



## Harriet's Hamburgers Study Guide

### Quiz

- What is the core belief that drives Harriet's Hamburgers?
- Describe Harriet's mission statement in your own words.
- Explain the significance of the term "North Star" in the context of Harriet's.
- How does Harriet's define its relationship with its customers?
- What is one example of "Intentional Nomenclature" used at Harriet's?
- Name two core team traits that Harriet's looks for in its associates.
- Describe the "Hospitality First Mindset."
- What makes Harriet's ingredients stand out?
- Explain the concept of "Convenience Without Compromise"
- How does Harriet's contribute to the community?



## Quiz Answer Key

- Harriet's believes that something as simple as a hamburger can replenish your body and soul simultaneously. They are in the "mood boosting" or "make your day better" business.
- Harriet's mission is to serve premium, delicious hamburgers made with the finest ingredients and a perfected technique, paired with golden, crispy fries and served with kindness. They aim to redefine fast food to be healthier, simpler, and of better quality, creating an experience that elevates the way people think about it.
- The "North Star" at Harriet's refers to their guiding principle: the belief that a simple hamburger can replenish your body and soul, making them part of the "mood boosting" business.
- Harriet's considers its customers "guests," not "customers." They strive to make guests feel seen, heard, and cared for, honoring their choice to visit and exceeding their expectations.
- One example of Intentional Nomenclature is calling team members "team members" instead of "employees," or referring to customers as "guests" instead of "customers," or calling their signature item "hamburgers" instead of "burgers."
- Two core team traits are: Helpful, Kind, Diligent, Optimistic, Positive, Honorable, and Driven. (Any two of these are correct).
- The "Hospitality First Mindset" is an innate desire to serve others by doing all that can be done, and more than expected, in thoughtful ways. The goal is to ensure interactions are positive and joyful for guests, team members, and partners.
- Harriet's ingredients are sourced from partners who share their values, focusing on quality, humane animal treatment, and no artificial ingredients. Their beef is 100% premium Angus, raised without antibiotics or hormones, and other ingredients like cheese, buns, and produce are sourced with a focus on being clean and natural.
- "Convenience Without Compromise" means offering quick service without sacrificing the quality of ingredients or the overall experience. Harriet's provides "Clean, Chef Quality Food – Fast!"
- Harriet's contributes to the community through initiatives like "Random Acts of Happiness" (giving free meals randomly), "Giving (Every) Tuesdays," "Monthly Meal Donations" to community heroes, and partnering with organizations like SHARE Charlotte. They also have an electric vehicle, Harriet's Chariot, used for community events and delivery.



## Essay Format Questions

- Discuss how Harriet's Hamburgers' focus on simplicity in its mission and offerings contributes to its overall brand identity and customer experience.
- Analyze the importance of the "Culture First" approach at Harriet's and how it is reflected in the company's values, team traits, and interactions with guests.
- Evaluate the various ways Harriet's aims to "redefine and redefine fast food" through its sourcing, menu, and service philosophy.
- Explain how the concept of "Intentional Nomenclature" and the emphasis on making guests feel "Seen, Heard, and Cared For" align with Harriet's broader mission of being in the "Mood Boosting Business."
- Describe the significance of community engagement and giving back at Harriet's, providing specific examples from the source material and explaining how these initiatives support the brand's core values.

## Glossary of Key Terms

**North Star:** At Harriet's, this refers to their core guiding belief that a simple hamburger can replenish body and soul, positioning them as a "mood boosting" business.

**Mood Boosting Business:** The business Harriet's believes it is truly in, aiming to make people's days better through the experience of their food and hospitality.

**Guests:** The term used by Harriet's for its customers, emphasizing a welcoming and cared-for experience.

**Team Members:** The term used by Harriet's for its employees, highlighting a collaborative and unified environment.

**Intentional Nomenclature:** The deliberate choice of specific words and terms at Harriet's to convey its values and culture (e.g., Guests, Team Members, Hamburgers).

**Hospitality First Mindset:** A core value at Harriet's characterized by an innate desire to serve others thoughtfully and exceed expectations.

**Seen, Heard, and Cared For:** The three fundamental ways Harriet's aims to make its guests feel valued and appreciated during their visit.



**Clean & Supreme Ingredients:** A key aspect of Harriet's offerings, emphasizing the use of high-quality, natural ingredients sourced responsibly.

**Convenience Without Compromise:** The balance struck by Harriet's in providing fast service while maintaining high standards for food quality and overall experience.

**The Royale:** Harriet's elevated take on a classic double patty hamburger, featuring specific ingredients and inspired by a scene from Pulp Fiction.

**Happiness Meal:** A meal specifically designed for children, including a hamburger, side, beverage, and interactive elements.

**Cheese Curds:** A popular appetizer at Harriet's, made with premium white Wisconsin cheese curds that are beer-battered and fried.

**Crispy Fries:** Harriet's offering of French fries, described as perfectly sized and balancing crispness with tenderness.

**All Natural Soda:** Beverages offered at Harriet's from Boylan Bottling Co., made with natural ingredients and pure cane sugar.

**The "OG":** Harriet's signature single hamburger, perfected through extensive testing and featuring classic ingredients.

**Libations:** The range of beverages offered at Harriet's beyond soda, including Agua Frescas, Lager, and Frosé.

**Monster Cookies:** A dessert offered at Harriet's, based on a family recipe by Henry Haubenhofer and supporting a local animal rescue.

**Housemade Sauces:** Sauces crafted in-house at Harriet's using real ingredients and fresh herbs.  
**The Limo:** Harriet's branded, insulated vessel designed for serving larger quantities of food for groups.

**Jucy Lucy:** A secret menu item at Harriet's, a stuffed cheeseburger inspired by a Minneapolis classic.  
**Community:** A key focus area for Harriet's, emphasizing giving back and being good to people.

**Helpful Harriet:** A character representing Harriet's mission to spread kindness in the community.  
**Random Acts Of Happiness:** An initiative where Harriet's gives free meals to random customers to encourage paying it forward.

**Harriet's Chariot:** Harriet's all-electric vehicle used for community events, donations, and delivery.  
**Culture First Brand:** Harriet's commitment to prioritizing its internal culture and values as it grows.\