Promotions
What’s Happening!!

Madame Alexander/ LEGO® Batman
Starts Friday, September 12, 2008 through Thursday, October 9, 2008

The Madame Alexander® Wizard Of Oz™ Happy Meal is back! Building on the success of the 2007 Happy Meal collection, this year features an exciting new series of 12 Wizard of Oz™ characters. Six of the most popular characters have returned with a new look and six new characters have been introduced.

The LEGO® Batman™ The Videogame Happy Meal is based on the new September 2008 release of the videogame where kids can control the LEGO® stylized characters and bring the action to life on multiple videogame platforms. Inspired by the stylized look of the videogame, the Happy Meal collection takes to the streets, sea and air of Gotham City with 4 vehicles and 4 figures featuring cool good vs. evil battling functions.

Madame Alexander® Wizard of Oz™ - tri-packed 50 of each design for total case pack of 150.

LEGO® Batman™: co-packed 75 of each design for total case pack of 150.

(Continued Page 2)
Packaging
This program features a Madame Alexander® Wizard of Oz™ / Lego® Batman™ The Videogame Happy Meal® box design.

WRIN#
00886-000 Madame Alexander/Lego Batman HM Box – Case Pack of 140

Customer Satisfaction Cases

Madame Alexander® Wizard of Oz™ Customer Satisfaction Cases feature 7 each of all 12 designs; total case pack of 84.

LEGO® Batman™ Customer Satisfaction Cases feature 12 each of the Batboat and 12 each of the Batmobile designs and 10 each of the remaining 6 designs; total case pack of 84.

Barbie™/ Hot Wheels™
Starts Friday, October 10, 2008 through Thursday, October 30, 2008

Barbie™: Barbie is still the most popular fashion-themed doll in the world as she continues to engage new generations of little girls. This year, the Happy Meal collection is all about high fashion dolls. Barbie and her friends are modeling the hottest fashions inspired by top international fashion cities from around the world including Paris, New York and Shanghai. All six dolls come with a postcard-style hang tag from Barbie or one of her friends that talks about her experience in that particular city.

Hot Wheels™: Hot Wheels has 98% Brand Awareness and boys of all ages love the Hot Wheels brand. Still the most popular vehicles for kids and collectors alike, Hot Wheels continues to offer fresh, innovative products at retail. Inspired by retail’s larger, 1-60 scale cars called Rumbler’s™, this year’s Hot Wheels Happy Meal toys are larger in size and feature a variety of cool body styles and functions.

All case packs packed 75 of each design for total case pack of 150.

Packaging
This program features a Barbie / Hot Wheels Happy Meal® bag design.

WRIN#
01035-000 Barbie / Hot Wheels HM Bag case pack of 150.

Customer Satisfaction Cases

Barbie™: Barbie Customer Satisfaction Cases will feature 13 of each of the 6 designs – total case pack 78.

Hot Wheels™: Hot Wheels™ Customer Satisfaction Cases will feature 13 of each of the 6 designs – total case pack 78. Feature a variety of cool body styles and functions.

The Customer Service Team
Left to Right: Brooke, Annette, Laurie, Diana, Lida with Ronald peeking over her shoulder.
Front Row: Becky & Betty
Welcome back to Monopoly!

IT’S HARD TO BELIEVE THAT 2008 MONOPOLY IS RIGHT AROUND THE CORNER!

Here’s a preview

Look for more information in future issues of “In the News”

• Starts Tuesday, October 7, 2008 through Monday, November 3, 2008
• A game piece will be affixed to each of the packaging game elements. The consumer will have the opportunity to instantly win one of millions of prizes (including free food and cash).
• “Guaranteed Bonus” game pieces are available on 6oz Fry Cartons, Grilled/Crispy Premium Chicken Sandwiches, Southern Style Chicken and McSkillet Burrito. “Guaranteed Bonus” game pieces for Footlocker are in increments of 10%, 15% or 20% off of total purchase, stackable to total of 25% off of total purchase. Elements with Guaranteed Bonus affixed to them will be available in Traditional/Shell Oil Alliance restaurants.
• Game boards
  ★ Tipped onto the B Bag
  ★ Take–one Game Boards for Traditional/Shell Oil Alliance and, new this year, a second version for Wal-Mart/Non-Shell Oil Alliance restaurants.
• Pre-Promote themed packaging begins Thursday, October 2, 2008 and will continue while supplies last.

Twice each year, McDonald’s distribution centers receive an audit by an outside company to evaluate processes and procedures related to food safety and quality risks. Silliker Laboratories is an accredited food testing and consulting laboratories company contracted by McDonald’s to conduct this evaluation. Silliker provides food manufacturers, restaurants, caterers and retailers with consulting, testing, auditing, research and training services that help assure quality, safety and nutrition and are recognized for their expertise in delivering accurate information in a timely manner that help identify operational problems, anticipate areas of concern, and institute practical controls associated with these risks.

It is the goal of Earp Distribution to continue to build upon our results and to earn a score that puts your DC among the top ten in the McDonald’s network.

Earlier this year we achieved our Highest Silliker Food Safety and Sanitation Audit. We earned a 99.1% grade on our first Audit of 2008. This was a true team effort with special recognition given to the following associates: Scott Dreiling who was the Team Leader on this Audit, Warehouse Manager Doug Hudson, who assisted Scott and provided direction in preparing for the audit, Facility Manager Ernie Adams for ensuring that we received a Perfect Score in the Equipment & Facility category of the audit, Sanitation Lead man Jim Holter for banging out a Perfect Score in the Pest Control category and a 98.8 score in the Sanitation category. A big shout of appreciation also goes out to Safety Director Doug Redman who provided the required Silliker Food Safety Training Programs to all of our associates which allowed us to achieve a Perfect Score in the FoodDefense category. Special acknowledgements to Shelly Watson and Laurie Malik for their contributions to Product Protection documentation.

GREAT JOB BY ALL!!

Helping to Keep Earp Distribution safe for our customers!
Earp Distribution Gives Back

Here are some of the ways our employees are “GIVING BACK” to the community.

Victory Junction Gang Camp

Victory Junction Gang Camp enriches the lives of children with chronic medical conditions or serious illnesses by providing life-changing camping experiences that are exciting, fun, and empowering, in a safe and medically sound environment: operating solely on the donations of wonderful corporations, organizations and individuals. Children that attend Victory Junction would not otherwise be able to attend a camp because of their medical needs. The original Victory Junction Gang Camp in Randleman, N.C., was founded in 2004 by NASCAR driver Kyle Petty and his wife Pattie as a tribute to their late son, Adam. When our own Billie Rayl, Transportation Department Admin Assistant, heard that a second VJGC would be built in Wyandotte County, not too far from our distribution center she quickly got Earp Distribution involved to help the newest camp be a success. Billie is an avid NASCAR fan and she is sharing her enthusiasm with her fellow employees. As you can see from the photos many of our employees are joining in the fun of making afghans, bears and/or quilts, at the same time enjoying the great team work that Earp distribution can be proud of. The quilts and bears are for the bed the children use while at camp and then to take home with them. The need for bears and afghans is great because the current camp located in North Carolina camp accommodates approximately 2,000 kids a season. Billie wants to have a large amount of each to donate when the VJGC opens in Kansas City in 2010.

Want to help out? You are invited to participate in this endeavor with us!

Please contact Billie Rayl (2734) or Betsy Thorman (2752) for a packet containing the specific requirements and patterns. They can also answer any other questions about other ways to participate, including monetary donations.

(Making bears and crocheting afghans is a group effort.)

Earp Distribution also supports the Ronald McDonald House Charities. Pictured here our some of our employees who have donated their time to be a part of a Ronald McDonald House cleaning crew.

Great Job, guys. Keep up the giving spirit!
What is ERAT?

ERAT = Earp Restaurant Action Team

What services can the ERAT team provide to you?
We will:

- Create initial orders for NEW Restaurants
- Create initial orders for Restaurants Re-Opening (after Rebuild)
- Provide ERAT team members to help put away product at first initial delivery
- Provide workshops at Earp Distribution and in the field on AOS and Food Costs
- Provide individual in-store training when requested

The ERAT team is here to serve you. Please call us for any assistance you require.

Contact Laurie Malik for more information
913 906 2732

What does an Earp Customer Service Representative look for when they review your AOS orders????

As orders are transmitted to your Earp Customer Service Department what exactly do the CSR’s look for when they view your order? As your order is downloaded into our JD Edwards software system a report is generated and the following exceptions will print out on this report:

- Any critical items not ordered
- Any items that the quantity is 3 times above your average quantity for that item
- Bulk coke if ordered more than 1 tank
- Any AOS messages that you have left for us to view

As we review these reports your CSR will phone you with questions regarding these exceptions. If you have left us an AOS message that states “Critical Items and quantities have been checked” your CSR will not phone you. However, if you have left us this message but still accidentally ordered 16 cases of Big Mac Boxes as an example, we will phone you to double check that quantity.

After a CSR reviews your report they will sign and date the report. That report is then given to another CSR to be verified (double checked). The following day prior to printing your invoices another CSR scrolls through all the AOS reports for a third time to be sure we have not missed anything on your order. Your Earp Customer Service Team feels it is VERY IMPORTANT for you to get the items you have ordered and that’s the reason we they triple check the reports.

Please call your CSR team if you have any suggestions on how we can better serve you and ease your burden in the restaurant.
Lida Johnson is one of the members of your Earp Customer Service Team. There are some unique functions that she does in the customer service department that we would like to share with you:

**OTIS our Database**

Lida maintains our OTIS customer database. OTIS stands for Operation Tracking Information System and is a database that houses information on each restaurant and Owner. This database also houses all of our contacts with our customers and allows us to monitor any open issues to be sure we are following up on all and any issues that you might have. Lida phones restaurants several times per year to keep this as up to date as possible.

**Bulk Coke Refusal Review**

Another service that Lida provides is in phoning restaurants to discuss any bulk coke refusals they may have had. Bulk Coke Refusals are very costly and result in a $75.00 charge to the restaurant. She will phone and offer suggestions to help reduce the chances of incurring this additional expense.

**Performance Statistics**

Lida also gathers some statistics on restaurants to enable us to help restaurants to have their orders to Earp on time, to reduce the number of late add ons, to ensure that the restaurant is ready when the truck arrives, and has the proper number of crew available for unloading the truck. (See sample below)

<table>
<thead>
<tr>
<th>NATIONAL REST. #</th>
<th>LOCATION</th>
<th>% ORDERS PLACED LATE</th>
<th>% LATE ORDER REVISIONS</th>
<th>% STORE READINESS</th>
<th>DELIVERY OFF LOAD RATE</th>
<th># CREW ON DELIVERY</th>
<th># OF BULK COKE REFUSALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>a</td>
<td>0.00%</td>
<td>22.20%</td>
<td>100.00%</td>
<td>na</td>
<td>na</td>
<td>0</td>
</tr>
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<td>2</td>
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<td>0.00%</td>
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<td>3</td>
<td>c</td>
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<td>0.00%</td>
<td>100.00%</td>
<td>169</td>
<td>3</td>
<td>0</td>
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<td>0.00%</td>
<td>0.00%</td>
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<td>183</td>
<td>2</td>
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<tr>
<td>6</td>
<td>f</td>
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<td>0.00%</td>
<td>100.00%</td>
<td>na</td>
<td>na</td>
<td>0</td>
</tr>
<tr>
<td>Averages</td>
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<td>6.34%</td>
<td>10.31%</td>
<td>85.71%</td>
<td>176</td>
<td>2.5</td>
<td>0</td>
</tr>
</tbody>
</table>

**Red = Not meeting requirements**  **Yellow = Meeting requirements**  **Green = Exceeding requirements**

Earp Distribution can control costs more effectively if in partnership with each restaurant we can meet or exceed the targets defined below:

- **% of Orders Placed Late** – An occurrence would be any order placed by the restaurant after the DC deadline (9 am) on scheduled call day.

- **% Late Order Revisions** – An occurrence would be any order changed made by a restaurant after the cutoff time (8 am).

- **Delivery Off Load Rate** – The quotient obtained by dividing the number off cases delivered by the number of “on lot” hours. Measured in minutes from the time the truck enters the lot until the time the truck leaves the lot. An efficient off-load rate means less disruption to store operations and higher route productivity.
  - Above 270 cases per hour = Green
  - Between 210-270 cases per hour = Yellow
  - Below 210 cases per hour = Red (except Wal-Mart’s)

- **% Store Readiness** – An occurrence would be any occasion in which the delivery truck arrives on the lot +/- 30 minutes of the scheduled delivery time and causes the driver to be delayed in making the delivery for any of the following reasons:
  - Not having people scheduled for the delivery
  - Not having stock properly rotated
  - Not having the bulk coke tank sanitized (if applicable)
  - Not having product returns ready
  - Not having he storage area clean of obstructions
  - Not having the crew ready to start having bun trays or carts ready for return (if applicable)
  - Not having the lot prepared for truck arrival and delivery set up

- **# People in Delivery Crew** – number of crew people helping unload truck

- **# of Bulk Coke Refusals** – The number of times a restaurant has to refuse a bulk coke tank due to not having a sanitized empty tank available. There is a $75.00 charge to the restaurant each time they refuse a bulk coke tank.

Interested in receiving these stats for your restaurant(s), please call Laurie Malik at 913-906-2732 for your stats.
Missing an Invoice?

Recently we have been receiving calls from several of our restaurants concerning not being able to retrieve your Electronic Invoice. In many instances it is because your ISP and our Bulletin Board computer did not communicate and it is a simple matter of requesting your ISP to call our computer via the Post Purchase function. But here is a twist that we have recently uncovered. Some of you have more than one Earp Distribution on your Vendor Master Maintenance screen. And if that is the case, the Electronic Invoice might be in your ISP but listed under Earp 2 or Earp 3. To be certain that all of your transactions regarding your raw items are recorded correctly, **Earp Distribution must be number one on the VMM screen and only listed once.** Please review the graphic above and then check your ISP. Be certain you are looking at all of the pages in the VMM function starting with page one. Still have Questions? Call our Customer Service department for help.

It’s Survey Time!

In the next few days you will be receiving a request to complete our annual Customer Satisfaction survey. Please take the time to read thru the questions, complete the survey, and return in the envelope provided. Your completed survey will be sent to an outside party who will tabulate the results. We are dedicated to 100% Customer Satisfaction and we hope we are providing that to you. If we are falling short of that 100%, please let us know so that we can improve.

Bakery Profit Tip

Bun Freshness– As our days turn colder the air dries out. We feel it as our hands dry out from the constant hand washing. Your buns feel it too. As the indoor humidity drops the buns start to dry out as soon as the pillows are opened. Buns that are left in an opened bun pillow will be drier to your touch within 30 minutes. This is not such a problem in the humid summer months but that humidity is gone this time of year. To save your store waste $$, wrap pillows each night at “close” and, just as importantly, fold the pillows over during the slower day parts to prevent buns drying out. Quarters & Macs sell at about a third the volume as Regs; therefore they are more likely to dry out. Contact Dana Dienstbier @ Best Harvest Bakeries for more info. 913-558-1334

Who do you call at Earp Distribution?

We have included a current phone list for you. This is a list of those people at Earp Distribution you can call with questions, issue, or concerns. Each person is dedicated to help. (See Insert)

Dairy Profit Tip

Troubleshooting Shake and Sundae Yields

If you are experiencing a short loss on Ice Cream, # 6294, follow these instructions to improve your profits.

1.) Calibrate syrups properly according to the Equipment Manual. Improper calibration greatly affects yields.

2.) Change tune-up kits and blades on schedule. Tune-up kits should be replaced quarterly. In high volume restaurants, rubber parts must be changed more frequently. If there is an excessive amount of mix in the drip tray or mix leaks from the draw spout, rubber parts may need replacement. Replace soft serve blades every three months and shake blades every six months. Replace blades more frequently if they become worn due to higher volumes.

3.) Thoroughly brush clean all parts of the simplified pump following the instructions in the Equipment Manual.

For further information, contact your local Taylor Distributor to set up a Turbo-Charge Training Class for your restaurant. Turbo-Charge Training is offered at no charge and the added knowledge can greatly increase your quality and profits.
We recently took a survey of our employees and asked:

What do you do for our McDonald’s Customer that makes you feel good?

Ryan Clarkson (from the Warehouse Team) “Helping to ensure that the Quality of incoming product is held to McDonald’s Quality standards”

Penny Sammons (from the Warehouse Team) “Helping to ensure that our DC is in tip, top shape for placement of all products within the warehouse”

Gavin Mantey (from the Inventory Control Team) “Order the right products, at the right time for proper stocking and date compliance”

Keith Mather (from the Transportation Department) “Help to keep things moving on time to leave the distribution center on time for deliveries to the restaurants”

Matt Ellis (from the Transportation Department) “Keep close watch on trailer temperatures to ensure proper and consistent temperatures for the delivery of refrigerated and frozen products”

Thanks to all of our employees who shared their thoughts. They are a part of our great team striving for 100% Customer satisfaction.

SMART Update

Some Specialty Coffee recipes will be updated mid September to remove chocolate sprinkles (WRIN 05127-021) and add chocolate drizzle (WRIN 07075-021). The recipe updates will be made on Sept 16.

In the meantime, menu item #655 (Chocolate Drizzle) was created and activated today for the national hierarchy. This transaction allowed all restaurants to receive the new WRIN. If you have any questions about this or any Menu or Raw Item issues, please contact Betsy Thorman, 913 906 2752 or Brooke Rayl, 913 906 2748.

REMINDER:
If you are selling Cherry Pies as your “SPECIAL PIE”, be certain you are using the “CHERRY PIE” menu item numbers:
1663 – One Cherry Pie
3875 – Two Cherry Pies
1731 – One Cherry/One Apple

Raw item # 4271, Cherry Pie will never be in the recipe of the Special Pie Menu item #8. If you continue to keep the special pie numbers on your POS you will always have issues in your inventory stat with the cherry pie and whatever happens to be the current “special pie” (ex. Pumpkin)

Our Vision
We will be the benchmark of the McDonald’s Distribution community
Because of the quality of our people, we will be recognized for our excellence and will be offered new opportunities to share with our 200 + employees

Our Mission
To be better at what we do than anyone else
To never accept less from ourselves than our customers expect
To satisfy 100 % of our customers 100% of the time

Help us serve you better. Complete the customer satisfaction survey and return it soon to be counted in the final tally. Thanks for taking the time to give us your thoughts on how we can do better.

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