



Food Quality Strategy

Craveable Food: Make it SAFE and follow procedures!



At Chick-fil-A Zephyrhills, we ensure we have craveable food by following procedure, assessing quality with a combination of leading / lagging indicators and taking actions based off our findings. This intentionality ensures a remarkable experience!

Assessments - Constant and consistent evaluations of Food Quality from many eyes on many levels

Self Assessments:

1. eRQA: 2/day - Shift Leads for both dayparts assess a menu item; menu items for weeks are decided by opportunity areas found across weekly/monthly assessments
2. QIV Focus Areas: 2/week - Key area experts in standards assess a larger array of Food Quality items
3. Food Tastings: Full scale assessment of the menu at director meetings, executive meetings, and team leader meetings
4. Mock Smart Shop: 3/week - Full Smart Shop assessment done by Experience Coordinator

Third Party Assessments

1. QIV: (1)/quarter - Scheduled quarterly visit from Food Quality experts; Executive Chef and rotating kitchen leadership sit in for educational purposes
2. Smart Shops: Corporate assessments done multiple times a month and compiled on the Smart Shop Dashboard

Peer Perspective

1. Food Tasting: Whenever operators, leaders from other restaurants, or staff from the Support Center come to the restaurant, there is a full scale assessment of the menu similar to that of in-house leadership meetings.

Customer Perspective

1. Customer Experience Monitors: Taste and Temperature are tracked on a weekly basis in order to understand the guest's perspective on the experience; these scores are compared against a top 20% metric with the chain to gauge success.

Taking Action - Systems, steps and measures based off evaluations to drive Food Quality every day

Food Tasting - Steps and Criteria

At Chick-fil-A Zephyrhills, we consistently perform food tastings of all our essential products: Original, Spicy, and Grilled sandwiches, Nuggets, Strips, Grilled Nuggets, and Waffle Fries.

We score the product on a scale of 1 to 4:

1. Doesn't meet the guest's or Chick-fil-A's expectations (Unsatisfied)
2. The guest is disappointed and doesn't meet Chick-fil-A's expectations (Mediocre)
3. Meets the guest's expectations, but not Chick-fil-A's (Great)
4. Above the guest's expectations and Chick-fil-A's (Fantastic)

After we assess the product, we champion the wins, learn from the opportunities and give feedback where needed. Food tastings are performed weekly in our Director meetings and three times a month during our FOH and BOH leadership meetings.

BOH Leadership Meetings

Smart Shop, eRQA and other assessment data is brought to the entire kitchen leadership team once a month; these meetings are split into AM and PM which allows daypart relevant feedback to be focused on with intentionality.

Huddle Board / Daily Focuses

Areas of opportunity brought to the leadership team in these meetings is further taken to the team systematically via usage of the Huddle Board. Leaders at the beginning of shift list a "daily focus" which rallies the team and brings awareness of the process or procedure which they need to focus on.

AHA Tracking and Breader Profiles

Of all the tools given by CFA for maintaining Food Quality, the Automated Holding Assistant is one of the most essential in order to ensure hot and fresh food is given to the guest. We track our <20min pan scan rate across AM and PM dayparts with the Shift Leads posting the daily % at the end of shift to bring awareness and accountability.

We utilize the Breeding Profiles tool in order to not only track and hold accountability, but to celebrate breaders - as hot and fresh food comes from dropping less more often. Weekly contests leverage this tool to reward the team member with the highest amount of <20min pan scans and encourage competition in this regard.