

Red Herring Concepts

Commitment to Our Employees | Current Benefit Offerings
Toast | LeadBelly | Fleetwood



WHY ARE WE COMMITTED TO OUR EMPLOYEES?

We firmly believe that every employee, no matter their position or length of service, deserves to live a comfortable life while only working one job. We care for our employee's well-being, which includes their ability to live in adequate housing, put food on the table, pay their bills, and enjoy life.

Each benefit is constructed to aid in relieving stress and anxiety for our employees, leading to a more focused and more motivated team, which we believe will ultimately lead to a better experience for our guests.

Our employees are sorted into three categories based on average number of hours worked:

Part-Time (PT) | less than 20 hours/week
Flex-Time (FLX) | 20-29 hours/week
Full-Time (FT) | 30+ hours/week

THE SHORT VERSION OF OUR BENEFITS:

Earn a Living Wage

Annual Bonus

Health Insurance

4% 401(K) Match

Up to \$1,000
Recruiting Bonus

Free Employee
Meals & Other
Discounts

Friends & Family
Discounts

Birthday Gift Cards

Up to 7 Days of
Paid Time Off

Bereavement Leave

Up to 5 Paid
Holidays Per Year

Community
Service Pay

CURRENT BENEFITS

CLICK ON THE ICONS TO SEE HOW WE MAKE THESE WORK



LIVING WAGE



BIRTHDAY GIFTS



BEREAVEMENT LEAVE



PAID HOLIDAYS



ANNIVERSARY BONUS



HEALTH INSURANCE



401(K)



RECRUITING BONUS



EMPLOYEE DISCOUNTS



PAID TIME OFF



COMMUNITY SERVICE PAY



**FRIENDS & FAMILY
DISCOUNT**

BENEFIT BREAKDOWN: LIVING WAGE



Our goal is that all employees will earn at least \$15.00 per hour (including tips) regardless of department, position, or length of service by mid 2022.

Who is eligible for this benefit?

PT | FLX | FT

Why do we offer this benefit?

Every employee deserves to make a wage that allows them to live a comfortable life while only working one job. Anyone working full time should not be struggling to make ends meet & living paycheck to paycheck.

How do we accomplish this?

In July of 2021, we began reconfiguring our wage structure. This is still a work in progress, but a goal that we are committed to. We will run quarterly reports to ensure that each employee's gross pay averages at least \$15 per hour & assess if any base wage changes need to be made.

"NOBODY WHO WORKS 40 HOURS A WEEK SHOULD BE LIVING IN POVERTY."



-BERNIE SANDERS

BENEFIT BREAKDOWN: PAID TIME OFF



All employees receive up to seven days of accrued PTO per year. Managers receive an additional week of PTO.

Why do we offer this benefit?

Allowing our employees to earn paid time off is crucial in maintaining the morale of our staff as a whole. Employees who rarely take time off often find themselves resenting their place of employment. We believe that time to rest, recharge, and enjoy their life improves their morale, motivation, and overall loyalty to their work.

Who is eligible for this benefit?



How do we accomplish this?

- Employees accrue PTO based on the number of hours worked. These amounts are recorded in our payroll system & employees are able to view them at any time.
- PTO may not be redeemed before the end of the 90 day probationary period & must be used in 8 hour increments
- Requests are made via Toast Payroll at least two weeks in advance & are approved by a manager
- Hours do not expire and roll over from year to year with a cap of 56 hours. Once the cap is reached, an employee will not accrue any more PTO until some of it is used.
- Accrued time will be paid out upon termination as long as the employee has passed their probationary period. Terminated employees will be paid out their remaining balance on their final payroll.

"THE OPPORTUNITY TO STEP AWAY FROM EVERYTHING AND TAKE A BREAK IS SOMETHING THAT SHOULDN'T BE SQUANDERED."

.....
**-HARPER REED,
ENTREPRENEUR**



BENEFIT BREAKDOWN: HEALTH INSURANCE

All full-time employees have access to health insurance to which the company pays 60% of the individual premium.

Why do we offer this benefit?

Access to healthcare is a human right, and our best employees are healthy employees. No one ever expects to be sick or injured and we want to help remove the worry of unexpected costs from what is often an already painful situation. With insurance in place, we hope this helps our employees to focus on rebuilding their health and also encourage them to be proactive in their future health with routine checkups and preventative care.

Who is eligible for this benefit?



How do we accomplish this?

Employees will be notified by their management team if they are eligible to enroll prior to the next year's open enrollment deadline.

Red Herring Concepts will hold a benefits and open enrollment meeting to thoroughly explain what is offered and answer any questions before an employee decides to enroll.

In store managers will follow up with eligible employees and submit all necessary paperwork to the office manager before the company set deadline.

Health insurance premium will come out of the employees payroll each week up to four pay periods per month.

"WE ARE EMBEDDING HEALTH AND WELL-BEING AT THE HEART OF OUR BUSINESS STRATEGY BECAUSE OUR PEOPLE ARE OUR GREATEST ASSET, AND WE RECOGNIZE THAT A HEALTHY, HAPPY AND COMMITTED WORKFORCE IS VITAL TO OUR BUSINESS SUCCESS."



-ALEX GOURLAY

BENEFIT BREAKDOWN: ANNIVERSARY BONUS



All employees are eligible to receive up to a \$100 bonus per year of service

Who is eligible for this benefit?

PT | FLX | FT

Why do we offer this benefit?

We want to encourage our employees to stick around for the long haul & believe that acknowledging employment milestones is important in continuing to motivate them to put in the time and effort into the workplace.

How do we accomplish this?

At the close of each quarter, we run reports to determine each employee's employment status. Bonuses are paid out based on the following criteria:

- Actively employed at the close of the quarter. Terminated employees are not eligible to receive their bonus.
- Part-time employees receive 50% of their anniversary bonus
- Flex-time and Full-time employees receive 100% of their anniversary bonus
- Management is responsible for writing individual cards to each employee receiving a bonus & the bonus will be added to the second payroll following the close of the quarter.

"TREATING EMPLOYEES BENEVOLENTLY SHOULDN'T BE VIEWED AS AN ADDED COST THAT CUTS INTO PROFITS, BUT AS A POWERFUL ENERGIZER THAT CAN GROW THE ENTERPRISE INTO SOMETHING FAR GREATER THAN ONE LEADER COULD ENVISION."

.....
-HAROLD SCHULTZ, FOUNDER OF STARBUCKS



BENEFIT BREAKDOWN: PAID HOLIDAYS

All full-time and flex-time employees receive one day's pay for five paid holidays each year

Why do we offer this benefit?

We believe that employees in any industry deserve to celebrate major holidays with their family and friends. Not only do we close on five holidays per year, but we will pay our flex-time and full-time employees for a full day's pay on each of those holidays.

Who is eligible for this benefit?

FLX | FT

How do we accomplish this?

All locations will be closed for the following holidays: New Year's Day, Easter, Fourth of July, Thanksgiving, and Christmas Day.

Reports will be pulled to verify average number of hours work to categorize all employees into PT, FLX, and FT.

All FLX and FT employees will receive one full day's pay for each of the closed holidays that will be automatically added to their payroll.

Military veterans receive an additional paid holiday on Veteran's Day.

"RESTAURANT WORKERS SHOULDN'T AUTOMATICALLY BE EXPECTED TO WORK HOLIDAYS. THEY SHOULD HAVE THE OPPORTUNITY TO SPEND HOLIDAYS THE WAY THEY'D LIKE TO, JUST LIKE PEOPLE IN OTHER INDUSTRIES."

.....
**-JESS POWELL,
EMPLOYED SINCE 2016**

BENEFIT BREAKDOWN: RECRUITING BONUS



All employees are eligible to receive [up to a \\$1,000 bonus](#) for successfully recruiting a new employee to our team.

Who is eligible for this benefit?

PT | FLX | FT

Why do we offer this benefit?

Our employees know us best and we believe they have the ability to help us recruit our team. This also encourages networking across the restaurant industry to help cultivate and maintain relationships within our small business community.

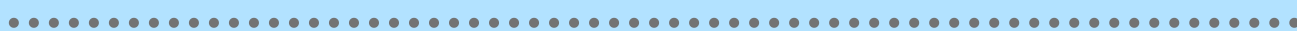
How do we accomplish this?

When a new employee is hired & recruited by a current employee, the hiring manager will notify the office manager of an active referral bonus.

Bonuses are paid out based on the following criteria:

- Recruiters are eligible to receive up to a [\\$250 bonus](#) after the recruited employee has been employed for [90 days](#)
- Recruiters are eligible to receive up to a [\\$250 bonus](#) after the recruited employee has been employed for [6 months](#)
- Recruiters are eligible to receive up to a final [\\$500 bonus](#) after the recruited employee has been employed for [1 year](#)

"HIRE CHARACTER, TRAIN SKILL."



-PETER SCHUTZ, FORMER PRESIDENT & CEO OF PORSCHE

BENEFIT BREAKDOWN: EMPLOYEE DISCOUNTS



All employees receive [free food & beverage](#) items from a designated employee menu, [50% off](#) other food & [\\$1 off](#) any alcoholic beverage. This is available every day, regardless if the employee is scheduled or not. Employees also receive the same discounts at all sister locations.

Who is eligible for this benefit?

PT | FLX | FT

Why do we offer this benefit?

We offer this benefit because our products need to be experienced in order to be truly appreciated. Our employees not only need to be reminded of the excellence of our product but are expected to expertly describe the menu items as well as help control the consistent quality of our offerings.

Most importantly, employees deserve to eat and drink at their job at a reasonable price. When our employees are well fed, they can work stronger, recover faster, and maintain their best performance in and outside of work.

How do we accomplish this?

Food that is offered either free or at a discount is sent to the kitchen from the corresponding menus on the POS. The manager on duty will apply the appropriate discount at time of payment & add the employee's name and home location to the comment section of the discount.

"ONE CANNOT THINK WELL, LOVE WELL, SLEEP WELL,
IF ONE HAS NOT DINED WELL."

.....
-VIRGINIA WOOLF

BENEFIT BREAKDOWN: FRIENDS & FAMILY DISCOUNT



Friends and family of any employee receive **20% off** of their food tab while dining with an employee. This is available at all sister locations.

Why do we offer this benefit?

We offer this benefit to extend our company family further than just our paid employees. Often times the family and friends of our employees become our family and friends as well and we want to offer our food to them at a discounted rate in an effort to reward them for continuing to dine with us.

"THANK YOU SO MUCH FOR GIVING ME THE OPPORTUNITY TO WORK WITH SUCH A GREAT PLACE! I LOVE THE LEADBELLY FAMILY WITH EVERY FIBER OF MY BEING! TO MANY MORE YEARS TO COME!"

.....
**-KATHRYN HOOVER,
EMPLOYED SINCE 2020
TEXT SENT TO MANAGEMENT ON
HER ONE YEAR ANNIVERSARY**

Who is eligible for this benefit?



How do we accomplish this?

The manager on duty will apply the appropriate discount at time of payment & add the employee's name and home location to the comment section of the discount.

BENEFIT BREAKDOWN:

401(K)

All full-time and flex-time employees are eligible to enroll and receive up to a [4% company match](#) on retirement contributions if they are at least 21 years old and have been employed for one year.



Who is eligible for this benefit?



Why do we offer this benefit?

We want to help our employees be future-minded and plan ahead. Offering a 401(K) employer match helps jump start their retirement funds and show that any size of contribution can go a long way.

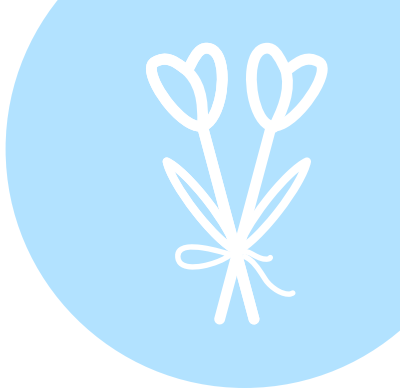
How do we accomplish this?

General managers will notify eligible employees prior to each open enrollment period (July & January) & distribute all necessary forms to those who are interested. Once complete, paperwork will be submitted & the office manager will add contributions to the employee's payroll.

"IF YOU'RE JUST STARTING OUT IN THE WORKFORCE, THE VERY BEST THING YOU CAN DO FOR YOURSELF IS TO GET STARTED IN YOUR WORKPLACE RETIREMENT PLAN. CONTRIBUTE ENOUGH TO GRAB ANY MATCHING DOLLARS YOUR EMPLOYER IS OFFERING (AKA THE LAST FREE MONDEY ON EARTH)."



-JEAN CHATZKY, FINANCIAL JOURNALIST



BENEFIT BREAKDOWN: BEREAVEMENT LEAVE

All employees receive **three consecutive days** of paid bereavement leave upon the death of an immediate family member.

Who is eligible for this benefit?

PT | FLX | FT

Why do we offer this benefit?

Though we hope to seldom use this benefit, we want to recognize the necessity for our employees to have the time to properly process and grieve a death in their immediate family. Employees should be able to take time off to spend with their family and feel confident that they are still able to pay their bills.

How do we accomplish this?

Once our management is notified of an employee's need for bereavement leave, they will work with their team to cover any of that employee's scheduled shifts to ensure the employee will be out of the building for three consecutive days. Paid leave will then automatically be applied to the dates decided. Immediate family members include the following:

- Spouse, and parents thereof;
- Sons and daughters, and spouses thereof;
- Parents, and spouses thereof;
- Brothers and sisters, and spouses thereof;
- Grandparents and grandchildren, and spouses thereof;
- Domestic partner and parents thereof; including domestic partners of any individual in 1 through 5 of this definition; and
- Any individual related by blood or affinity whose close association with the employee is the equivalent of a family relationship

"WHAT SPEAKS VOLUMES TO ME ABOUT WORKING WITH RED HERRING IS NOT JUST WHAT THEY DO FOR ME WHEN I'M HERE, BUT THAT THEY'RE WITH ME WHEN I CAN'T BE. FAMILY FIRST."



-ALEA LANDRUM , EMPLOYED SINCE 2013

BENEFIT BREAKDOWN: BIRTHDAY GIFT CARD



All employees select a [\\$20.00 gift card](#) on their birthday from a list of local businesses.

Why do we offer this benefit?

We believe that acknowledging significant dates and events in our employee's lives is important. We want to demonstrate that we care about more than just their work life.

Who is eligible for this benefit?

PT | FLX | FT

"THE MORE YOU
PRAISE AND
CELEBRATE
YOUR LIFE, THE
MORE THERE IS
IN LIFE TO
CELEBRATE."

.....
-OPRAH WINFREY

How do we accomplish this?

A designated manager will be sent monthly birthday reports for each location. That manager will initiate gift card trades with various local businesses & maintain a consistent stock of gift cards in each location for employees to choose from.

BENEFIT BREAKDOWN: COMMUNITY SERVICE PAY



All employees are eligible to receive [one day per quarter](#) of paid time to volunteer at their favorite local non-profit.

Why do we offer this benefit?

Our company prides itself on being a local business and an active part of our local community. We want to encourage our employees to dive into their communities by offering them one paid day of community service per quarter. This helps our employees gain perspective about the values of our company as a whole and we hope that they align with our values as well.

Who is eligible for this benefit?



How do we accomplish this?

Employees who are interested in receiving pay for a day of community service must submit the following information to their management team [no less than two weeks](#) prior to the day requested:

- Name of non-profit (must be a 501c3 & Nebraska-based)
- Point of contact at the organization: name, phone number & email
- Date of requested pay

The office manager will approve or reject the organization. If approved, the office manager will contact the non-profit after the volunteered date to verify the employee spent time there. The employee should not be scheduled to work in any location on the day of volunteering.

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED, IT'S THE ONLY THING THAT EVER HAS."



-MARGARET MEAD, ANTHROPOLOGIST