



**For Immediate Release
ATTN: Business Editor**

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Ontario's' Favourite Deli Launches Druxy's University – Committed to Online Training that Ensures Franchisee Success.

(Toronto, ON) Harold Druxerman, VP Finance of [Druxy's Famous Deli](#) is pleased to announce the launch of the "Fresh Deli Revolution's" new online training initiative – [Druxy's University](#). This online training portal, built and hosted on the [SmarterU](#) LMS platform, has been designed to ensure that Druxy's high brand standards continue to be communicated to their franchisees.

Consistent online training ensures the delivery of the Druxy's promise to every customer - that their Druxy's experience will be one of the highest quality – from their fresh and healthy food offerings to the customer service experience. Druxy's University will make training more accessible, more consistent, and always up to date with the latest brand standards – something that can't always be said about one-to-one or paper-based training.

"An incoming franchise owner had to endure a lengthy 6 week program, where they were expected to master each of the individual areas of responsibility based on one-to-one training with a mentor in an actual store," explains Harold Druxerman. "This memory dump would vary from trainer to trainer, and learner comprehension was often affected by the priorities of the business day when their training took place – not as consistent or even as in-depth as desired in many cases, simply due to the busy-ness of our stores."

Druxerman continues, "We pride ourselves on being a fully engaged and supportive franchisor, and we genuinely care about our franchisee success – we have Health & Safety consultants, and Secret Shoppers to ensure quality controls are in place. We knew we could serve our franchisees with better, more accessible training. We started exploring online training two years ago, and are thrilled with the SmarterU solution that hosts our Druxy's University.

Druxy's University provides franchisees with consistent, up to date training modules available online 24x7. New franchisees outside the GTA can access training with potentially reduced time away from home, due to hands-on mentoring being made more effective by the online training component. Modules can be reviewed as required to ensure comprehension, reinforced by the SmarterGames™ that are part of the SmarterU.com platform. Learning is confirmed through quizzes and exams, and learners cannot move on to the next learning module until they have demonstrated competency in the current lesson.

Press Release

As training information changes, the learning modules themselves can be updated easily, so all learners receive the most recent version of information, and anyone requiring re-training can be redirected to specific modules for upgrades in their operational knowledge.

What attracted [Druxy's](#) to the [SmarterU.com LMS](#) was the highly functional and easy to use platform that met all of Druxy's course delivery requirements. Additionally, SmarterU.com offered something more. "The SmarterU team shares our passion for training excellence and offered course creation and conversion services to transform our existing materials into rich media courses. They interviewed Druxy's management and integrated other resources and information to ensure that the courses we were building were comprehensive and professional – the kind of dynamic online courses we wanted to create but simply didn't have the in-house time, skills, background or experience to build. And they are Canadian, as are we; the Druxerman family is also originally from Winnipeg."

SmarterU.com is a product of [neovation corporation](#), and is used by franchisors, associations, manufacturers and many other industry sectors. "What has impressed me about Druxy's is how much they care about their franchisee's success," says Dan Belhassen, President of *neovation*, who met Harold Druxerman at the Canadian Franchise Conference in 2010. "They pour their passion for excellence into their approach to training their people. The case for franchisee training is a simple equation. Better training means more successful franchisees, which equals more profits for all. Better training drives a stronger economy – in every industry sector."

Harold Druxerman concurs. "We are passionate about training, even more so now with our online training using SmarterU. As a franchisor, we are responsible for creating and defining a business system, and then ensuring our franchisees build strong, successful businesses – and that means ongoing high quality accessible training. That builds our brand, and grows our business. In addition, being online offers so many more possibilities – we are considering offering franchisee training in Farsi, Mandarin, Tagalog, and Punjabi – to make training even more accessible to new Canadian franchisees. We're just getting started in exploring the potential of online training, and we know SmarterU will help us achieve our online training goals."

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