



DRG
DIVERSIFIED
RESTAURANT
GROUP

QUARTER THREE

Company Newsletter



FROM SONOMA

I hope everyone had a great summer! While some people took Summer breaks, DRG was growing again, making headlines and stories!

Nation's Restaurant News included DRG in their roundup of restaurant chains evolving to meet the popularity of drive-thrus post-pandemic. Today, the question isn't whether to offer a lane for cars but what features those lanes should have and how many. In July, we opened the first Go Mobile Taco Bell on the West Coast, with a lane fully dedicated to mobile and delivery orders – an example of how DRG embraces change and innovation to better serve our customers. Several local media outlets reported on the restaurant's new and exciting features.

We opened the doors to our first Taco Bell in Parkville, MO — a restaurant highly sought after by the residents. It boasts a modern look that provides a fresh, vibrant and customer-centric environment.

On the DRG Meats side, we opened our 27th Arby's (home of the TOPGUN training school) and 28th Arby's store in Anchorage, AK. This was the first new Arby's in Anchorage in over two decades!

The Franchise Times ranked the biggest franchise owners in the U.S. by sales. With our recent acquisition of 75 restaurants in Southern California, DRG ranks in the top 10!

Thank you for your continued dedication and commitment to making DRG a leader in innovation and in the industry. Let's keep the momentum going and close the year strong!

SG ELLISON

IN THE NEWS



Franchisee to open first Taco Bell Go Mobile unit

Franchise Times Restaurant 200: Top 20

The evolution of a post-pandemic restaurant drive-thru

Restaurant chains raise the bar to capture diners who don't want to leave their car

NEWS

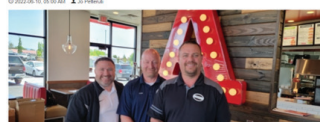
Fast food future? Las Vegas Taco Bell dumps dine-in



[CLICK HERE](#)

Go Watch
an interview with our Co-COO Todd Kelly and KTLA.

Arby's is Opening on Monday





DRG Spotlight

Meet **Debbie King!**

Debbie is the DRG leader featured in this issue's **EMPLOYEE SPOTLIGHT!**

They don't call her team "Team King" for nothing! We are thankful to have Debbie as part of the DRG family because she continues to go that extra mile, and is passionate about teaching and growing her people.

"I love my job in the true sense of the word," she says.

Debbie loved working for Taco Bell from the start. She caught the bug at 18 years old, working at a Taco Bell in Sac Town. After moving to Las Vegas for a more exciting life, she was hired for a Taco Bell AGM position and was quickly promoted to GM. Debbie admits that she was comfortable being a GM but had the urge to climb the ladder. She told her bosses, "When a position becomes available, I want it. And, in the meantime, I'd like to learn and read leadership books."

That next year, Debbie turned around a troubled store in one quarter and lent her support and expertise in our Reno market. Then, Debbie received the announcement that she was being promoted to AC!

Today, Debbie and her teams excel in business performance, as well as initiatives that help drive culture. Debbie shares, "communication is key to success. If you talk about the task and make it a fun thing rather than an obligation, they will buy into it. We are Team King for a reason. We want to be on top. My GMs are supportive of one another. We share insights and keep track of everything and who's doing what. They are very motivated to do a great job because they care."

"I take the most pride in helping my people be the best version of themselves and helping them get to the next level of their career. The people piece is my favorite part of this

job. The highlights of my role are making an impact on my employees' learning and development," Debbie says.

Debbie received an award for Top Performing Area Coach in Nevada for 2021. It's no surprise that Debbie had made it known to her managers that she wanted it before receiving the award and welcomed any feedback or advice to get there. "My goal is to surround myself with awesome people and help them be successful. If you help other people succeed, you naturally succeed. It wasn't about the recognition trip but about achieving what I set out to do. I had tears when they called my name," Debbie says.

Debbie had one of the eight DRG Live Más Scholarship winners this year. As an AC, she's had five winners total, one of whom won three times. "I make my RGMs aware, post things in the store, and personally encourage employees to make the videos. I also give them advice on how to make their video stand out," Debbie adds.

"If you help other people succeed, you naturally succeed."

—Debbie King

Something she practices regularly is waking up every single day with positive affirmations and believing in herself, in others, and that you can achieve anything you set your mind to. Positivity drives positivity. Every day is a new chance and a new beginning. Don't waste it, utilize it.

"I appreciate the opportunities that DGR creates for its people. I'm thankful to be working in this organization. The people have taught me so much," Debbie expresses.

FAVORITE TACO BELL ITEM?

Mexican Pizza and the Enchirito — who knows, it may make a comeback!





RECOGNITION

DRG SIGNATURE RESTAURANT RESULTS Q2

Signature Restaurants are the restaurants that deliver best-in-class service and people, and have unrivaled culture and the fundamentals in place to serve delicious food from open to close! [CLICK HERE](#) to view the restaurants that met Signature Restaurant metrics in Q2. The Q3 Signature Restaurant rankings will also be posted at this link in the coming weeks, so keeping checking back!

HOW TO BECOME SIGNATURE:

- Top 20% of restaurants with the lowest customer dissatisfaction
- DT Speed: 3:30 or less
- Pass 100% of the CORE OPS and Food Safety audits
- Six Managers Certified: GM + Five SLs

GOLDEN BELL:

The top 100 General Managers Signature Restaurants across the Taco Bell System earn the coveted distinction of being given Golden Bell Status and are invited to the recognition event of the year, most often held in Hawaii!

5 STAR PLUS AND 5 STAR Q3 RANKINGS

Area Coaches and Directors can click the links at right to view rankings as of Q3 in achieving the 5 star and DRG PLUS metrics.



EMPLOYEES PROMOTED TO AMS AND GMS

NEVADA

Daniel Johns, Assistant Manager, 31858
Brent Josserand, General Manager, 8862
Hilda Rodriguez, General Manager, 1671
Samantha Lesiur, Assistant Manager, 31882
Tiera Herbert, Assistant Manager, 31911
Arthur Byrne, General Manager, 31868
Jennifer Leanda, Assistant Manager, 31881
Laura May, General Manager, 31890

Emalie Porter, Assistant Manager, 31897
Savanna Rodriguez, Assistant Manager, 34080
Shaylene Fletcher, General Manager, 37679
Luz Guevara, General Manager, 31894
Kimberly Gomez Rubio, General Manager, 31908

N. CALIFORNIA

Miguel Brambila, Assistant Manager, 30740
Sandra Rios, General Manager, 30753
Santos Rosales, General Manager, 30943

MISSOURI & KANSAS

Britney Berryman, General Manager, 35235
Damian Gloyd, General Manager, 34411
Melissa Guinn, General Manager, 34394
Michael Hull, General Manager, 36391
Shante Irvin, General Manager, 35236
Shaine Jackson, Assistant Manager, 34387
Shelby Looman, Assistant Manager, 36391
Reanna Lucas, General Manager, 35230

Tanner McCleary, General Manager, 35241
Pauline Mustava, General Manager, 34392
Ryan O'Leary, Assistant Manager, 35245
Levi Toops, Assistant Manager, 35237
Hannah Tuimaseve, Assistant Manager, 34405



Back to School with Big Brothers Big Sisters of the Bay Area!

We had a blast hanging out with Big Brothers Big Sisters of the Bay Area at their Match Family Picnic! DRG provided food for the hungry crowd and custom, one-of-a-kind Taco Bell backpacks filled with school supplies. Thank you James Aman, Chris Castellanos, Ramneet Kaur, Dolores Gonzales, Griselda Godinez and Laurent Moulin for volunteering your time and creating a fun day for the Bigs and Littles.



DRG Presents City Year KC with \$20,000!

This year, the Taco Bell Foundation awarded \$7 million in community grants

to nearly 400 youth-serving nonprofit organizations, eight of which are located in DRG markets. It was an honor to present City Year Kansas City with a \$20,000 check and provide lunch for the City Year AmeriCorps members and volunteers at their roundtable event. Thank you Katrina Davis, Hayley O'Connor, Layla Awo, Cynthia Whitmire and Sean McGuire for your positive influence and leadership.



FOLLOW

OUR SOCIAL MEDIA PAGES:



INSTAGRAM: Diversified_Restaurant_Group

INSTAGRAM: TacoBell_Cantina_Events



FACEBOOK: Diversified Restaurant Group

LINKEDIN: Diversified Restaurant Group

FALL PULSE The Pulse was live from September 22 to October 13, 2022. We look forward to sharing the results with you soon.



MEXICAN PIZZA IS BACK!

[CLICK HERE](#) to review the Mexican Pizza Success Sheet so you can be on top of your game!



New Restaurants

SLATED TO OPEN THIS YEAR:

TACO BELL

W 92nd Terrace, De Soto, KS

Opening: 10/19/22

TACO BELL

15881 Metcalf Ave., Overland Park, KS

Opening: 12/15/22

HUMAN RESOURCES

BENEFITS + PROGRAMS

MENTAL HEALTH

ginger

We offer Ginger, a mental health benefit, to all of our Assistant Managers and above, plus their dependents age 18+, at no cost regardless of whether you're enrolled in DRG health benefits or not.

Complete these steps to chat with a Ginger coach:

1. **Click Here** to download the Ginger Emotional Support app
2. Tap "My Organization" and enter your work email address.
3. Follow the instructions.
You're all set!



Visit our benefits page to view DRG's Total Rewards including benefits, 401k, DRG Cares and Tuition Reimbursement Reminders!

drgfood.com/our-benefits/

GIVING BACK

Did you know? Our CEO and Co-Founder David Grieve brought forth the initiative to implement Round Up across the Taco Bell brand! David and his wife Kathleen are on the Taco Bell Foundation board and spearhead fundraising activities that support Taco Bell team members and their communities. This year, the Taco Bell Foundation raised over \$20 million through Round Up! And to date, DRG has raised over \$1.2 million! We beat our Incentive Period 1 results by over \$90,000! Awesome job!

HERE'S WHAT WE HOPE YOU'LL HELP US ACCOMPLISH IN 2022:

- Raise more than ever before by encouraging your team to ask every customer to roundup
- \$7,000 per restaurant yearly goal... \$2 million across DRG!
- Watch out for the three Incentives periods throughout the year



GET INVOLVED, GET REWARDED

YOU CAN CHOOSE THE NAME OF THE DRG NEWSLETTER!

Enter the Contest to Win \$100

**CLICK
HERE**

**TO CAST
YOUR VOTE!**

We were thinking “Company Newsletter” doesn’t have the best ring to it. So, we’re calling on all employees to get creative and submit the coolest, most unique newsletter names. We will evaluate all submissions and pick one name for the official DRG newsletter title. The person who submits the winning name will win a \$100 Amazon gift card and a pizza party for their team!

— SUBMIT CONTENT —

Do you have an employee you want to highlight, a newsworthy story or suggestions for the next newsletter?

Share your ideas!

SIERRA BURK
Communications
& Media Manager:
sburk@drgfood.com

EMPLOYEE REFERRAL PROGRAM

Through our Employee Referral Program, you can earn



up to \$250 to \$750, depending on your market, when you refer a successful Assistant Manager or Restaurant General Manager. Connect with your field HR Representative to learn more.

Take the DRG Survey
“Our Company Our Ideas”!

Your opinions matter to us! Leave a suggestion if you think we can improve, or share what you love about your job. It’s anonymous and takes 10 seconds!

**CLICK
HERE**

**TO TAKE
THE SURVEY NOW!**