OBSERVATIONAL STUDY OF CONSUMER SANDWICH PREFERENCES AT HIGH

STREET MARKET & DELI

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ABSTRACT

This study was undertaken to determine sandwich preferences in San Luis Obispo County. With an uprising popularity in sandwich consumption across the nation, it is imperative for management to increase awareness of sandwich consumption of preferences by type. This study provides an analysis of sandwich preferences by type, volume ordered and revenue generated based on price according to different hours of the day.

This report presents an analysis of measures of location and variability. Both of these measures aid in understanding the differences in average volume, revenue and price of sandwich between happy hours and lunch hours.

It was concluded that with reduced prices, the volume of sandwich orders tend to increase thus resulting with an increase in revenue. Consumers prefer a combination sandwich to a customized sandwich. Although reduced prices result in increased business, it is advised to determine each cost per sandwich, which includes ingredients, labor and time. By being knowledgeable of the cost per sandwich, adjustments to happy hour can be made to ensure profit is being generated.

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Chapter 1

INTRODUCTION

What constitutes the perfect sandwich? This may be arguable in that the perfect sandwich is based on the eye of the beholder. The most common sandwich, a closed-faced sandwich, consists "of two slices of bread or the top and bottom sections of a sliced bun that enclose meat or poultry" (McCready 2008). Sandwich varietals include close-faced, open-faced, submarine, folded and double-deckers and can be served toasted or without a crust. The layers that fill a sandwich range from cheeses to condiments, including spreads, vegetables and seasonings.

The invention of the sandwich can be dated back to the late 1700's when John Montagu opted for a quick meal by requesting a sliver of beef in between two slices of bread (Stradley 2004). It was not until 1840 that the concept of the sandwich was introduced into America by which Elizabeth Leslie provided a simple recipe for a ham sandwich in her cookbook *Directions for Cooker* (Stradley 2004). Since then, sandwiches have been viewed as a standard American meal, easy to make and customized to any individuals liking.

Although sandwiches require minimal preparation, they are often purchased at restaurants because of the convenience and variety that these establishments offer. "According to the consultant's 2012 Sandwich Consumer Report, sales in the sandwich category are up 4.8% since 2010" (Morrison 2013). In 2012 alone, leading sandwich chain, Subway, reported sales to be $12.1 billion (Morrison 2013). Millennials largely contribute to the growth of this category,

currently valued at $27.7 billion, "as they seek fast, fresh, and convenient meal options" (Morrison 2013).

In a county highly populated with college students, San Luis Obispo pupils flock to High Street Market & Deli for generously stacked specialty and customized sandwiches. Pricing is affordable, with sandwiches priced between $7-$10. However, the competitive advantage of High Street Deli is their daily happy hour, where customers purchase any sandwich priced at $4.20 during a given time of the day.

Although this unique pricing strategy attracts customers and builds loyalty for the deli, it requires an evaluation of sandwich preferences in relation to price and sales between normal and promotional store hours. It is important to be aware of consumer sandwich preferences in order for management to improve options offered by the deli. By recording and analyzing consumer sandwich preferences during these times, the deli will be able to make informed decisions in related areas such as revising the menu and stocking.

<u>Problem Statement</u>

What type of sandwiches do customers prefer at High Street Market & Deli? How do sandwich preferences change when prices decrease? Based on regular and promotional hours, what is the difference in the overall average total revenue, sales and price?

Hypothesis

On average, the volume of sales of sandwiches will be 20% greater during High Street Deli happy hour than normal lunch hours.

The average total revenue will be 40% less during happy hour compared to lunch hours.

70% of customers will prefer to order a pre-determined sandwich combination to a custom sandwich.

Objectives

1) To evaluate consumer sandwich preferences.

2) To assess the variability in custom made sandwich combinations.

3) To understand the relationship between price and quantity demanded of sandwiches between normal and promotional store hours.

4) To compare the overall average total revenue between normal and promotional store hours.

Justification

According to the 2007 Economic Census, there were over 200,000 limited-service restaurant establishments in the United States, under which sandwich shops and delicatessens are classified. The North American Industry Classification System defines a limited-service restaurant is as an establishment that provides "food services where patrons generally order or select items and pay before eating" (Census Bureau 2007). In California, sales of limited-service

restaurants have been reported to be over $20 million and employ approximately 3,000 workers in San Luis Obispo County (Census Bureau 2007). As a majority of sandwich shops provide customers with the option of ordering between specialty and custom sandwiches, the results of this study will provide information beneficial to sandwich shop and delicatessen owners and managers in San Luis Obispo County.

In addition to increased awareness on consumer preferences, this study will ultimately aid management in being more knowledgeable on how to price sandwiches appropriately. By documenting sandwich orders, sandwich shop owners will be able to stock their restaurants according to popular preferences and eliminate options that appear to be extraneous. The assessment of revenue between normal and promotional pricing will provide results that will determine if promotional pricing is worthy of time.

Chapter 2

REVIEW OF THE LITERATURE

Consumer Food Preferences

The popularity and success of any restaurant is based on the preferences of its consumers. A preference can be defined as "selection of one item over another" (Birch 1999). Prior to making a decision, a consumer will weigh out preferences and constraints. In this decision making process, consumers take into consideration "knowledge of available goods, what needs each good might fulfill, knowledge of the particular consumer's preferences toward goods and knowledge of constraints" (Fox, Ochoa & Paredes 1997). Ultimately, the prevailing influential factors that consumers focus on prior to food selection are taste, convenience, and price (Darian & Tucci 2011).

The sensations arising solely from the sense of taste plays a vital role in food choice. Basic tastes of food can be categorized into "sweet, salty, sour and bitter" (Birch 1999). A human's genetic predisposition favors foods that taste sweet or salty while rejecting foods that are unfamiliar. Although sweet tastes are preferred at birth, the preference for salt does not develop until a child has reached four months (Birch 1999). The rejection of sour and bitter foods derives from innate predispositions based off "reflexive facial expressions and intake" (Birch 1999). Despite these genetic predispositions, taste preferences can be modified through experience with eating. There are additional factors that may play a role in adapting to unfamiliar

tastes, such as a social element. Exposure to adults and peers trying new foods can influence an individual's food intake decision. Birch (1999) found that "children's preferences for and consumption of disliked vegetables were enhanced when children had opportunities to observe peers selecting and eating foods that the observing child disliked." Repeated exposure and familiarity to tastes aid in the development of variability in an individuals taste palette and preference. Thus, restaurants appeal to its consumers by placing higher emphasis on the taste of foods rather than its health and nutritional benefits (Darian & Tucci 2011). Yet, not all consumers base their preferences according to taste but rather the simplicity in the convenience of foods.

Consumers display higher willingness to consume a meal based on convenience and quick preparation time (Darian & Tucci 2011). Examples of outlets of convenient meals include "eating convenience foods, buying take-away meals and eating in fast food restaurants" (Verlegh & Candel 1999). Situational and social factors have a strong impact on the consumption of convenience foods. Verlegh & Candel (1999) indicated a positive relationship between working status and consumption of frequency of convenience foods. Results concluded that higher income families were more likely to go to restaurants for the sake of saving time and difficulty of preparing a meal. Although convenience can be viewed as a substantial factor of consumer preferences, it is largely correlated to income and the price of foods.

The pricing of food plays a significant role in consumer preference. Consumers respond to the price changes in food, particularly food consumed at eateries, which demonstrate to be very price sensitive (Steenhuis, Waterlander & Mul 2011). However, price reductions and promotional tools at restaurants provide consumers with incentives to purchase more than their willingness to pay. In a study conducted by Steenhuis, Waterlander & Mu (2011), it was found

that in comparison to price reductions, price promotions have a stronger impact because

consumers tend to purchase a product "just because it is on sale". The selection is food is highly

dependent on budgetary considerations (Rajmohan & Panchanathan, 2005). Thus, lowering price

on a food item can be used to attract attention, increase sales and ultimately create customer

loyalty (Mayer, Kim, Raab & Shoemaker 2009).

Using Personal Observation for Data Collection of Consumer Sandwich Preferences

Observational data is an effective way of collecting primary data by "recording behavior

exactly as it occurs" (Malhontra 2010). Collecting observational data is quick and cost effective

compared to survey methods. Because this method records unconscious behavior after sandwich

orders have been placed, consent and active participation are not required from customers.

Recording observations for utilitarian purposes allow consumers to feel non-threatened with

pressures of feeling accepted and judged for selection of purchases (Simpson, Siguaw &

Cadogan 2008).

Unlike survey data, observational data cannot be manipulated and controlled because

sandwich orders are being logged as they take place (Malhontra 2010). However, in the process

of making food choices, consumers risk being influenced by observing other purchasing

behavior (Simpson, Siguaw & Cadogan 2008). Nonetheless, this method seeks to provide

information based on the final decision upon purchase.

Collecting observational data also allows the observer to accumulate a high number of

sandwich orders over a short period of time. A high number of recordings will result in effective

recommendations and precise conclusions. Because sandwich orders are considered nominal

data, or categorical data, appropriate organization and preparation is necessary for accurate data

collection.

Chapter 3

METHODOLOGY

Procedures for Data Collection

In order to understand consumer sandwich preferences, primary data must be collected. Sandwich consumers will be observed by recording sandwich orders at High Street Market & Deli located on 350 High Street in San Luis Obispo, California. Data collection will be conducted over a four-week time span from May 6, 2013 to May 31, 2013 for approximately two hours per day. Recording sandwich orders will present discrepancies in sandwich preferences, revenue and volume of sales during different hours of the day.

Upon arrival of the deli, all customers are instructed to fill out order forms. The order form is divided into two separate sections, where customers have the option to choose between creating a custom sandwich and ordering a predetermined daily or weekly sandwich special. With customized sandwiches, customers have the opportunity to select up to three meats, two cheeses and endless condiments and may add unconventional extras, such as avocado, bacon and jalapeños, with additional charge. All components of daily sandwich specials are provided on the back of order forms for personal reference. An example of High Street Deli's order form can be found in the Appendix.

The store manager has specified lunch and near closing hours as times in which the deli experiences the highest volume of sales. Thus, data collection will occur during these times. Although lunch hours may seem appropriate for a deli, the incidental influx of customers near closing hours occurs due to a daily $4.20 sandwich promotion. High Street Deli offers a price cut in all sandwiches, including the daily special, sandwich combinations and base of customized sandwiches, from 4:20-5:30pm daily.

In order to ensure data will properly represent both times, sandwich orders will be recorded four times a week. Tuesday and Friday will focus on lunch hours from, 10am-12pm, while the Monday and Wednesday will focus on closing hours from, 4-5:30pm. Collecting sandwich orders at different times during the day will also aid in comparing the volume of sales in relation to price.

Prior to data collection, an alphabetical list of sandwich combination offerings has been compiled for quick and efficient documentation. The time and date will be recorded upon arrival and sandwich orders will be collected immediately. All data will be collected at the register of High Street Deli, prior to customer purchase. Orders of sandwich combinations will be marked as they are repeated back to the customer and questions of clarifications will be made in the case that orders are not recited. Digital photos of custom orders will be taken in order to minimize recording times during busy hours and guarantee accuracy when recording data.

At the end of each session, data will be inputted and organized through Excel. Each sandwich combination will be tallied and entered into a spreadsheet according to date. Based on digital photos, each element of custom orders will be recorded individually and totals of each item will be calculated. Because customized sandwiches may range in price due to add on items, the price of each custom sandwich will be computed for future convenience. The sum of sales,

by volume and price, are then calculated; the percentage of each type of sandwich is clearly defined according sandwiches ordered and dollars sold.

Procedures for Data Analysis

Observational data will be organized in a spreadsheet then analyzed through a series of basic statistical tests associated with frequency distribution. Measures of location, including mean, median and mode, will be utilized to "describe the center of the distribution" (Malhontra 2010). According to Malhontra (2010), the mean is used to determine the "average value", the mode identifies the "value that occurs most frequently" and the median is "the middle value when the data are arranged in ascending or descending rank order". The mean will be used to determine the average revenue and price of sandwiches. Through the use of these averages, a comparison analysis will be prepared between normal and promotional hours. The mode and median will be utilized to define popular sandwich combination orders as well as the frequency of orders among bread, meats, cheese, condiments and additional components to custom made orders. Based on the mode and median of the components of custom sandwiches, a recommendation of a new specialty sandwich will be made to High Street Deli.

In addition to measures of location, measures of variability will also be tested through the use of range, variance and standard deviation. These descriptive statistics will be used to "indicate the dispersion of distribution" (Malhontra 2010). As defined by Malhontra, range "measures the spread of the data" (2010), variance is "the mean squared deviation of all the values from the mean" (2010) and the standard deviation is the "square root of the variance" (2010). All three tests will be primarily used in evaluating consumer sandwich orders. It is

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particularly important to pay close attention to the variance in custom sandwich orders to "understand how similar or different the data points are" (Malhontra 2010). A small variance will demonstrate that a data points are clustered close to the mean while a large variance indicates that data points are distributed more widely (Malhontra 2010). Outliers will be taken into consideration when making recommendations in stocking.

After measures of location and variability have determined, hypothesis testing will be used to determine the differences in consumer preferences, volume of sales, revenue and price. The data will be divided into two groups, according to time. Because observations are based on two different variables from the same respondents, observations are categorized as paired samples. Paired t-test will be conducted to compare the means of two samples of related data. The variables to be tested include the proportion of type of sandwiches ordered, the mean price of sandwiches and the mean revenue generated during different times of the day. The null hypothesis states that there no difference in means between normal and happy hours, while the alternative hypothesis states that the means differ.

After all data has been collected and properly inputted, the test statistic and p-value are then calculated in Excel. The test statistic measures how close the data comes to the null hypothesis while the p-value calculates the probability of observing the value of the test statistic if the null hypothesis is true.

After conducting the paired t-test, the p-value will be compared at a 5% level of significance to find differences between samples. With a p-value greater than a 5% level of significance, there is a failure to reject the null hypothesis and thus lies no difference in the means between normal and happy hours. However, a low p-value results in rejecting the null hypothesis and presents a difference in means. Through the use of paired t-tests, appropriate

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conclusions and recommendations will be made based on data collection from High Street Market & Deli.

Assumptions

Because sandwich modifications can be made to specialty sandwiches, it is assumed that these modifications do not affect the category under which it is placed. Thus, sandwich adjustments for daily and weekly specials will not be recorded. It is assumed that a custom made sandwich is classified as a sandwich that is created by the customer from scratch, solely based on their preferences.

Limitations

Because data is being collected through orders performed at High Street Market & Deli, analysis of sandwich preferences and relationships determined between the volume of sales, prices and revenue are limited to reflect this specific location in the San Luis Obispo County. In addition, pre-determined sandwich combinations and options for sandwich customizations are limited to those only offered through High Street Market & Deli.

Chapter 4

DEVELOPMENT OF THE STUDY

Data Collection Problems

Data collection was forecasted to occur over a four-week time span, from May 6, 2013 to

May 31, 2013 for approximately two hours per day. Due to conflicts with management,

observations were only permitted to be recorded over a period of three weeks. Regardless of this

unforeseen obstacle, the number of observations for normal and happy hours remained

equivalent to ensure that data would completely represent different times.

Analysis

After sandwich data was recorded and carefully inputted into Excel, appropriate

statistical tests were conducted. Measures of location and variability were primarily utilized to

understand the differences in average volume, revenue and price of sandwich between happy

hours and lunch hours. Revenue and price of sandwiches of each individual sandwich was

calculated manually according to set menu prices.

Table 1 compares averages of combination and customized sandwiches ordered by

consumers at High Street Market & Deli's between 4-5:30pm.

Table 1: Happy Hour Data						
HAPPY HOUR 4-5:30pm						
		Combination		Customized		Total
Volume Ordered	Average		57.25		18	75.25
	Proportion		76.08%		23.92%	100.00%
	Range		47-69		16-20	63-89
	Median		53		18	75
	Standard Deviation		8		2	7
Revenue	Average	$	240.45	$	86.59	$ 327.04
	Range		$197.40-$289.80		$82.44-$94	
	Median	$	237.30	$	84.95	$ 327.50
	Standard Deviation	$	33.65	$	4.52	$ 33.84
Price of Sandwich	Average	$	4.20	$	4.86	$ 4.53
	Range	$	4.20		$4.49-$5.15	
	Median	$	4.20	$	4.89	$ 4.55
	Standard Deviation	$	-	$	0.27	

Results reveal the total volume ordered between 4-5:30pm ranged from 63-89 sandwiches. A total average of 75.25 sandwich orders were placed, a majority of which were specialty sandwiches. The average price of a combination sandwich was an unsurprising $4.20 and generated average revenue of $240.45. Although observational recordings began 20 minutes prior to the predetermined happy hour times, it is important to note that no single customer placed an order between 4-4:20pm. In contrast, the average price of a customized sandwich was $4.86 and only generated average revenue of $86.59. The total average revenue of happy hour was $327.04 over the span of three weeks.

Table 2 compares averages of combination and customized sandwiches ordered by consumers at High Street Market & Deli's during lunch hours between 10-12pm.

Table 2: Lunch Hour Data						
LUNCH 10-12pm						
		Combination		Customized		Total
Volume Ordered	Average		24.33		10.33	34.67
	Proportion		70.19%		29.81%	100.00%
	Range		19-27		8-13	27-40
	Median		27		10	35
	Standard Deviation		3.77		2.05	4.50
Revenue	Average	$	226.40	$	94.42	$ 320.81
	Range		$168.68-$266.37		$70.50-$119.25	
	Median	$	244.14	$	93.50	$ 336.87
	Standard Deviation	$	41.81	$	19.91	$ 42.85
Price of Sandwich	Average	$	8.93	$	9.11	$ 9.02
	Range		$8.88-$9.04		$8.81-$9.35	
	Median	$	8.88	$	9.17	$ 9.03
	Standard Deviation	$	0.08	$	0.22	$ 0.12

Results reveal that the total average volume of sandwiches ordered during lunch hours range from 27-40 sandwiches, again with a majority of them being predetermined sandwich combinations. The average price of a customized sandwich is priced at $9.11 while the average price of combination sandwiches is $8.93. Still, the average revenue of combination sandwiches remains substantially higher at $226.60, whereas customized sandwiches are $94.42.

As Table 1 and Table 2 provide results for different types of sandwiches during specific times of the day, Table 3 provides a side by side comparison of both sets of data and calculates the differences in time by subtracting averages from happy hour from lunch.

Table 3: Comparison of Happy Hour and Lunch Hour Data							
		Total	Happy Hour	% of Happy Hour	Lunch Hour	% of Lunch Hour	Proportion of HH to LH
Average Volume	Combination	81.58	57.25	70.17%	24.33	29.83%	40.35%
	Customized	28.33	18	63.53%	10.33	36.47%	27.06%
Average Revenue	Combination	466.85	$ 240.45	51.51%	$ 226.40	48.49%	3.01%
	Customized	181.00	$ 86.59	47.84%	$ 94.42	52.16%	-4.33%
Average Price	Combination	13.13	$ 4.20	31.98%	$ 8.93	68.02%	-36.04%
	Customized	13.97	$ 4.86	34.77%	$ 9.11	65.23%	-30.47%

In reviewing results, Table 3 displays that the proportion of sandwiches ordered during happy hour are greater for both combination and customized sandwiches. A proportion of 70.17% average total combination sandwiches were ordered of total sandwich orders placed, 40.35% higher than those ordered during lunch hour. The average revenue of combination sandwiches sold during happy hour is 3.01% greater than lunch hour. However, average revenue was 4.33% lower during happy hour for customized sandwiches. Because prices are reduced on all sandwiches during happy hour, the average price of all sandwiches are considerably lower.

Table 4 displays the association between combination and customized sandwiches of consumer preferences.

Table 4: Consumer Preference by Type of Sandwich	
Combination	81.58
% of Total	74.22%
Customized	28.33
% of Total	25.78%
Total	109.92
Proportion of Combination to Customized Sandwiches	48.45%

With a significantly higher overall volume of combination sandwiches ordered, the proportion of combination to customized sandwiches is 48.45%.

Results support the hypothesis that on average, the volume of sales of sandwiches will be 20% greater than normal lunch hours. During lunch hours, average sales of combination were 40.35% greater while customized sandwiches were 27.06% greater. Yet, the two following hypotheses, which predicted that average total revenue would be 40% less during happy hour and 70% of customers would prefer a pre-determined sandwich combination to a custom sandwich, were both refuted. Results showed average total revenue to be 3.01% greater for combination sandwiches and 4.33% less for customized sandwiches during happy hour. Only 48.45% of customers preferred a combination sandwich to a customized sandwich.

Chapter 5

SUMMARY, CONCLUSIONS, AND RECCOMENDATIONS

With an uprising popularity in sandwich consumption across the nation, it is imperative for management to increase awareness of sandwich consumption of preferences by type. This study provides an analysis of sandwich preferences by type, volume ordered and revenue generated based on price according to different hours of the day.

Of the specialty sandwich options that High Street Market & Deli provides, Table 5 lists the proportion of consumer sandwich preferences of combination offerings in descending order.

Table 5: Average Proportion of Combination Sandwiches Ordered by Sandwich Type	
Specialty Sandwich	Average % of Volume Ordered
Breakfast Sando	0.36%
BBQ Beef	1.08%
Hot Meatloaf	2.53%
Cal Beef	2.89%
BLT	3.97%
Hot Pastrami	3.97%
Spring Club	4.69%
Beef Dip	5.42%
Italian Sub	5.42%
Turkey Pesto	5.42%
**DAILY SPECIAL	5.42%
Garden Burger	6.86%
Mother Nature	7.58%
Chipotle Beef	10.11%
Cal Turkey	13.72%
Nashville Club	20.58%

It is important to note that the Breakfast Sando averaged less than 1% of total orders over a three week time span. The components of a Breakfast Sando include eggs, bacon or ham, cheddar, the works on sliced sourdough Because the Breakfast Sando includes an egg, an offering that is not otherwise an option on the menu, it is recommended that it be removed from the menu due the unnecessary inventory that may not be met due by a particularly low volume of sales.

The most popular components of a customized sandwich, as selected by High Street consumers themselves, include turkey, pepper jack cheese, mayo, onions, tomatoes, lettuce, and avocado on slice sourdough bread. Due to the popularity of these particular items, it is advised that High Street Market & Deli create a new combination sandwich made up of these components and mark pricing that matches the price of customized sandwich. High Street customers will be drawn to the simplicity and price of the sandwich, since it will be offered at a discounted price of $8.00 instead of $9.25.

Although statistical tests prove that the volume sales are notably higher during High Street happy hour, the significant difference in price may result in loosing lunch customers and only purchasing sandwiches between 4:20-5:30. To avoid this, High Street Market & Deli should considered altering prices to a set percentage or discounting different sandwiches each day. Another suggestion would be to create promotional sandwiches based off extra ingredients from lunch hours. Because deli meats and sandwich components have a short shelf life, new sandwich combinations can be offered to customers based off these ingredients thus maximizing the use of resources. Further research is advised to determine the cost per sandwich, which includes ingredients, labor and time. By being knowledgeable of the cost per sandwich, adjustments to happy hour can be made to ensure profit is being generated.

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High Street Market & Deli Menu

CREATE YOUR OWN SANDO $8.00		
	Cheese (2)	**Bread**
Turkey	American	French Roll
Smoked Turkey	Cheddar	Sourdough Roll
Ham	Smoked Cheddar	Honey Wheat Bun
Roast Beef	Jack	Onion Roll
Salami	Provolone	Rye
Pastrami	Swiss	Slice Sourdough
Tuna Salad	Pepper Jack	Sliced Wheat
Egg Salad	Jalapeno Havarti	Squaw
Condiments	**Extras**	
The Works (ALL)	Pepperoncini ($0.00)	Olives ($0.50)
Mayonnaise	Avocado ($1.25)	Jalapenos ($0.50)
Yellow/Dijon	Bacon ($1.25)	Ortega ($0.50)
Pickles	Extra Meat ($1.99)	Pesto ($0.50)
Onions	Extra Cheese ($1.00)	Chipotle Mayo ($0.50)
Tomatoes	Sprouts ($0.50)	Carrots ($0.50)
Lettuce/ Romaine	Cucumber ($0.50)	
Herb Juice	Ranch ($0.50)	

DAILY SPECIALS		
Cal Turkey	Garden Burger	Mother Nature Veg
Cal Beef	Hot Pastrami	Nashville Club
BBQ Beef	Hot Meatloaf	Chipotle Beef
BLT	Spring Club	Turkey Pesto
Beef Dip	Italian Sub	Breakfast Sando
Cal Turkey $8.99	**Italian Sub $8.75**	**Breakfast Sando $7.25**
Roast Turkey	Genoa Salami	Eggs
Pepperjack Cheese	Hard Salami	Bacon or Ham
Avocado	Capicola	Cheddar
Ortega Chile	Provolone	Mayo

The Works
Sliced Sourdough

Cal Beef $8.99
Roast Beef
Pepperjack Cheese
Avocado
Ortega Chile
The Works
Sliced Sourdough

Hot Pastrami $8.25
Pastrami
Swiss Cheese
Pepperoncini
The Works
Sliced Sourdough

Nashville Club $9.25
Smoked Turkey
Ham
Bacon
Cheddar Cheese
Jalapeno
Ranch
BBQ sauce
The Works
Sliced Sourdough

Mother Nature $8.75
Avocado
Carrots
Cucumbers
Mushrooms
Purple Cabbage
Sprouts

Romaine Lettuce
The Works
Herb Juice
Honey Wheat Bun

Pepperoncini
Oregano
The Works
Herb Juice
French Roll

Beef Dip Doobie $9.50
Roast Beef
Chipotle Mayo
Dijon
Red Onion
Pickles
Pepperoncini
Jack Cheese
French Roll

Turkey Pesto $8.5
Turkey
Provolone
Italian Style Basil Pesto
Mayo
Tomato
Romaine Lettuce
French Roll

Spring Club $8.75
Turkey
Cheddar Cheese
Bacon
Ranch
Cucumbers
Tomato
Lettuce
Mayo
French Roll

Mustard
Tomato
Red Onion
Avocado
Sliced Sourdough

BBQ Beef $8.99
London Broil
BBQ sauce
French Roll
Any Works
Choice of Cheese

BLT $8.75
Bacon
Romaine Lettuce
Tomato
Sliced Sourdough

Chipotle Beef $8.99
Roast Beef
Pepperjack Cheese
Chipotle Mayo
Tomato
Red Onion
Avocado
Sliced Sourdough

Garden Burger $8.50
Garden Patty
Pepperjack Cheese
Avocado
Sprouts
Romaine Lettuce
The Works
Honey Wheat Bun

Hot Meatloaf $9.25
Meatloaf
The Works
Sliced Sourdough

WEEKLY SPECIALS $9.75			
Monday	**Tuesday**	**Wednesday**	**Friday**
High Street Hooligan	OPEN	Tropical Vacation	Cali Gold
Hot Smoked Turkey		Smoked Turkey	Smoked Turkey
Jack Cheese		Jalapeno Havarti	Brie Cheese
Red Pepper Aioli		Mayo	Mayo
Lettuce		Cranberry Sauce	Honey Mustard
Red Onion		Honey Mustard	Red Onion

Pickles	Red Onion	Tomatoes
Tomatoes	Pickles	Sprouts
Light Oil & Vinegar	Tomatoes	Romaine Lettuce
Jalapenos	Sprouts	Avocado
Avocado	Romaine Lettuce	Squaw Bread
Sliced Sourdough	Avocado	
	Sliced Sourdough	