

# MEADOWS&GRIMM

Restaurant CONSULTING

“Where is my money *really* being spent....”

“Is my staff following through *with my* expectations....”

“What steps can I take to *further secure* the **financial success** of my business....”



## Welcome to Meadows&Grimm Consulting Important Questions, Expert Advice

There's no doubt that parallel to the daily workings of running your restaurant, important issues exist that play a direct role in the current and future success of your business. The best way to pursue these concerns is through professionals with an outside “fresh” perspective on how you can streamline, organize and simplify your operation.

This is where we come in. We want to spend time with you and help you find ways to save money, energize your staff, simplify your work environment and solidify your place in our industry despite *any* crises.

We are sensitive to issues that can mount before you even realize and respect your need for absolute privacy.

Together we will identify your immediate needs, discuss possible operational changes and map out objectives pursuant to your individual demands.

Contact Meadows&Grimm Consulting and let us work with you on a plan of action toward your ultimate goal...

Success and Peace of Mind.

“Simplify!”

“Fresh Perspective!”

“Yes!”

“Action!”

“Success!”

## Let's Dive In! Areas of Expertise

Take a look at the list below and we can get started on an action plan that fits your goals. Whether you are a new business looking to start on the right path, an existing business looking to increase productivity and sales or a business owner standing there wondering "What just happened?", we have ideas on how to get you going!

**"Act!"**

**"Learn!"**

**"Grow!"**



**"I want to know how I can increase my web presence as well as ideas on when and how to prepare my operation for more customers..."**

### OPERATIONS

- ☞ Point of Sale (POS) Systems
- ☞ Food Ordering Guide/Inventory List
- ☞ Liquor Ordering Guide/Inventory List
- ☞ Staff Scheduling Process/Training
- ☞ Productivity Training
- ☞ Employee Handbook Design/Implementation
- ☞ Kitchen Organization
- ☞ FOH Movement/Flow
- ☞ Workspace Efficiency FOH/BOH
- ☞ Manager Support For All of the Above

### ANALYSIS/EVALUATION

- ☞ Food/Labor/Liquor Cost Analysis
- ☞ Current and Future Market
- ☞ Menu Evaluation/Implementation
- ☞ Inventory Conduct/Execution
- ☞ Product/Price Evaluation

- ☞ Market Segment
- ☞ Monitoring/Controlling Spending Habits
- ☞ Manager Support For All Of The Above

### PUBLIC RELATIONS

- ☞ Increase Web Presence
- ☞ New Advertising Outlets
- ☞ Website Design (That You Can Access and Change)
- ☞ Involvement In Web Based Social Networks
- ☞ Advertising/Brochure Design
- ☞ Compose/Send Press Releases
- ☞ Manager Support For All Of The Above

### STAFF RELATIONS

- ☞ Conducting Effective Staff Meetings
- ☞ Educating On Product Knowledge
- ☞ Getting The Most Out Of Your Interviewing Process
- ☞ Energize!
- ☞ Implementing Restaurant Theme
- ☞ Manager Support For All Of The Above

### SITE OVERVIEW

- ☞ Un-Announced Visits/Notes From
- ☞ FOH Walk-Through
- ☞ BOH Walk-Through
- ☞ Customer Ingress/Egress
- ☞ What Are Other People Saying About You?

## What's Next.... Getting Started

Before giving us a call, use the above list to mark off the areas you'd like to "Dive Into!" Think about your immediate and long term goals and jot them down so we can start talking about them right away. If you have an issue that doesn't fall into any of the above categories, jot it down with the rest of your notes and ask anyway. More than likely we can point you in the right direction!

Call us! We'll set up a day to meet and talk with you either at your restaurant or a neutral location where we'll go over how we can help you

and what programs you'd like to put into play.

This day is yours for the taking! Meaning no other clients will be scheduled and you can take as long as you like giving us the scoop, showing us around and discussing your immediate demands and long term operational goals.

You can also reach us through our website [www.meadowsgrimm.com](http://www.meadowsgrimm.com). We look forward to hearing from you!



**"I want to keep my staff on the same page when it comes to Philosophy, Vision and Cost Control..."**

**"Go!"**

# Comprehensive Package Operations

## Point of Sale Systems

Optimize Your System Interface:

- Organize/File/Arrange Menu Item Buttons
- What To Expect From/How to Choose Credit Card Processors
- Do You Have All the Buttons/Modifiers You Need?
- Are Your Buttons/Modifiers Organized Intuitively?
- Is Your System Simple/Easy For Your Staff To Operate?

## Food Ordering Guide/Inventory List

Streamline/Create Your Food Ordering And Inventory System

- Fully Customized Excel Spreadsheet Food Ordering Guide With Purveyor Master List And Delivery Specifications
- Product Price Evaluation/History
- Fully Customized Excel Spreadsheet Inventory Guide, Adjusts Automatically With Information You Enter For Instant Totals And Food Cost Percentages
- Compare Food Cost Percentages To National Averages For Restaurants In Your Particular Service Genre
- Help With Seeking Out/Talking To Different Food Purveyors To Get The Best Ideas On Price, Product Desired/Knowledge And Product Size Differentials

## Liquor Ordering Guide/Inventory List

Streamline/Create Your Liquor Ordering And Inventory System

- Fully Customized Excel Spreadsheet Liquor Ordering Guide With Purveyor Master List And Delivery Specifications
- Product Price Evaluation/History
- Fully Customized Excel Spreadsheet Inventory Guide, Adjusts Automatically With Information You Enter For Instant Totals And Liquor Cost Percentages
- Compare Liquor Cost Percentages To National Averages For Restaurants In Your Particular Service Genre

## Staff Scheduling Process/Training

- Training On Elected Staff Scheduling Software
- Create Your Own Easy To Use Staff Schedule Spreadsheet
- Advice On Scheduling Practices/Formulas
- How To Consistently Save On Overtime
- How Much Do Restaurants Of My Particular Service Genre Spend on Payroll?

## Productivity Training

- Getting The Most From Your Staff's Time
- Creating A Cleaning Regimen (That's Followed!)

- Instantly Formulate/Monitor Your Restaurant's Productivity Rate Per Hour/Per Day/Per Month By Inputting Data Into A Customized Excel Spreadsheet. This Can Be An Added Feature On Your Schedule Spreadsheet!

## Employee Handbook Design/Implementation

- Create An Effective Employee Manual That Helps To Implement Restaurant Theme and Overall Management Style

## Kitchen Organization

- Is My Kitchen Workspace Set Up for Success To Handle Anticipated Volume?
- How Can I Make The Most Out Of The Kitchen Space I Have In Order To Prepare For Increased Business?
- How Many Kitchen Employees Do I Need To Get The Job Done In A Timely Manner?

## FOH Movement/Flow

- Evaluate What Service Looks Like Through The Eyes Of Your Customers
- Re-Organize Space, Equipment And Designated Work Areas In Order To Achieve A Flawless Food Service
- Evaluate How Your FOH Employees Are Interacting With Each Other And Take Steps To Promote A Positive Work Environment

## Overall Workspace Efficiency

- A Walkthrough Focusing On Total Efficiency And Flow From FOH - BOH - OFFICE Identifying With Staff Members Responsible For Each Area Followed By An Honest Interpretation For Each

**\*All Guides, Manuals And Spreadsheets Created For Your Business Will Be Accessible On Your Computer Where You Can Edit And Update Them At Any Time. These Documents Can Be Password Protected And Will Contain Your Company Logo (if available) \***

**\*We Are Here To Provide You With The Tools Necessary For Success. Manager/Owner Support In All Areas Will Be Provided Until You Are Fluent In All New Materials\***



# Comprehensive Package Analysis/Evaluation

## Food/Labor/Liquor Cost Analysis/Evaluation

This Is Where Most Restaurants Make Their Biggest Mistakes And Easily Lose A Lot Of Money! The Advice In This Category Is Endless, As Well As Particular To Each Restaurant, But We'll Start Here...

- Streamline/Monitor Ordering Practices
- Conduct Regular Price Evaluations With Your Vendors
- Should I Conduct Inventory WITH My Chef And Bar Manager? If So, How Often And What Should Be My Role?
- Does My Chef Need To Order That Much?
- How Much Does That Dish/Specialty Drink Really Cost Me? Who's Paying Attention To That?
- How Do I Fine Tune My/My Chef's/My Bar Managers' Spending Habits When It Comes To How Much Product We Need In House? And Easily Monitor?
- How Involved In The Ordering/Receiving Process Do I Need To Be (As The Owner) In Order To Maintain The Numbers And Still Show Appreciation For My Manager's Work?
- How Are We Doing So Far?

## Menu Evaluation/Implementaion

- Does My Menu Fit My Theme? If Not, How Can I Change It?
- Beyond Charging What I Need To Cover Costs, Are My Prices In Line With That Of My Surrounding Market?
- What Are Some New Cost Effective Recipes That I Could Add Or Change On My Menu?
- How Do Customers Rate My Current Menu When Considering Appearance/Feel, Diversity Of Ingredients, Price Factor And Quality Of Food?
- How Can I Save On Ingredients, But Still Deliver The Same Quality?

## Monitoring And Controlling Spending Habits

A Focus On Your Spending Habits/Trends That Will Provide You With A Birds Eye View On What To Watch, Where To Save And How Not To Fall Into A "Spending Downward Spiral"

## Current And Future Market

- How Saturated Is My Restaurant's Concept In My Surrounding Market And How Does This Effect Me?
- What Changes Are Happening Now That Will Effect My Business 2 Years, 5 Years Even !0 Years In The Future?
- What Actions Can I Take To Secure My Spot In My Market Segment?

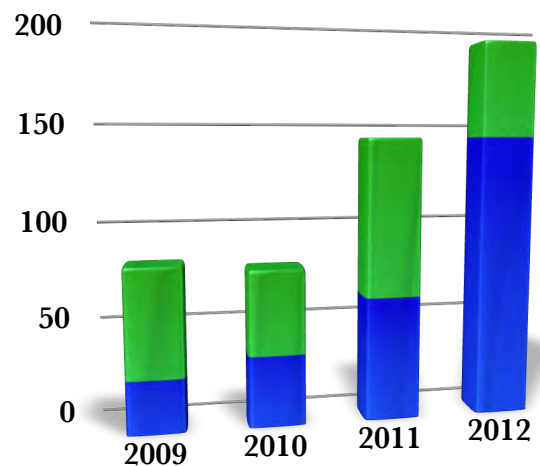
## Market Segment

Understanding Where Your Concept Fits In your Current Market Will Help You To Zero In On Your Customers' Expectations, Thus Helping You To Create A Larger More Loyal Customer Base.

- A Focus On Your Most Profitable Customer Group As Well As Low Cost Tactics Used To Retain/Keep Those Customers
- A Study On The Customer Base Located Within Convenient Demographic Boundaries

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# Comprehensive Package

## Public Relations

### Increase Web Presence

- Updated On-Line Business Listings: Google, Yahoo, Bing, ect...
- Registration With All Major Restaurant Review Sites ie: Trip Advisor, Yelp, Zagat and Citysearch, ect... As Well As Answers As To Why This Area Of "Advertising" Will Greatly Effect Overall Sales
- Search Engine Optimization (S.E.O.) - Can People Easily Find You Online?
- Is Your Website Registered With Major Search Engines?
- Is Your Online Information Up To Date?
- Involvement In Web Based Social Networks ie: Twitter, Facebook, Linkdin, ect...
- Constant Maintenance/Update Package For All Social Network Associations

### Website Design

That You Can Easily Access And Change!

- Domain Hosting
- Company Domain Email ( owner@thisrestaurant.com ) Can Be Created For Any Employee
- Convert Your Current Website Into A Format That You Can Easily Change Yourself
- If You Are Unhappy With Your Current Website Design, We Can Create A New One For You And Provide Hosting
- Get Detailed Information About Who Is Looking At Your Site, Where They Are Coming From, How Long They Are Spending On Your Site, Pages Most Viewed, ect...

### Advertising/Brochure Design

After You Approve The Final Copy We'll Send The Follwing To Your Restaurant:

- Newspaper Ads
- Logo Design
- To Go Menus
- Company Letter Head/Envelopes/Invoices
- Party Package/Catering Brochures/Catering Menus
- Business Cards
- We Can Help You Compose A Press Release And Send It To All Major Newspapers And Blog Sites To Create A "Buzz" For Any Upcoming Events

**\*All Guides, Manuals And Spreadsheets Created For Your Business Will Be Accessible On Your Computer Where You Can Edit And Update Them At Any Time. These Documents Can Be Password Protected And Will Contain Your Company Logo (if available) \***

**\*We Are Here To Provide You With The Tools Necessary For Success. Manager/Owner Support In All Areas Will Be Provided Until You Are Fluent In All New Materials\***



# Comprehensive Package

## Staff Relations

### Conducting Effective Staff Meetings

- How Do I Keep Complaining To A Minimum And The Flow Of Information To An Optimum?
- The Key Focus Of An Employee Meeting
- What Not To Discuss And Why
- How To Make Your Message/New Rules/Objectives Stick
- Encouraging Staff Comments (To A Point!)
- A Great Time To Introduce New Menu Items!

### Educating On Product Knowledge

- Easy Quizzing On Individual Ingredients
- The More They Know The More They Will Deliver During Service
- Introduce Ways To Get Your Staff Connected With What They Are Selling
- Samples Anyone!
- Make It Fun!

### Getting The Most From Your Interview Process

- Target Questions To Ask (And Why)
- Properly Word Your Advertisements For Employment
- Reading Between The Lines
- Good Hire/Bad Hire Warning Signs (For Restaurant Employees Specifically)
- Applying Behavioral Science Tactics

### Energize!

- Help Your Staff Identify With Your Product/Theme
- Introduce Low/No Cost Incentive Programs In Relation To Sales/Productivity
- Sell Your Theme!
- Create Mentors From Within
- Understanding Behavioral Sciences To Motivate Your Staff Through A Time Of Change Both In Relation To Your Restaurant And The Current Market
- Identify Problems In Service And Encourage Growth An Development



**“I find my staff appreciates the time I take to educate them on new ingredients and service trends”**



# Comprehensive Package Site Overview

Having a Site Overview evaluation is probably one of the most eye opening reviews you can do for your business. What can sometimes happen to busy restaurant owner/operators is what is called “tunnel vision”. You only see what you have time to see and start addressing issues only as they present themselves. One true way to get ahead in the restaurant industry is to stay two steps ahead of your customers, your staff and your changing market and by the end of this process you’ll be prepared to do just that!

Before arriving at your property we visit other businesses, read reviews and ask around to find out how other people view your restaurant. We then start with an unannounced visit taking notes from the time we arrive in the general area of your restaurant, drive onto your block, pull into your parking lot, walk through your front door and get seated at our table. Our arrival into your general area will help indicate for us your market segment in relation to your immediate customer base. How we are greeted and seated will give us the “first impression” from the perspective of your customers. While seated, we will follow closely the overall flow of your front of the house, where key materials are located and the efficiency of the waitstaff’s workspace, the overall appearance and feel, the efficiency of service as well as the competency level your staff demonstrates when they don’t know they’re being watched. We will look at the quality and feel of your menu, the amount of time it takes for food to arrive, the quality of the food ordered and the guest exit strategy used by the staff.

From there we’ll navigate to the kitchen taking into consideration flow of food, tempo of kitchen employees, overall organization of equipment and food, active/inactive shelf space, utilization of line equipment including lowboys, walk-in cooler and other refrigeration, ordering/receiving procedures, flow of dishwashing area and overall cleanliness. These same areas will also be addressed behind the bar.

Keep in mind we conduct this evaluation in a professional, non-threatening, non-judgmental, informational manner and it is in no way designed to “trap” specific employees in any area. Our approach is designed to provide you with the “The Ultimate Checklist” of areas where you can save money, optimize service and streamline your overall operational practices.

Armed with your checklist, we’ll be able to decide which services we can provide you with and which areas you’ll be able to focus on yourself. We offer a wide range of solutions in all areas of operation as well as credit building tactics that will enable you to really get the most from your business’ purchases. We look forward to working with you and your staff toward your ultimate goal, “Success and Peace of Mind!”

**“Sometimes, the hardest part in obtaining a smooth operation is creating the platform that is needed for success. Meadows&Grimm Consulting will not only help you create this platform, but show you how to use it creatively and effectively.”**

