

# 2024 Big Bets Incentive



The Big Bets Incentive will drive best-in-class performance of Best Burger & Digital Execution while supporting Digital growth. Start preparing by utilizing the 3Es below.

**July 7 – August 17**

## EDUCATE



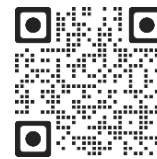
[Big Bets Roadmap](#)



[MMR SIMULATOR](#)

Continue to use the tools such as the Big Bets Roadmap, 3D Health Check and training simulators to ensure the restaurants are set up and ready to execute.

## ENGAGE



[QRSOFT Dashboard](#)



[Restaurant Checkpoint Celebration](#)

Use the Restaurant Checkpoint Celebration to engage and excite your teams around the Big Bets Incentive. Activate the QRSOFT Big Bets Incentive dashboard for a quick way to get your results and celebrate with your teams!

## EXECUTE

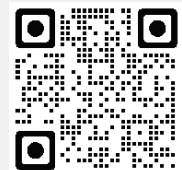
**JULY 7 – AUGUST 17**

- Weeks 1 & 2 Lunch peak **11-2**
- Weeks 3 & 4 Lunch & Dinner peaks **11-2, 5-7**
- Weeks 5 & 6 Breakfast, Lunch & Dinner peaks **7-9, 11-2, 5-7**

**SCORING**

**(POINTS ACCUMULATE EACH WEEK):**

- Total GCs vs last year
- Total Digital GCs vs last year
- DT OEPE and DT OEPE vs last year
- Tie Breaker: Overall BU Quality Score



[3D Health Check](#)

Winners announced August 22nd

**TUNE IN TO THE JUNE NABIT WEBCAST FOR MORE DETAILS!**