



★ SPECIALS ★ DOWNLOAD MENU ★ JOIN OUR BIRTHDAY CLUB

e-News

Auburn, Lake Martin & Historic Opelika



FOR ALL THE MOMS...



OUR LUCKY WUFOO SURVEY WINNER IS...
 Hayley Lavoie, and she wins a free dinner for two at any location! All you need to do to be entered into our monthly drawing is to complete one of our surveys. Visit our website or fill out the survey on the app!!!
niffersplace.com/survey-niffers.html

HOW DO WE DO IT???

Lots of people ask us, how do you keep your prices so affordable? You guys are more affordable than many of the chains! Well, the answer is through systems and culture both. Niffers has great systems, we cost our recipes out to the penny so we know what every item costs us to produce, we use systems to order properly so we have very little waste, and we are a firm believer in just in time delivery so we can provide our customers with the freshest food possible! We watch our labor costs and budget labor hours according to sales, yes we sometimes miss and need an extra pair of hands, but all these calculations go into keeping our costs in line. That is the system part.

The equally important part of the equation is our culture. At Niffer's, we care about our employees... we really care. We help them when we can, we work to be flexible when we need to, and we are truly concerned for and care about their well being. The thing is... this works both ways. We have team members that jump in when we need a shift covered, seasoned staff that will not let less than great looking food leave the service window, and a culture of people really caring for each other and our guests. This takes time and effort, but we strive to have every team mate believe in and follow our culture. Our managers work really hard to give our guests the level of service they deserve and we think they do a GREAT job of following the standards. We ask a lot of our managers and they deliver! Next time you see one walking the store, and it usually is every shift every day, ask them if they love what they do! I bet they say yes, because in our eyes it shows in the job they do.

Bragging on our staff is the best part of my job so thanks for indulging me! If you want to have the fun job we all do and have ever considered a store of your own, contact me about franchise opportunities; we would love to talk! For more info, contact me at <http://www.niffersfranchise.com>. I would love to discuss the options with you!

John Alexander, CEO

THIRSTY???

Happy Hour!
 MONDAY THROUGH THURSDAY!
 AT THE LAKE: MON. - WEDS. 5PM-7PM
 THURS. 3-7
 AT AUBURN: MON. - THURS. 3PM-7PM
 \$5 NIFFERITAS
 \$4 LAKE MARTIN LEMONADES
 \$3 CORONAS

CAN'T BEAT OUR LUNCH SPECIALS!!!

Mon-Fri, 11am-2pm, from only \$5.95 (includes a drink)

MAY'S BURGER OF THE MONTH...

May's Burger of the Month
Mushroom Swiss Burger
 A fresh ground beef patty grilled on our open flame grill, then topped with Swiss cheese and freshly sliced grilled mushrooms. Served with your choice of one or two side items! Check the Niffer's app for a discount!
 Auburn • Lake Martin
 Historic Opelika
www.niffersplace.com

MAY'S APP COUPONS...

\$BUCK OFF BOTM
10% OFF TO GO ORDERS
PASTA NIGHT!
\$BUCK OFF -Mondays from 5-9PM-
1/2 OFF APP Monday

DOWNLOAD OUR APP FOR FUN STUFF!!!

Download our app now and access coupons, specials, events, menus and social media updates scratch and win lunch, and track your "Frequent Eater Club" points!

get the app

ERIK JONES WAS AT THE NIFF...

We had Talladega Speedway at the Auburn Niffers in April! They interviewed Erik Jones an up and coming driver with Nascar. We had the Associated Press, Fox and a local radio station all on the deck! The interview was broadcasted on Fox Montgomery and we were thrilled for the publicity!

Mary tried but we couldn't get the "I ate the Niffasaurus" sticker on the pace car, finicky about paying advertisers and all, but they did say they would put it on a tow truck at Talladega! Our friends presented us with a very special two of a kind signed Dale Earnhart/Speedway picture as a thank you for us hosting them!

Their team was great to work with and welcome back anytime! Pictures are some of the staff having fun with Erik Jones and each other!

Niffer's also raffled off 5 pair of tower seat tickets to our staff and guests. It was a fun day! Watch social media for pictures of race day!

Photos showing Erik Jones at the Auburn Niffers, staff members, and a sign for the Alabama 500 race.

DOWNLOAD OUR APP
Yes... We Cater!
TRIVIA
BOTM check it out

★ SEND TO A FRIEND ★ ABOUT US ★ LOCATIONS ★ CONTACT US