

# THE TWIST

Spring 2008

## CONVENTION 2008

JUNE 29-JUNE 30



### EMBASSY SUITES HOTEL

4700 Creedmoor Road  
Raleigh, NC 27612

Just a reminder that Convention 2008 is just around the corner and if you haven't already done so, please contact Erica at headquarters to let her know if you're attending.

[Erica@Pretzeltwister.com](mailto:Erica@Pretzeltwister.com)

Please make an effort to make it to this years Convention. It is the one time of year that we are able to see each other and vote on new ideas. If you are unable to make it to the Convention, please assign a representative to vote for you. Your opinions and voices are important to us.

Attached is the tentative schedule of events for the Convention. Please make your plans to be with us now. The Hotel check-in is at 3:00 p.m. on June 29, 2008 and we will be meeting for a group dinner at 6:00 p.m. The deadline for Convention has been extended until **THURSDAY MAY 29, 2008**

Also included is the Convention menu. Please select one meal (per person) and return the form back to us by **FRIDAY JUNE 13, 2008**



# SUMMER PROMOTIONS

This summer we're partnering with Coca-Cola for our summer promotions!

## COCA-COLA CUPS

Each store will be receiving several cases of rainbow colored Coca-Cola 32 oz logo cups and lids. This promotion is directly linked to our CREW program.

## CREW PROGRAM

This summer we are trying something new. As part of the summer CREW program you will be receiving frequent buyer cards. We're promoting the up sale to combos using the cards. You should be receiving the 'Buy three combos get a large drink free' cards this month. You can use the same logo stamp that we are using at the moment for the yellow frequent buyer cards. The program will run during the months of July and August. Your employees' incentive to promote the up sale to combos for the secret shopper program is a gift card that they will receive on the spot.

# Up and Coming Locations



## Congratulations to...

Jian Lu will be opening a Pretzel Twister in **Rocky Mount, North Carolina**

The Park family will be opening a Pretzel Twister in **Everett, Washington**

The Lin family will be opening a Pretzel Twister in **Fayetteville, North Carolina**

We are extremely excited about these locations!