



ANALYSE YOUR OVERALL FOOD COST

Remember: Every percentage point you can reduce your food costs by means more money in your pocket—day by day, week by week, year after year it adds up. There are many strategies to help with this, including smart ordering, diligent inventory tracking, efficient menu design, and minimising waste in the kitchen and the dining area.



28% TO 35%
Typical Food cost
incurred by profitable
restaurants

OVERALL FOOD COST (%)

$$\text{FOOD COST \%} = (\text{BEGINNING INVENTORY} + \text{PURCHASES} - \text{FINAL INVENTORY}) / \text{FOOD SALES}$$

First, choose your inventory period, e.g. 1 week

Inventory value at the beginning of that period: \$	\$	
		+
Purchases made during that period:	\$	
		-
Inventory value at the end of that period:	\$	
		=
	\$	
		÷
Food sales for that period:	\$	
		=
TOTAL FOOD COST		%

Maximising every dollar doesn't mean buying the cheapest products or from the cheapest supplier, it's about understanding restaurant profitability.

SIZE MATTERS:

- Are your portions too big?
- Are a lot of customers taking away leftovers?
- Is product being returned to the kitchen?
- Are the kitchen staff using portion control tools?

PROFIT MARGINS:

- Are dishes priced to make a profit?
- What's the market charging for a similar dish?
- Are you maximising upselling and menu pairings with beverages?
- Can you select portion-cut meat to save on labour and wastage of whole primal meat?
- Can value-added menu options offer ready made alternatives to reduce labour?



TABLES TURNING UP PROFITABILITY

Every venue aims to achieve the optimal number of table turns during each shift. Naturally, the more customers you serve, the better it is for your bottom line. Additionally, shorter wait times for tables improve the likelihood that customers will rate your restaurant highly for delivering a great guest experience. Technology, such as POS systems and tableside payment, along with staff training, can assist in this effort. However, the first step is paying attention and understanding your table-turns.



Typical Dinner Time Table-Turns

Casual Venue: 1h 15min
Upscale Venue: 1h 30min
Fine Dining Venue: 2 hours

TABLE TURNOVER RATE

$$\# \text{ OF PARTIES} / \# \text{ OF TABLES} = \text{TURNOVER RATE}$$

Choose your time period, e.g. 5 p.m. to 10 p.m. (5 hours)

No. of parties served during that period:

÷

No. of tables occupied during that period:

=

TURNOVER RATE

FOR EXAMPLE:

- 20 parties, 5 tables
- $20 / 5 = 4$ turns during a 4-hour period

TICK, TICK, TICK:

- Are customers seated quickly?
- Are staff having issues turning tables during certain times?
- Are certain sections/servers turning more slowly than others?
- Are dishes being cleared as each guest finishes, rather than all at once?

ASK, ASK, ASK:

- Ask customers if they have dined with you before to save time explaining the menu?
- Are you maximising the value of each table? (e.g. missing the chance to upsell dessert)?
- Check-in with your customers to ensure they have everything that they need



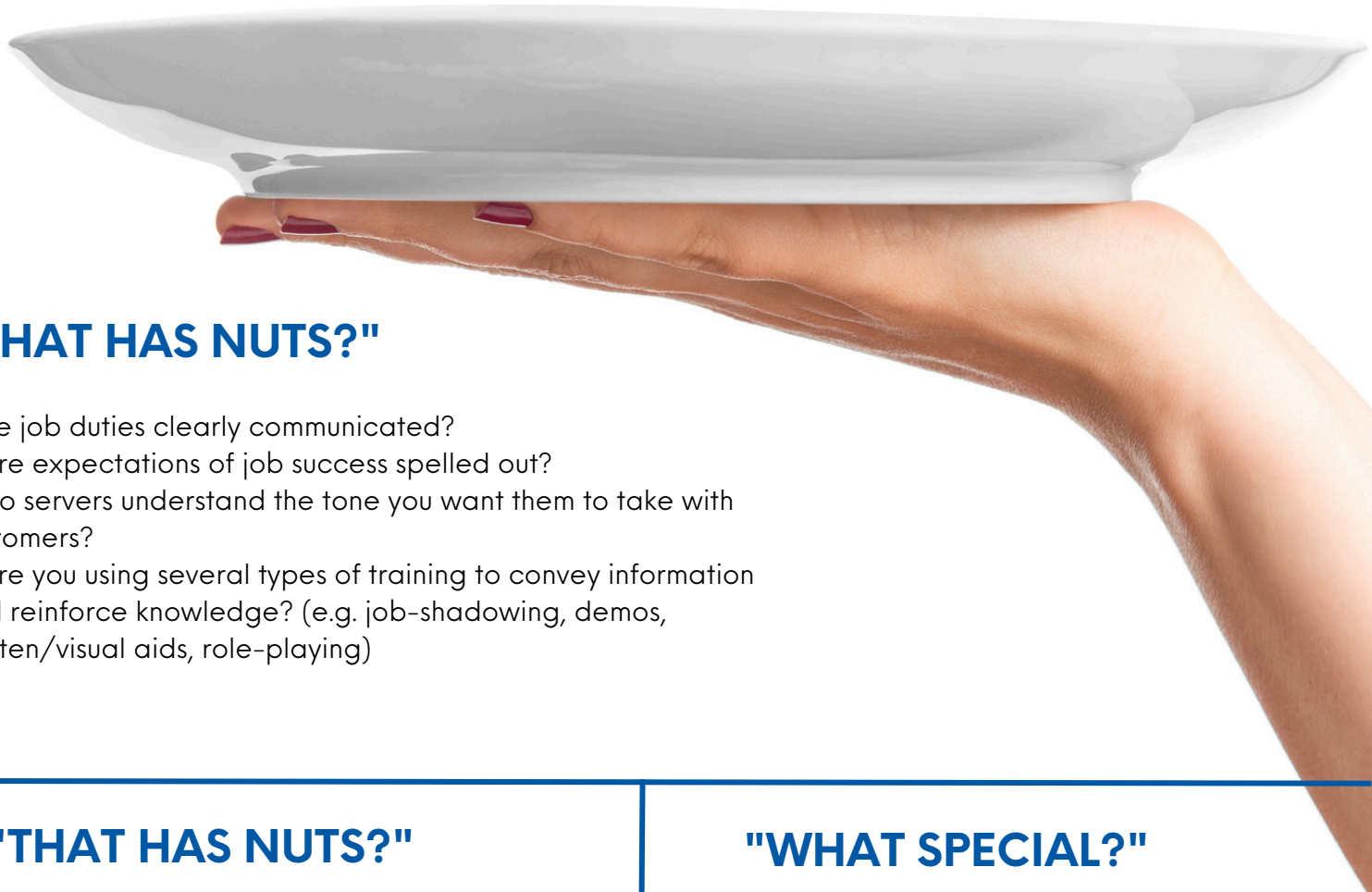
WAITSTAFF TRAINING

Even if you have a plan in place, it's probably time to revisit, because customer expectations are now higher than ever for restaurant service. Just as important: The benefits of thorough, on-point training. Higher check averages, more positive online reviews – training is relevant to several critical components of your business success. So make a new commitment to review and upgrade your training program. [HOW CAN YOUR SERVERS' SKILL SET BE IMPROVED?](#)



STICK AROUND!

Staffers who are well trained are also more engaged on a daily basis – and thus more likely to stay with you longer



"THAT HAS NUTS?"

Are job duties clearly communicated?

- Are expectations of job success spelled out?
- Do servers understand the tone you want them to take with customers?
- Are you using several types of training to convey information and reinforce knowledge? (e.g. job-shadowing, demos, written/visual aids, role-playing)

"THAT HAS NUTS?"

- Do servers know the important details about allergens in dishes?
- Do they also understand the attributes of dishes, such as grilled vs. baked?
- Can servers answer questions about portion size, from number of scallops to how big the entrée salad is?

"WHAT SPECIAL?"

- Are you keeping waitstaff up to date on LTOs and menu changes, including pricing?
- Can servers describe mouth-watering sides, sizzling plates and layers of chocolate ganache, to upsell customers?



FRONT OF HOUSE CHECKLIST

OPENING CHECKLIST

- Turn on lights and music.
- Turn on P.O.S. system.
- Sign in or punch in.
- Refill receipt paper.
- Check uniforms for cleanliness.
- Put on gloves and face coverings.
- Clean and sanitize menus.
- Take count of money in the register.
- Sweep, vacuum and sanitise floors.
- Position chairs and stools to welcome customers.
- Clean and sanitise chairs, stools, tables and bar area.
- Clean and sanitise windows, doors and door handles.
- Check light bulbs to make sure all are operational.
- Check customer bathrooms for cleanliness and that they are stocked.
- Make sure service trays and tray jacks are clean and sanitized.
- Set beverage stations with clean glasses and flatware.
- Make sure tables are set for service.
- Check the reservation list and look for special requests by customers.
- Check with the kitchen to make sure all menu items are available and daily specials.
- Check to make sure to-go and delivery area is stocked and ready.
- Check to make sure the parking lot, to-go spots, etc. are clean and ready.
- Turn over the sign to show you are open.
- Assign team member to check in and put away incoming



FRONT OF HOUSE CHECKLIST

CLOSING CHECKLIST

- Flip the sign to close.
- Clean and sanitise door and windows.
- Clean and sanitise menus, chairs, stools, tables and bar etc.
- Refill condiments and napkins.
- Empty and clean water pitchers and iced tea and coffee machines.
- Clean, sanitise and wipe down glasses and flatware.
- Empty trash, clean and sanitize cans and replace bags.
- Clean and sanitize bathroom sinks and counters.
- Print end of the day report.
- Close out register.
- Clean and sanitise floor areas.
- Make sure no food is left out.
- Check any cooler temperatures
- Make a note for the opening crew of needs to address.
- Clean and sanitize trays and tray jacks.



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