

PRE-CALL OVERVIEW



Name Of Operation:

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Key Operations Contacts Name/Phone:

Size Of Company

Single Proprietor Multi-Unit Regional Chain (MURC)
National Account

FRONT OF HOUSE (FOH) REVIEW

What is the vibe/look/feel of their restaurant?	How do employees interact?	What roles do the employees play?	Do they appear to have enough employees/do the employees appear to be scrambling to fill multiple roles?
Fun and vibrant Sophisticated Home-town/local feel Other			

Menu Review

<ul style="list-style-type: none"> • What desserts do they have? • What, if any, frozen treats do they offer? • What, if any, frozen drinks do they offer? • Do they offer alcoholic beverages? • What menu solutions could you offer them? 	Notes:
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ONLINE MEDIA:

Social Media	Website
What social media platforms do they offer? Facebook Instagram Tik Tok Twitter Other They don't offer social media	What type(s) of messaging do they offer in their social media efforts? <ul style="list-style-type: none"> • URL of their website: • What Messaging do they show on their site? • How do they talk about their establishment/what does it offer? • Is there a community focus? • How are they connecting with their customer base?

BACK OF HOUSE (BOH) REVIEW:

What is the look and feel BOH?	What frozen treat equipment do they have?	Key BOH Contacts	
Open and airy Cramped and Cluttered	Soft Serve Machine? Blender Shake Machine	Chef	F&B Mgr.
		Buyer/Procurement	Other
What type of storage do they have?	Do you know who their distributor is/would be for frozen treats?	What roles do the BOH employees play?	Are they playing multiple roles/do they appear to be frantic/scrambling to fill multiple roles?
Frozen Refrigerated Shelf			

SOLUTIONS

Based on what you see FOH and BOH, what are their pain points?	How can you help them fill needs/what are the opportunities with Frostline or Dole Frozen Treat Mixes?