menu board until you get in...  
No pricing (\$3.50) but less expensive than Mobile location.
- Good cupcake - tasted homemade

#### Pie Sisters

- Cup-pies - cupcake-sized pies
- Cut pie - \$5.00 /

#### Baked & Wired

- 1/2 coffee / 1/2 cupcake
- Loud music (in a good way)
- Real casual
- People lounging on comfy couches
- Would take my wife and hang-out there
- \$3.50 for cupcake, but no pricing on cupcakes to see...
- Post your favorite song verse - white

- napkins with stickers posted on wall
- Spoke to owner, 11 years before cupcake frenzy... had growing pains, first two years were rough... couldn't capitalize on cakes, switched to cupcakes before anyone... I want to be that place.
- No uniforms, tank tops...
- Felt comfortable
- Unfinished concrete floor - one of a kind
- Gluten free, vegan...
- This is the place for the locals - weekend tourists...
- Chalkboard told story – listed local brands used, flour brand
  - Started off... "Yo... " small batches, no box mixes.
- Bands come in play – making location a destination
- The "local" place
- "Get baked"

### TEAM: QUICK SERVE BISTRO

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- Of the three concepts visited - Le Pain, Madeleine and Paul - Paul seemed to have highest quality.
- We didn't like waiting in long line... waiting for food... liked being given a number... table lanyard, we deliver food.

#### Le Pain Quotidien

- Service sort of ignored you - "like French experience"
- Didn't really stand out - but neat store front once you're in
- Marble top, wood work
- Bread looked so good it looked fake, leaning against the wall
- Made eye contact, but
- No pricing visible... menu
- Blackboard writing not written well...



### **Le Madeleine**

- Looked pretty neat
- Cafeteria style service... like a Nordstrom cafe-ish...
- Madeline - maybe a quiche... welcoming smell
- Had twitter / Facebook
- Probably least expensive, but felt less expensive...

### **Le Maison Paul**

- Smelled baked goods
- Line was fairly long...
- Tight space...
- Great display
- 6 people, all attentive... more authentic...
- Had chef beret
- 2nd location in US

### **Dean & Deluca**

- More market
- Felt very authentic... neat long market
- Food well presented

## **TEAM: BURGERS / BURRITOS**

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### **Thunderburger**

- Table service
- Messed up order a bit
- Sweet potato fries
- Burger was 'eh' - burger warm... maybe over toasted
- \$45 for the three of us, with 1 iced tea waters + tip (\$54 with tip)
- If we weren't there to be critics - but it was okay otherwise
- Hostess was nice

### **Tackle Box**

- Inexpensive décor (lobster pots, old marker buoys), checkered table clothes, picnic tables
- Large hand-written chalkboard tells story of fresh products – lists all menu options
- Vegetables on display – fresh asparagus could be seen in the open kitchen. Made everything feel very fresh.

### **Chipotle**

- Bright fresh
- Easy signage, clear menu
- Clean, clear signage
- "Standing in the sun eating grass" (T-shirts)
- Movie campaign

### **Qdoba**

- Menu too small, couldn't notice
- Facebook acrylic sign

### **lululemon**

- Each employee had a personal mission that was posted in-store for all to see
- Attractive people
- Helpful people, helping people at the shelves
- Personalized

### **BTS (Burger, Tap & Shake)**

- t-shirt - "Building your chuck by the buck"
- Great window seating
- Tasty sweet potato fries
- Pamphlet about their meat