

Stop Raising Prices, Do This Instead

How to Use a Non-Cash Adjustment to Combat Higher Costs



OL' SOUTH PANCAKE HOUSE AND FAMILY RESTAURANT	
Check 120	Tab DD/KAITLYN
Tiana S.	9/10/2022
Guests 1	10:57 AM

Pancakes*	0.00
Full Homestyle*	8.99
Strawberries	0.99
Banana	0.99
Whip Cream	0.99
Peanut Butter Chip	0.99

Subtotal	12.95
Food Tax	1.07
Non-Cash Adj	0.39

TOTAL	14.41

15%	(1.94)
20%	(2.59)
25%	(3.24)
BALANCE DUE	14.41

Thank you for dining.	
Ol' South Burleson	
Balance due if paying with cash \$14.02	

Welcome!
Today's webinar will be starting shortly.

1

What Is a Non-Cash Adjustment?

BALANCE DUE (with Credit/Debit Card)	14.41
Less Non-Cash Adj	<u>(.39)</u>
BALANCE DUE (with cash)	<u>14.02</u>

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Are you using a similar non-cash adjustment in your restaurant?

Please respond in "QUESTIONS"



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Today's Economic Reality



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History of Non-Cash Adjustment

- States' attorney general letters
- Guest pushback



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Changing Consumer Behavior

- Today's guests – acceptance & understanding



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The Skeptic's Perspective



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Non-Cash Adjustment Makes Your P&L Happy



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Economic Impact of Non-Cash Adjustment

- Started November 2021
- Savings since Nov. 2021 - \$147,500
- Average saving per month - \$14,100
- Expected annual savings - \$175,000



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How to Try It, Test It, Learn & Prosper



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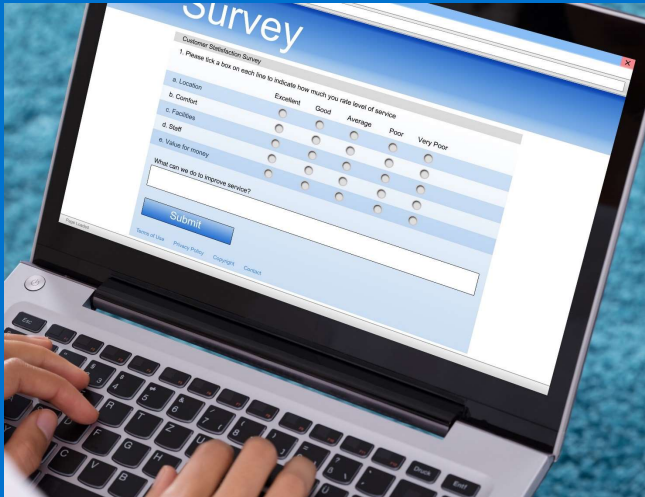
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Please Take the Survey



Just 4 very short questions!

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Q&A



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Thanks for attending!