

The Biggest Restaurant Needle Movers



RESTAURANT ROCKSTARS
RunningRestaurants.com

 **PERFORMANCE**
FOODSERVICE

A photograph of a restaurant interior. In the foreground, a dark wooden table is set with two wine glasses, two water glasses, and a small lit candle in a dark holder. The background shows a bar area with shelves of bottles and more tables set for dining. The lighting is warm and ambient, with many small lights creating a bokeh effect in the background.

**WHAT BUSINESS ARE YOU IN?
WHAT ARE YOU SELLING?**

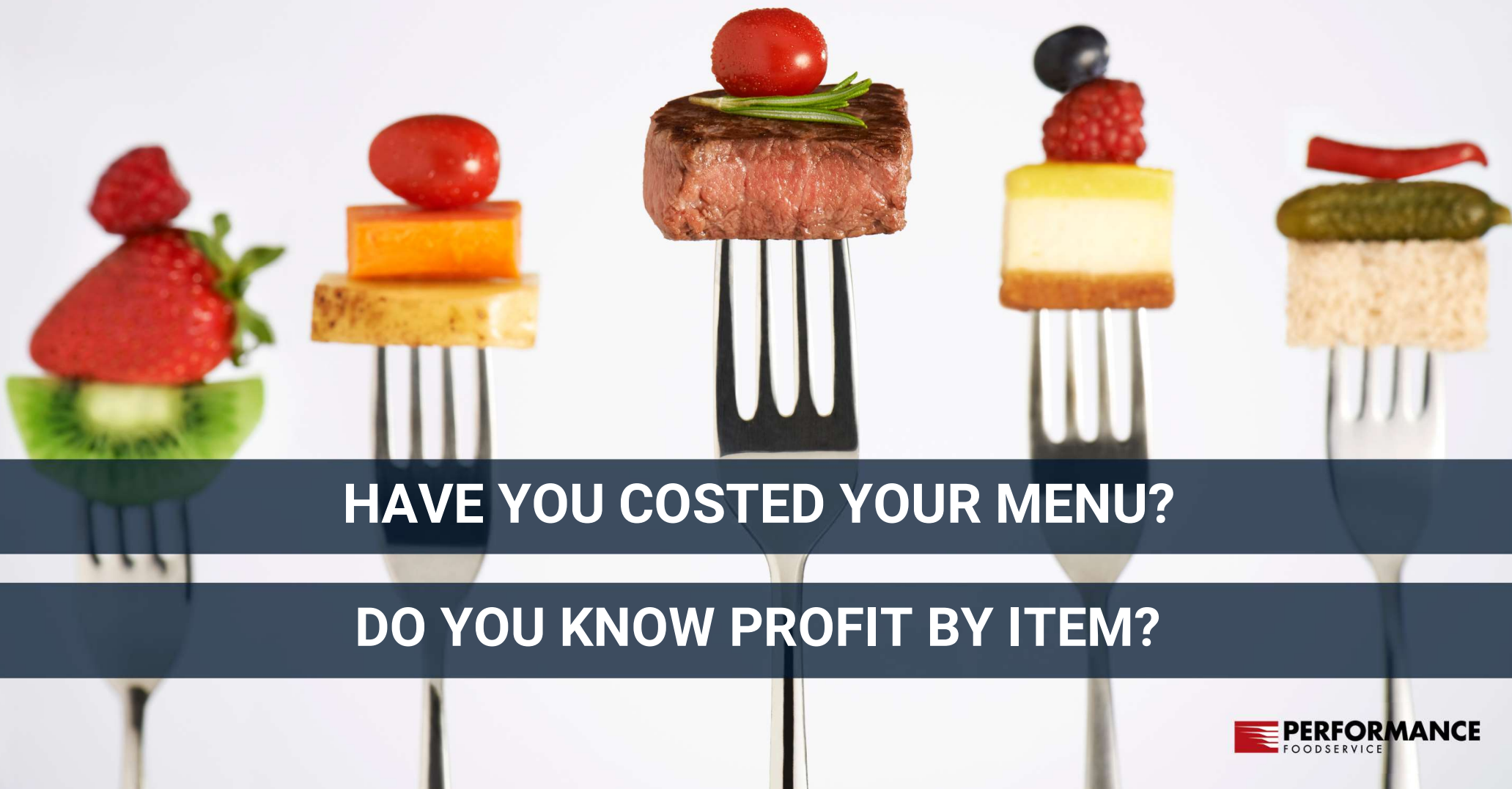


THE TRUTH IS:

Many Restaurants are Losing \$\$\$ Every Day
Without Systems in Place

IT'S A FACT THAT:

- Many Menus are NOT Designed to Maximize Profit
- Financial Control Systems are Lacking (Inventory, Prime Cost, Daily Break-Even)



HAVE YOU COSTED YOUR MENU?

DO YOU KNOW PROFIT BY ITEM?

MENU ITEM COST

ITEM NAME: MEDITERANEAN CHICKEN

CATEGORY:						
INGREDIENT	OUNCES/UNITS		COST PER OUNCE/UNIT		TOTAL	
CHICKEN BREAST	12	Oz	0.22		2.64	
ARTICHOKE HEARTS	2	Oz	0.12		0.24	
FRESH BABY SPINACH	2	Oz	0.23		0.46	
RED JUMBO ONIONS	1	Oz	0.05		0.05	
ROASTED RED PEPPERS	2	Oz	0.09		0.18	
KALAMATA OLIVES	2	Oz	0.08		0.16	
FETA CHEESE CRUMBLES	3	Oz	0.32		0.96	
				PLATE COST TOTAL	\$4.69	
				MENU COST	\$17.50	
				FOOD COST %	0.27	
				PROFIT per PLATE	\$12.81	

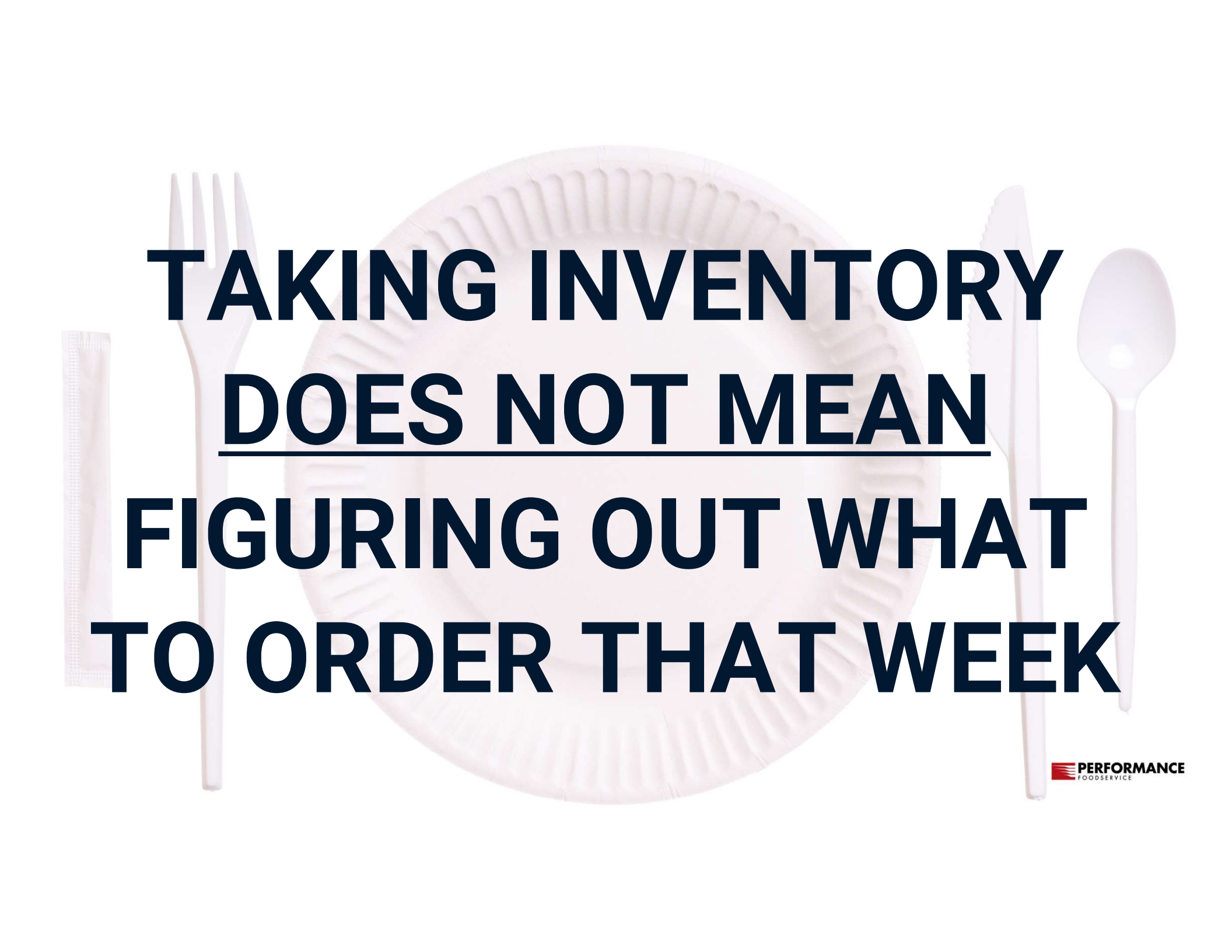
MENU COST/ PROFIT

CATEGORY	MOST PRFT	ITEM	QTY SOLD	PROFIT \$ LOST	POPULARITY	
ENTREES						
#1	\$17.88	SEAFD STUFF SHRMP	516		#8	
	PROFIT SPRD					
#2	\$0.80	SEARED SCALLOPS	992	\$793.60	#3	
#3	\$3.14	BABY BACK RIB FULL	274	\$860.36	#11	
#4	\$4.09	MPL GLAZE SALMON	750	\$3,067.50	#6	
#5	\$5.23	BAK STUFF HADDCK	1822	\$9,529.06	#1	
#6	\$5.23	BABY BACK RIB HALF	481	\$2,515.63	#10	
#7	\$6.05	BUFFALO MAC CHS	539	\$3,260.95	#7	
#8	\$6.24	CHIK CORDON BLEU	1805	\$11,263.20	#2	Note Volume/Prof
#9	\$6.41	MEDIT. CHICKEN	482	\$3,089.62	#9	Impact
#10	\$7.09	BROILED HADDOCK	760	\$5,388.40	#4	
#11	\$7.66	CHICKEN POT PIE	757	\$5,798.62	#5	
		Totals	8662	\$45,566.94		



WHAT TO DO?

- Simplify Menu / Drop Low Profit
- Portion Controls
- Ingredient Choices
- Train Staff to Suggest High Profit
- Cash Cows
- Gently Raise Prices
- Communicate
- Back to the Drawing Board



**TAKING INVENTORY
DOES NOT MEAN
FIGURING OUT WHAT
TO ORDER THAT WEEK**

FOOD INVENTORY

In Stock	Cooler	Case	Pack / Size	Case \$	Unit \$	Total \$
6	Pineland Red Diced Potato	1	4 5lb	\$20.50	\$20.50	\$ 123.00
1	Local Grown Red Tomato	1	1 25 lb.	\$21.00	\$21.00	\$ 21.00
Total Cooler						\$ 144.00
In Stock	Freezer	Case	Pack / Size	Case \$	Unit \$	Total \$
5	Tyson Chicken Breast Filet	1	32 5 oz	\$38.00	\$38.00	\$ 190.00
4	Ridgecrest Chicken Breast	1	4 10 lb.	\$62.00	\$62.00	\$ 248.00
Total Freezer						\$ 438.00
In Stock	Dry Storage	Case	Pack / Size	Case \$	Unit \$	Total \$
6	Roma Tomato Sauce	1	4 #10	\$16.00	\$16.00	\$ 96.00
4	Pumpkin Pie Mix	1	4 #10	\$18.00	\$18.00	\$ 72.00
Total Dry Storage						\$ 168.00
	Pars	Case	Pack / Size	Case \$	Unit \$	Total \$
	Spices				\$	450.00
	Soups				\$	100.00
	Prep Pars				\$	650.00
Total Pars						\$ 1,200.00
Inventory Grand Total					Total	\$ 1,950.00

BEVERAGE INVENTORY

In Stock	LIQUOR			BOTTLE \$		Total \$
6	Bacardi			\$34.00	\$	204.00
2	Ketel 1			\$36.00	\$	72.00
	Total Cooler				\$	276.00
In Stock	COOLER	Case/Keg	CASE \$	KEG \$		Total \$
2	Sam Adams Keg	1		\$135.00	\$	270.00
4	Budweiser Bar Bottles	24	\$48.00		\$	192.00
	Total Freezer				\$	462.00
In Stock	WINE			BOTTLE \$		Total \$
6	Sebastiani Cabernet Sauvignon			\$14.00	\$	84.00
4	Kendall Jackson Chardonnay			\$11.99	\$	47.96
	Total Dry Storage				\$	131.96
	Pars	Case	Pack / Size	Case \$	Unit \$	Total \$
2	Co2 Beer Gas				\$21.00	\$ 42.00
10	Soda Bibs				\$48.00	\$ 100.00
	Mixers/Fruit Pars					\$ 110.00
	Total Pars				\$	252.00
Inventory Grand Total				Total	\$	1,121.96

FOOD/BEVERAGE COST

DATE:					
BEG. INV.					\$5,345.00
PURCHASES					
DATE	Vendor 1	Vendor 2	Vendor 3	Vendor 4	TOTALS
4-Aug	\$450.00				
5-Aug		\$1,020.00			
7-Aug			\$675.00		
SUBTOTAL	\$450.00	\$1,020.00	\$675.00	\$0.00	\$2,145.00
TOTAL					\$7,490.00
END INV.					\$4,023.00
USAGE					\$3,467.00
SALES					\$10,000.00
Date Range:					
Aug 3 - 9					
FOOD COST %					34.67%

LABOR COST ANALYSIS

WEEK		SALES	LABOR	%
12/20-12/26	TOTAL	54,202	14,605	0.27
	KITCHEN	22,014	7,087	0.32
12/27-1/2	TOTAL	92,000	28,000	0.30
	KITCHEN	41,234	13,500	0.33
1/3-1/9	TOTAL	54,102	13,855	0.26
	KITCHEN	21,900	6,850	0.31
1/10-1/16	TOTAL	51,235	13,876	0.27
	KITCHEN	19,674	6,200	0.32
1/17-1/23	TOTAL	56,782	15,673	0.28
	KITCHEN	24,987	8,211	0.33
1/24-1/30	TOTAL	47,889	12,983	0.27
	KITCHEN	20,002	6,350	0.32

TIME CHANGE AUTHORIZATION

TIME CHANGE AUTHORIZATION					
DATE	NAME	SCHEDULED	TIME IN	REASON	MGR. APP
2-Sep	Mary Kate Smith	12:00 PM	11:15	Bus Group set up	AL
2-Sep	John Wilson	4:00 PM	3:30	Lunch Rush - Catch up on dishes	JP
6-Sep	Emma Fitzgerald	5:30 PM	4:30	Private Party - set up	AL
8-Sep	Bob Sullivan	12:00 PM	11:30	Bar Training	SR
9-Sep	Terry Richards	4:00 PM	3:30	Host Training	AL
9-Sep	Paul Cousins	1:00 PM	12:00	Party Planning	



DO YOU KNOW YOUR DAILY BREAK-EVEN?

Knowing when to close...

Fixed Costs

Must be paid open or closed (mortgage/rent, insurance, licenses, repairs, phone, internet, dumpster, etc)

Variable Costs

Must be paid only when open (payroll, cost of goods, heating oil, electricity, etc.)

Fixed + Variable per month divide by 30



**"EMPOWERED" MANAGERS GROW YOUR
BRAND & YOUR BUSINESS**



MANAGER BONUSES FOR Key Results

- Create a Loyalty Program
- Increase Take-Out & Delivery
- Catering, Parties & Events
- Lower Costs - Stay in The "Sweet Spot"
- Start a Mug Club
- Cash Cows, Order Efficiency, Off Menu \$\$ Specials



EFFICIENCIES & BEST PRACTICES

- New Marketing Ideas
- New Profit Centers
- Cost Savings
- Preventative Maintenance

**TRACKABLE R.O.I. =
REWARD**

PAYING HIGH LABOR COSTS

- Research & Tenacity
- Restaurant Revitalization Fund (RRF)
- Employee Retention Tax Credit (ERTC)
- Trade for Services
- Trade Gift Cards for Gift Cards
- Maximize Profit Every Sale

Be resourceful - turn over every rock



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