

**Department:** All Restaurants                      **Last Updated:** 3/23/2015  
**Subject:** Merchandise & Swag                      **HID#:** 38

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**Purpose:**

To outline the process for creating, purchasing, receiving, and processing existing and new merchandise and swag.

**Responsibility:**

General managers are responsible for managing and spearheading the process. Directors are responsible for coordinating between the Creative Director and the store level during the revision process and for giving final approval on new merchandise. Creative Director is responsible for designing new merchandise and swag and for adding the new approved items to the Merchandise Guide PDF and Vendor Guide, both on Google Drive.

**Tools:**

Merchandise Guides (per store)  
Vendor Guide  
Creative Request

**Policy Guidelines:**

**For Existing Merchandise & Swag Designs:**

1. Find the item in your store's Merchandise Guide found in Google Drive, and note the page number that the item is on.
2. Find the item in the Vendor Guide found in Google Drive. The Vendor Guide references the page numbers of the Merchandise Guide. This is how you will find the item. Compare bids for that item, and order the item from the chosen vendor based on your budget and needs.

**For New Merchandise & Swag Designs:**

1. GM or Director submits a creative request (via the creative request form on Google Drive) for the item with as much anecdotal information as possible, such as inspiration for the new items, in what context will it be used, design ideas, any relevant partners or promotions the items is attached to.
2. Creative Director mocks up the item and sends to the Director for revisions or approval.
3. Director works with appropriate members of that store's management team to get revisions/approval. Creative Director works only with Directors on the revisions process.
4. Once approved, Creative Director gets bids from vendors and requests a proof from the vendor chosen.
5. Once Creative Director has approved the proof, he/she sends the information to the General Manager to finalize the ordering and invoice process. The first order must be ordered from the vendor chosen by the Creative Director. Once a new item needs to be reordered, GMs are welcome to send it out for bid to other vendors; however, the item number, colors, placement of graphics, size of graphics, color of graphics must be identical.