



A COUNTER CULTURAL CULTURE

Much is written these days about the lack of loyalty and commitment. You read about it in the workplace from both perspectives—employer and employee. The marriage statistics are atrocious. Fickleness and ambivalence are rampant in our society. You don't need Cap'n Clawed and Lady Bisque to bring this to your attention.

So, always up for being the bearers of good news, we're here to share a few encouraging Marblehead numbers that should help restore some faith and optimism in your life. The Chowder House exhibits, promotes and claims exceedingly high standards in loyalty among both our employees and our wonderful guests. Could they go hand-in-hand? Duh!

Of our top 9,000 Captain's Club members (there have been over 25,000) nearly two-thirds have been members for at least three years. Flattering. And, over one-third has been members for more than five years. Incredibly heart-warming!

This tells us we must be getting many things right! And, when we don't, we react promptly and in ways that rectify, satisfy and promote recovery from the faux pas and healing in the relationship with our guests.

Satisfaction and retention are traits we like to feature every day. We work very hard at keeping our employees around. It makes our lives easier and your visits more relational than merely dining out. We just celebrated our 14th Anniversary in the Spring, so listen to this: half a dozen of us have been here since the beginning—John, Judy, Jeff, Noreen, Alma, and Donna. And it gets better: over 20% of our staff has been here 10 years or more; over one-third five years or more, and over 50% more than three years. This in an industry that boast triple-digit turnover numbers.

Loyalty. We like that concept and resemble that remark. Here's a toast to you, our loyal guests, for supporting us in such warm and generous ways; you make it easier to retain great servers. And here's a boast to our terrific Crew, who work hard at helping to retain our great guests!

Mutual admiration? Duh! Mucho appreciation!

Chowder,
Cap'n Clawed & Lady Bisque

HERE'S A TOAST
TO YOU, OUR
LOYAL GUESTS,
FOR SUPPORTING US
IN SUCH WARM
AND GENEROUS WAYS...