



FRANCHISEE AUDIT AWARENESS CHECKLIST

This checklist outlines the some areas and items that will be reviewed during a franchisor audit. Please use this as a guide to ensure your location meets all operational standards.

Section 1: Equipment

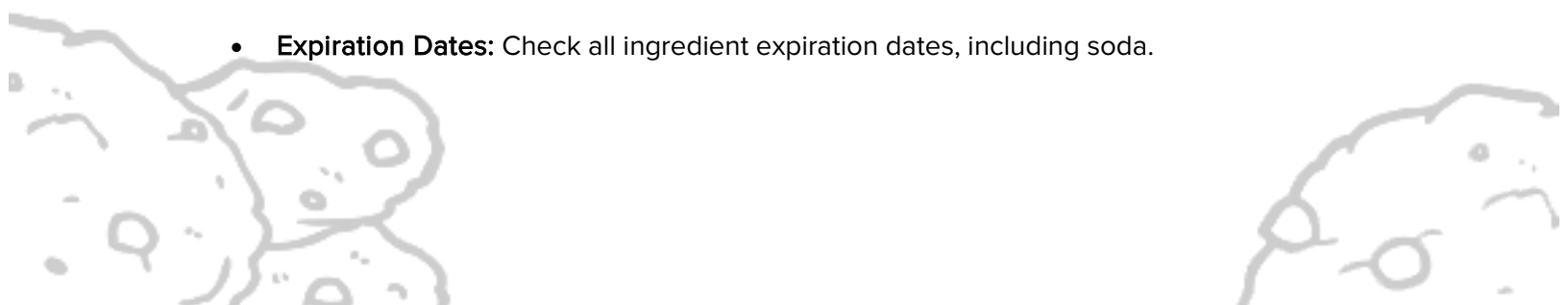
- **Required Equipment:** Ensure your store has at least 2 mixers, 1 warmer, 1 frosting mixer, and 1 soda machine stocked with Coke, Diet Coke, Mountain Dew, and Dr. Pepper.
- **Technology:** Verify all stores have a Square POS, a KDS, and a Cuboh tablet.
- **Temperature Settings:**
 - Oven: 325 degrees Fahrenheit.
 - Warmer: 100 degrees Fahrenheit.
 - Cooler: 35 degrees Fahrenheit.
 - Fridge: 35 degrees Fahrenheit.
 - Freezer: 10 degrees Fahrenheit.
- **Maintenance:** All equipment must be maintained and in working condition. Be prepared to provide equipment maintenance logs.

Section 2: Fridge

- **Temperature:** Maintain a temperature of 35 degrees Fahrenheit.
- **FIFO (First In, First Out):** Verify that older ingredients are being used first.
- **Labeling:** All containers must be clearly labeled with the cookie/ingredient name, date opened/prepared, and expiration date.
- **Cleanliness:** Assess overall cleanliness and organization, including the absence of dough and other residue on shelves.
- **Storage:** Ensure lids and/or plastic wrap are used for proper storage, and pans with cookies are not stored too close together.

Section 3: Ingredient Storage

- **Cleanliness:** All ingredients should be stored in clean containers and properly covered with lids or plastic wrap.
- **Organization:** Ingredients must be organized, accessible, and easy to locate.
- **FIFO (First In, First Out):** Verify that older ingredients are being used first.
- **Expiration Dates:** Check all ingredient expiration dates, including soda.





- **Storage:** Ensure ingredients are properly sealed and put away when not in use.
- **Adherence:** Check for accuracy and adherence to current Crave ordering guidelines and recipes.
- **Allergens:** Verify clear allergen labeling.

Section 4: Work Area

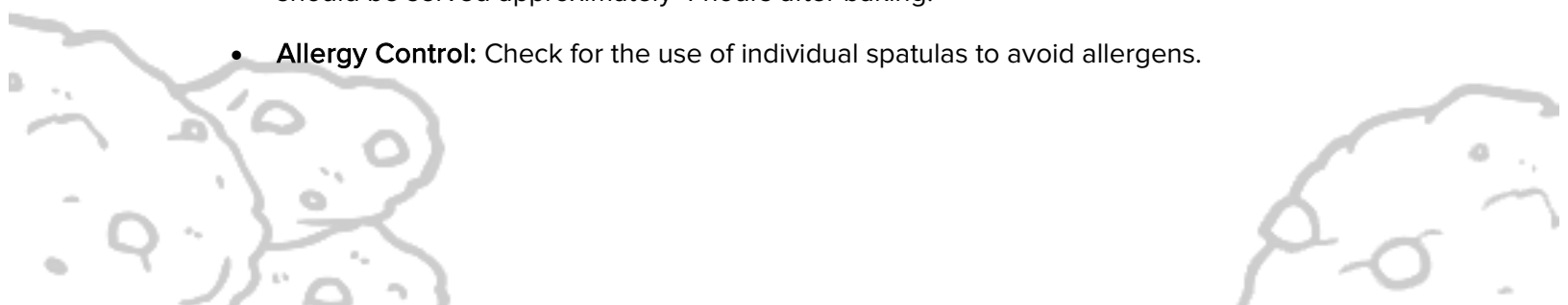
- **Cleanliness:** Surfaces and materials must be regularly cleaned and sanitized; dirty dishes should not be left out or piled up.
- **Organization:** Materials should be easy to locate and not overwhelming. The bottom shelf of the work area should not be overcrowded or contain old ingredients.
- **Ingredient Bins:** Check the quality of ingredients in bins (e.g., sealed brown sugar lid, unmelted baking chips, no cross-contamination). Ingredient bins should be labeled and rotated at least once per month.
- **Recipes:** Recipes should be laminated and stored properly. Note that recipe books are not used as recipes are updated regularly.
- **Decorating Guides:** The weekly decorating guide should be posted and visible near the work station.
- **Supplies:** The location must have sufficient supplies to meet demands (e.g., more than one set of measuring cups, plenty of pans).

Section 5: Baking

- **Recipes:** Verify that bakers are following the standardized recipes for each batch.
- **Techniques:** Verify that bakers are following Crave guidelines and techniques for baking cookies, including rolling dough and decorating cookies.
- **Weighing and Measuring:** Verify the accuracy of scales and measuring tools.
- **Dough Quality:** Dough must have the correct color and consistency before baking.
- **Baking Times:** Check for posted baking times and fan speeds.
- **Decorating:** Ensure that cookies are being properly decorated based on the decoration guide.
- **Uniformity:** Check for uniform cookie sizes and decorations.

Section 6: Quality

- **Rotation:** Check that cookies are being rotated as needed; especially Crave-lits, which should be served approximately 4 hours after baking.
- **Allergy Control:** Check for the use of individual spatulas to avoid allergens.





- **Taste Testing:** Conduct regular taste tests to ensure flavor and texture meet standards.
- **Quality Check:** Examine cookies for uniform appearance, size, color, etc., and confirm if photos of finished products are regularly sent to the manager/owner.
- **FIFO (First In, First Out):** Verify that older cookies are being sold first.
- **Cross-Contamination:** Ensure that cookies are being kept on individual trays to avoid possible allergens and cross-contamination, even as closing time approaches.

Section 7: Personnel

- **Handwashing:** Observe handwashing procedures upon arrival, when switching between tasks, before putting on gloves, after using the restroom, etc.
- **Uniform:** Employees must have hair pulled back or in a hat/hairnet, wear a clean Crave uniform, and wear close-toed shoes.
- **Gloves:** Ensure employees change gloves when switching between tasks, do not store gloves in pockets for future use, do not reuse gloves, do not use gloves when handling technology systems, and do not wear gloves and oven mitts. Employees with painted or acrylic nails must wear gloves at all times.
- **Allergy Control:** Employees must prevent cross-contamination by using dedicated utensils for each allergen, changing gloves when switching between allergens, and properly cleaning and sanitizing surfaces and utensils after allergen contact.
- **Customer Service:** Employees should be friendly, helpful, and knowledgeable when interacting with customers. Employees should effectively use the sales script (greeting, loyalty, upsell, order verification, thank you) in every interaction.

Section 8: Cleanliness

- **Sanitizer Concentration:** Verify the use of appropriate sanitizer concentration in the sink and in the sanitizer bucket.
- **Sanitizer Bucket:** Verify that the sanitizer bucket is emptied and refilled every 4 hours (earlier if murky). The sanitizer bucket should be stored away from food where it cannot be accidentally spilled.
- **Soda Flavor Pump:** Ensure the counter is wiped down, bottles are wiped down, and there is no build-up.
- **Soda Fountain:** Nozzles should be cleaned overnight, and dip trays must be clean.
- **Ice Scoop:** The ice scoop should be stored on top of the ice machine to avoid cross-contamination.
- **Ice Machine:** Check for ice machine cleanliness and inquire about the last time it was cleaned (should be cleaned at least twice per year).
- **Deep Cleaning:** Check walls and floors around appliances for cleanliness (these areas should be deep cleaned at least twice per year).



- **Cleaning Storage:** Cleaning solutions must be properly stored away from ingredients, boxes, etc.
- **HVAC:** Inquire about how often the HVAC filter is changed (every 1-3 months).
- **Pans:** Verify that cookie sheets are not reused for different cookie types without proper cleaning.
- **Dishwashing:** Verify a clearly defined area for storing dirty dishes, with sink 1 for rinsing, sink 2 for washing, and sink 3 for sanitizing. There should also be a clearly defined area for air drying dishes.
- **Trash:** Verify a sufficient number of lined trashcans, and that full trashcans are emptied in the dumpster on a regular basis.
- **Miscellaneous:** Assess the condition of items like oven mitts, mop heads, and air filters.

Section 9: Building

- **Security:** Verify that all doors have appropriate, working locks and the building has working security cameras.
- **Energy Efficiency:** Evaluate energy consumption of ovens and other equipment (e.g., LED lighting, oven cooling, HVAC) to identify potential savings.
- **Organization:** The store should be organized and easy to move throughout the building, and the owner/manager should have solutions for any flow problems.

Section 10: Environment

- **Menus:** Ensure clearly posted, accurate menu displays.
- **TVs:** Ensure reasonable screen brightness on TV displays.
- **Music:** Friendly music should be playing at a reasonable volume during operating hours (no swearing or inappropriate lyrics).
- **Hours:** Hours of operation must be accurate, approved by Crave, and match hours posted on the Crave app, Google, Apple, etc.
- **Open/Closed Sign:** The store should have a clearly visible open/closed sign.
- **Guest Areas:** Guest areas, including napkin/utensil stations, tables, chairs, bathrooms, etc., should be clean and clear at all times.

Section 11: Brand Adherence

- **Packaging:** Ensure the location is using Crave-approved cups and boxes.
- **Decor:** Ensure the location is decorated according to brand guidelines and signage is Crave-approved.
- **Merchandise:** Ensure the location is only selling Crave-approved products.



- **Personnel Apparel:** Ensure employees are wearing Crave-designed/approved apparel.
- **Marketing:** Crave-marketing materials must be used correctly, and the location should not use any unapproved marketing materials.
- **Sales:** Items for sale must be part of Crave's weekly menu rotation. All discounts and promotions must be approved through corporate.

Section 12: Management

- **Crave College:** Owner/manager course progression and completion will be reviewed.
- **P&L Submissions:** Check for regular submission of P&L reports by the owner/manager.
- **Cookie Captures:** Verify regular submission and performance.
- **Customer Feedback:** The store should be meeting platform rating targets (Google: 4.5, DoorDash: 4.7, Tattle: 4.2).
- **Reviews:** Check if the franchisee is responding to all Google reviews (positive and negative) with a professional, brand-adherent tone in a timely manner.
- **Communication:** Inquire about how the owner/manager holds staff meetings and/or communicates important information.
- **Discipline:** Inquire about how the owner/manager holds staff accountable and handles disciplinary actions.
- **Training:** Inquire about the delivery and frequency of staff training on food safety, production processes, quality control, etc.

Section 13: Paperwork

- **Waste Management:** Assess procedures for minimizing food waste (e.g., dough rolled, cookies stocked) and proper disposal of waste (e.g., throwing away expired cookies, documenting unusable batches and cookies thrown away). The waste target is 4% or less.
- **Cleaning Schedule:** Schedules should be clearly posted and utilized, including opening and closing checklists and weekly and monthly deep cleaning checklists.
- **Inventory:** Verify accurate tracking of inventory and the use of approved inventory sheets. Inventory data should be gathered weekly.
- **Ordering:** Check if corporate ordering guides are being used.
- **Sales:** Verify that the owner/manager regularly reviews sales data to identify trends, popular items, and areas for improvement as a basis to guide operations and management.
- **Qualifications:** Request to see food handlers and ServSafe permits, and check for posted business license, sales tax license, and health department permit.
- **Signage:** Hand wash signs should be posted on all handwashing sinks.