








THE DOUGH PRESS

THE OFFICIAL CHESTNUT LAND COMPANY NEWSLETTER

Hello! Thank you for reading the first volume of The Dough Press! In this monthly newsletter you will find all things Chestnut Land; upcoming important dates, company best practices, fun contests, important information from department heads, news, and more engaging content. We ask that you follow monthly to get full engagement and are well informed. Stay tunedyou just might be featured!

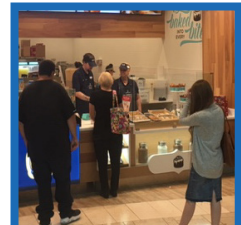
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 December 12th marked the grand opening of the newest Auntie Anne's location (FL276) in Sarasota, FL. The Auntie Anne's/Cinnabon combo store at University Town Center Mall is our 89th franchise opening and a very special one in several ways.

This location is set for success and presents us with an amazing opportunity. FL276 shares this wonderful venue with our partnering brand Rise Pies. It also gives us bookend locations in a mall where there is excellent traffic, great atmosphere, supportive clientele and very limited competition for snacking. This is our third Cinnabon location to date and we are happy to have Guillermo Noriega as our Regional Manager at this site. Cindy Taylor, who was serving as FL197 store manager, will be taking over as the new store manager. While Dyana Latta has been promoted to manager at FL197.

The FL276 grand opening was truly a team effort and a big 'thank you' is extended to those who helped it run smoothly and successfully. The leadership in place has us very optimistic about this venture. Please wish Guillermo, Cindy and her team the best of luck and if you're nearby, stop in and visit!



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Week 1- Jesus DeLaNuez - FL154



Week 2- Jonathan Pershing - IN130



Week 3- Virginia Beard - GA110



Week 4- Candace Foxworth - GA106



Week 5- Adrienne LaCount- NH105



As an outstanding 2019 comes to a close for all of us at Chestnut, that only means one thing... **END OF YEAR CONTESTS!** It was truly awesome to see all of your great pictures and to recognize your hard work you have been putting in throughout 2019. We really enjoy doing this for everyone and hope you all feel the same! We want to thank everyone for their participation and we are already looking forward to doing it bigger and better again next year. We want to recognize all of our winners from each week and congratulate them once more!

Week 1) Jesus DeLaNuez (FL154) - Roundup winner of \$300 in cash!

Week 2) Jonathan Pershing (IN130) - Roundup winner of TCL 50" LED 5 Series Smart TV valued at \$400!

Rebecca Al Salemi (FL192) - Dip increase winner of Auntie Anne's synch sacks for her and her team!

Oprah Wheat (IN105) - Drink increase winner of Auntie Anne's socks for her and her team!

Week 3) Virginia Beard (GA110) - Roundup winner of \$325 in cash!

Jennifer Starowicz (IN111) - Dip increase winner of Auntie Anne's ear buds for her and her team!

Shanna Varela (MI115) - Drink increase winner of Auntie Anne's water bottles for her and her team!

Week 4) Candace Foxworth (GA106) - Roundup winner of a \$400 gift card of her choice!

Rebecca Al Salemi (FL192) - Dip increase winner of Auntie Anne's water bottles for her and her team!

Shannie Kuhns (FL162) - Drink increase winner of Auntie Anne's synch sacks for her and her team!

Week 5) Adrienne LaCount (NH105) - Roundup winner of a \$200 cash prize and an extra Holiday in 2020!

Kathy Myers (FL166) - Dip increase winner of Auntie Anne's phone wallet covers for her and her team!

Lindsey Oleniuch (SC123) - Drink increase winner of Auntie Anne's ear buds for her and her team!

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EMPLOYEE SPOTLIGHT!

MEET SHERRY FRYE

STORE MANAGER - KY117



Get to know the wonderful Sherry Frye! Sherry has been with us since July of 2014, her **outgoing personality** and **deep compassion** surely lifts everyone she comes in contact with!

1. What's the most inspiring part of your job?
"To be the person others choose to follow, and to make others feel important and appreciated."
2. The best piece of advice you've ever been given?
"To Love, Learn, and never judge, and another is, If you can't say something nice, don't say anything at all!"
3. Favorite Holiday?
"Christmas"
4. How do you enjoy spending free time the most?
"Baking goodies for family and friends"
5. Favorite Auntie Anne's pretzel?
"Almond"
6. Who is someone you admire and why?
"My Dad, he was my hero, he would always tell me to always finish what you start, and to treat others like you want to be treated, and to always have a smile for someone, just because they may need it at the time."
7. Finish this sentence: On Sunday mornings you can usually find me ____?
At Auntie Anne's, I usually work 3 out of 4 Sunday's
8. Favorite Movie or TV Show?
The Notebook and Hallmark
9. Favorite Sports team?
The New England Patriots
10. Dream vacation spot?
Hawaii

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NOTES FROM LEADERSHIP -*Overview*



I want to first wish all of you and your families a healthy and happy New Year in 2020! I'm so excited for the opportunities we have ahead as a company, and also for our current employees. We have some great leaders in our stores and I look forward to working with each and every one of you, as well as your teams, throughout the year. We want to continue to be here for all the support you need and continue to work on ways to make things easier in all areas of operations along with ways to continue to increase sales and profitability. We will also continue to focus on the ongoing issues of hiring and recruiting to see what we can do to make this better. We will look at different things like salary vs. hourly, quality of life: when and how we work, manager bonuses and what motivates people and what are they looking for in 2020. We will look at retention, what it means and how we can retain great people and ways to motivate new and current employees. We will continue to work on making things fun and efficient at the same time in our stores while collaborating with Auntie Anne's as our partner to support and maintain their, and our, high standards.

I am happy to announce at the end of 2019 we opened up our 2nd location at University Town Center with an Auntie Anne's and Cinnabon combo! It has been an amazing opening and the store looks unbelievable!! I want to congratulate one of our veteran managers, Cindy Taylor, who was promoted to this location and moved over from our first location in that mall, FL197. Cindy set the bar very high and achieved record sales in 2019 at FL197. Part of that success was also under the leadership of Assistant Manager Dyana Latta who was promoted to Store Manager of FL197. Dyana has been with us 12 years and we wish her congratulations and good luck! Dyana and Cindy make a great team and will do great things at this mall. Along with that great news, I'm happy to announce future growth in 2020 within the company. We have committed to 3 new stand-alone Cinnabon's; one at Florida Mall in Orlando, one at Briarwood Mall in Michigan and a third at Woodland Mall in Michigan. We are excited to open these new Cinnabon's and truly see what the brand has to offer on its own and not just as a co brand. As always we continue to assess our future growth and look for new opportunities as we grow in the years to come. We have committed to our first JAMBA location also at Woodland Mall in Michigan. Focus Brands, as you know, recently acquired JAMBA and we are excited about their new look, product and leadership team and look forward to opening our first one and looking for future opportunities ahead in our current malls. We appreciate everyone's hard work, effort and dedication in 2019! We are very excited to get 2020 started and look forward to many great things ahead as we celebrate our 26th year anniversary as a Franchisee for Auntie Anne's.

Start the year off right: a clean and sparkling store, fresh products, full roundups and hold people accountable all while having FUN selling the best pretzels! Continue to make it happen and set goals high for you personally and your stores.

Good luck in 2020; make it a great year!!

Thank you.

- Chris Sammartino

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NOTES FROM LEADERSHIP -HR



Hello Chestnut Land Family and HELLO 2020! Congrats to all of you who grew sales and had a successful holiday season! I hope you all had a fun holiday season with your staff AND your family! We thank you for your hard work day in and day out!

When January arrives we think NEW and how can we get better? Some people make resolutions. I like to set new goals to make the new year better than the last! These goals are both professional and personal as I always feel I can grow more in my job AND at home. Do you take time to make goals in your career and with your family? When we reflect on the previous year, learn from mistakes or things that happened, and shoot for a goal to improve we become better people in all aspects!

One of our main focuses all year has been staffing – finding the RIGHT people. We focused even more when we reached October to be ready with the number of people on staff. The focus on staffing up the number of employees for the holidays now needs to be a focus on retaining those GOOD employees. Retention starts with you as their manager. I refer back to a quote I shared with you all a few years back...

“Be the kind of leader that you would follow”

As a Store Manager, you have a chance to lead employees to do great things for us at Chestnut as well as great things in their future. Even on our toughest days, we need to remember that we are leaders, not just managers. Be positive in your message. Does your team want to follow you each day? Do you lead the team with the company’s vision of integrity – always doing the right thing even when no one is looking! The smallest things like saying thank you, asking them for their input, open lines of communication, creating a FUN and positive environment, bringing donuts to work or buying the staff coffee one shift, giving them a Saturday off, letting them pick their schedule for one week, reminding them of our brands philanthropist work with Alex’s Lemonade and other groups, etc. can go a LONG and impactful way for your staff. These small things make them excited to come to work each day.

One of our goals for 2020 is for Chestnut Land to have better retention that makes lasting careers for our employees. I would love some input from all of you on how we can do that. Please feel free to email me your suggestions – rmarstellar@muranskyco.com. I look forward to reading them!

Our HR team wishes you a Happy New Year! May your 2020 be filled with many blessings and happiness!

-Bekah Marstellar

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 Happy Birthday!			 Work Anniversaries		
Sandra McClintock - MI105	1/1		Joseph Finney - FL159	17 years	
Ryan Stone - FL230	1/1		Marc Davis - FL260	14 years	
Jordan Colon - FL176	1/1		Jennifer Johnson - FL171	11 years	
Patrick Nowicki - MI123	1/2		Chris Sammartino - Home Office	11 years	
Samantha Ainsworth - FL168	1/3		Rebekah Marsteller - Home Office	6 years	
Justo Rodriguez - OH124	1/4		Chyna Davis - FL143	4 years	
Prenis Ashley - GA139	1/4		Katie Emler - Home Office	4 years	
Edgardo Rodriguez Lopez - FL143	1/4		Steven Martinez - FL150	3 years	
Omayra Castillo Ventura - FL197	1/4		Cindy Taylor - FL276	2 years	
Laila Dennard - GA139	1/4		Darryl Wallace - NC140	2 years	
Matthew Marison - NH105	1/4		Guillermo Noriega - S. FL Region	2 years	
Luis Villafane-Garcia - FL201	1/4		Branex Arista - FL231	2 years	
Stephanie Israel - FL226	1/5		Sara Jensen - FL162	2 years	
Jamar Hall - FL171	1/5		Collin Calavano - FL260	2 years	
Joseph Safarek - Home Office	1/6		Kallyah Carter - FL276	2 years	
Tamika Jenkins - MI141	1/6		Dyana Latta - FL197	2 years	
Tiara Williams - GA116	1/7		Theresa Atkinson - FL132	1 year	
Carlos Sanchez Reyes - FL158	1/7		Tatyana Torres - GA139	1 year	
Chelsea Jones - IN130	1/7		Othello Senecharles - FL144	1 year	
Karen Ubeda - FL187	1/9		Aazhanii Van't Hof - MI105	1 year	
Taylor Mascoe - FL162	1/9		Stacy Anderson - NC140	1 year	
Justice Edwards Patton - IL136	1/9		Cristian Rossini Feliciano - FL201	1 year	
Mark Stevens - FL171	1/9		Abraham Ledesma Rodriguez - FL177	1 year	
Camila Farias De Almeida - FL230	1/9		April Brosnatch - OH111	1 year	
Adrionna Floyd - FL132	1/9		Joylyn Fuller - NC102	1 year	
Amitra Alexander - FL177	1/10		Jasmine D'Addario - FL132	1 year	
Samuel Abbott - OH175	1/11		Meloni Byrd - GA114	1 year	
Sheldon Wallen - FL177	1/11		Hannah Joslin - OH163	1 year	
Charlotte Johnson - IN114	1/11				
Adrianna Rivard - NH106	1/12				
Dai'Aujanay Littman - SC114	1/13				
Brianna Bell - FL158	1/13				
Dajah Wells - MI116	1/13				
Joshua Hart - NH106	1/14				
Jennavieve Nowak - FL132	1/14				
Taki Norris - FL111	1/14				
Victoria Muniz - FL159	1/15				
Angelica Mendez - FL162	1/15				
Jonathan Pershing - IN130	1/16				
Michael Lusher - FL171	1/16				
Varvara Kopylova - FL196	1/17				
Taylor Rogers - OH163	1/18				
Jimmy Standohar - Home Office	1/18				
Helen Contreras - FL231	1/18				
Justice Johnigan - GA110	1/18				
Ashley Kates - FL197	1/18				
Carol Gais - FL170	1/19				
Josie Willia - IL135	1/19				
Jessica Caissie - NH106	1/19				
Daniel Fann - NC114	1/20				
Bryesha Woods - OH130	1/19				
Ashley Burke - FL276	1/20				
Noah Johns - OH183	1/21				
Jacob Petersen - FL260	1/21				
Johana Moran - FL231	1/21				
Kyia Ingersoll - MI117	1/21				
Jennifer Zimmer - NH105	1/21				
John Fadool - FL170	1/21				
Nicolas Keller - Home Office	1/22				
Nicholas Staubs - SC123	1/22				
Zhane Clayton - FL226	1/22				
Katie Emler - Home Office	1/24				
Katiana Narvaez - FL149	1/24				
Claudia Carrell - NH105	1/25				
Brittney Feltner - OH183	1/25				
Kelby Goff - IN112	1/25				
Kara Wainwright - MI117	1/25				
Danielle Blair - OH111	1/25				
Wesley Bobo - OH175	1/25				
Sasha Messer - GA130	1/25				
Williecia Jackson - FL192	1/25				
Skylar Cole - MS112	1/26				
Kaleb Gailyard - FL143	1/27				
Breanna McClure - NC102	1/27				
Shonita Baker - NC140	1/27				
Brooke Cole - MI115	1/27				
Jimmarie Peeler - MS112	1/28				
Nicholas Ziemba - FL276	1/28				
Hannah Vandervelde - MI111	1/28				
Ralph Erazo - FL132	1/28				
Chino Tinson - FL132	1/29				
Ayanna Ramsey - FL177	1/29				
Sierra Kingery - FL276	1/29				
Danielle Rolen - TN126	1/30				
Shaunae Riggins - FL276	1/30				
Linda Benson - Home Office	1/31				
Shannie Kuhns - FL162	1/31				
Brittney Renna - FL132	1/31				

Happy Birthday to everyone on this list! We hope you enjoy your special day this month and also please feel free to reach out to your colleagues on their day!!

Congratulations to all of you on your work anniversary! This is something we are very proud of and as should you. Like Bekah, mentioned retention is a main goal of ours in 2020 so we hope this list continues to grow each and every month. Thank you all for your hard work and service over the years!

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DTT Audit Streaks

of 3 consecutive 100% scores

MI115 - 5 consecutive

IL131 - 4 consecutive

FL221 - 3 consecutive

Congratulations to these three stores! This isn't an easy feat to accomplish as you can see by the very short list. We thank you guys for your attention to detail and consistency throughout your operations! We are expecting this list to grow as well in 2020 with a revamped focus on being the best we can be and making it happen!

Year end numbers will be included in next months issue

Hi Chestnut Land Team,

My name is Jimmy Standohar and I am a Marketing Specialist at the Chestnut Land Company. I will be writing 'The Dough Press' monthly with the help of so many at our Home Office. As Team Chestnut continues to grow in 2020 I feel it is at the utmost importance that we all stay connected from crew members on up to COO Chris Sammartino and CEO Ed Muransky. I plan to use 'The Dough Press' as just one vehicle to do so. Like I mentioned in the beginning of the newsletter, I plan for this to be as useful and engaging as possible while trying to stay away from repetition. I am the author of this newsletter but my intention here is simply just to show "how we roll" while you all actually make the newsletter day in and day out with your hard work, leadership, teamwork, and great service. If any of you have suggestions, news, achievements, or anything you'd like to share please reach out as I am open to any and all possibilities with this. I hope you enjoy reading 'The Dough Press' half as much as I enjoyed preparing this for you all!

Thanks and Happy New Year,

- Jimmy Standohar

Thank You For Reading!