

Stieglitz Family McDonald's

2025 Model Restaurant Criteria

Model restaurants will **empower** us to drive growth, maintain our solid **foundation**, and **facilitate** transformation.

Purpose: Model restaurants in each organization will enhance performance metrics and create a unified vision for General Managers. This vision aims to achieve Gold Standard Operations and Execution, Best-In-Class People Practices, and Digital Leadership.

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| <p>What does a Model Restaurant look and feel like?</p> | <ul style="list-style-type: none">• Delivers exceptional QSC to guests• Modernized / New Store Standard Preferred• Traditional restaurant model (Drive-Thru, Delivery, Dine-In, Digital)• Best-In-Class People Practices• Certified/Verified management team & PLX Leaders• Space to facilitate more extensive training sessions (central location) |
| <p>Benefits of establishing a Model Restaurant?</p> | <ul style="list-style-type: none">• Showcases the potential to restaurant teams by highlighting gold standard execution and future initiatives.• Role model success for others in Running Great Restaurants and People• Opportunity to gauge impact of initiatives on the restaurant to minimize barriers and maximize key success factors• Best Bet sharing and Benchmarking within the organization, BU, and FO. |
| <p>Leveraging Model restaurants</p> | <ul style="list-style-type: none">• Hosting training events (NABIT watch parties, training on new initiatives, Taste & Trains for organization)• Role Modeling and developing people practices such as training guidance and staffing considerations to improve People KPI's• Setting expectations for the organization for Big Bets |
| <p>How to accelerate as a model restaurant?</p> | <ul style="list-style-type: none">• Operator and Mid-Manager Involvement• Restaurant OTP Network in place/structure for restaurant technology to roll out initiatives at a high level• Systems and routines that support all initiatives• Performance leader across Omni channels, People metrics with a growth mindset |
| <p>Measurements/ used to identify Model</p> | <ul style="list-style-type: none">• Running Great Restaurants, leading operational and customer-facing metrics• Minimally PACE Level 1, Level 2 upward trajectory restaurant |

Stieglitz Family Restaurants

2025 Model Restaurant Framework

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Digital Measurements/ Factors used to identify Model restaurants?

- Digital Assembly Cart w/3PO Tablets and configurable monitor
- Appropriate curbside stalls with updated signage
- Parking stalls identified with standard markings.
- Dedicated lobby pick up location (preferred unassisted)
- Crew pour (if possible)

Measurements/ Factors used to identify Model restaurants?

- OEPE:
- KVS:
- OSAT:
- SL Turnover:
- Digital GC Penetration:
- Digital Ambassador Training %:
- Delivery:
- (Other FO KPIs)



Model restaurants for every Owner-Operator organization will empower them to better train and inspire their entire team, leading to higher levels of execution and achieving our sales and incremental growth goals.

Drive growth



Affordability

Drive visits with consistent, compelling value and affordability for our customers



Breakfast

Reclaim customers' breakfast visits by reasserting our mornings leadership



Chicken

Capture chicken visits while growing the McCrispy platform



Digital

Increase usage by growing 90-day active customers



Delivery

Grow visits by capturing more delivery occasions

Sustain our foundation



People

Retain our crew through EVP and Gold Standard People Practices



Run Great Restaurants

Drive great restaurant experience with accountability & reduced complexity



Brand Reputation

Promote and protect our brand and operating model