

Last Update 17/04/2020 at 12:28:03

Spell Check

Turnover / Sales (OOH/IH/RTMkt)	1.1m
Average Number of Meals Served Per Day (OOH)	75 - 85
Number of Outlets (OOH/IH/RTMkt)	1
Consumer Average Spend per Visit (OOH/IH/RTMkt)	35.00
Delivery Offered? (OOH/IH)	No
Thriving or Surviving? (OOH/IH/RTMkt)	Thriving
Menu / Proposition (OOH/IH/RTMkt)	Relaxed, casual and informal micro-brewery with food to match. 50:50 food:wet/drink sales. Limited in size & facilities : 2 people cooking, 1 person washing up. Small fryer, 2 ovens, 6 gas rings, microwave. Preparation area. Service heat lamps. Focus on fast turnaround from kitchen to table with bar staff doubling as table servers. Limited storage space - 1 upright freezer only.
Kitchen Facilities (OOH)	1. Classic Burger 2. Reuben Sandwich 3. Chicken & Chorizo Salad 4. Mushroom Risotto 5. Hee-Haw (vegan) Burger.
Top 5 Dishes (OOH)	
Destination Categories (IH/RTMkt)	N/a
Category Role of Frozen (IH/RTMkt)	N/a
Preferred RTM Provider (OOH)	Bidfood

Increasing footfall and food/drink spend consumed on site - located in an area with lots of "dining in" competition AND city residences. Used a lot for carry out beer with generates c \$300k of revenue p.a.	Growth
Building a reputation for food as well as the beer brewed on-site. Food is secondary in the Mgt team's eyes despite being 50% of turnover	Growth
Adding an additional site as part of their plans but they're unsure how key the on-site micro-brewery is to their proposition & how they could service with beer from the original location.	Growth
Maintaining food/beverage margins is key to help fund another site & a challenge as costs increase.	Efficiency
Fairly high rotation of bar staff requires ongoing training about their Beers & expectations of food service.	Efficiency
Driving on-line beer sales as a direct to Consumer model - continue to expand the range of beer types/configurations that can be ordered & manage this from the site but it often overspills to packing FOH rather than BOH/behind the scenes.	Growth
Managing BOH/Kitchen storage space for meal ingredients is a constant struggle - the kitchen staff believe that the potential headspace for additional capacity based on the current frequency of wholesaler deliveries is about another 30 meals / day. More frequent deliveries would increase costs.	Efficiency
Big on the local community participation & want to support local events/people/issues e.g. deliver any food that can't be used the next day to a homeless shelter.	
Possible expansion of opening hours - exploring roasting their own coffee beans on site.	Growth
Offering a menu that caters for different allergies - the kitchen answers questions about allergens but they can't offer e.g. gf which limits Guest appeal even though they do brew a Gluten Free beer.	Growth

McCain Products Used (OOH)
/ Listed (IH)

Conventional	Speciality	Differentiated	Appetizers
			DOB Giant Beer Battered Onion Rings 10 x 500g

Competitor Products Used (OOH)
/ Listed (IH)

Learnings from Last Year

Menu changes are limited & can occur at any time of the year. Typically 1 menu item out and 1 goes in rather than making the menu more complex which then becomes a challenge for the kitchen both in preparation & ingredient management. Change from DOB Wedges to McCain was a success & testing as part of a Beer tasting was the key .. people raved about them & they listen to their Guests.

Jobs To Be Done

Jobs To Be Done	Listing Targets	Status
Grow Existing	Southern Fried Wedges	In Progress
Improve Profitability	Transition from current Chunky to SureCrisp Gourmet Chunky (c 75% of their Fry volume).	Not Started
Win New	Onion Rings OR B/City Onion Straws to replace DOB	Not Started
Win New	B/City Salt n Pepper Potato Pops or Mac n Jack Bites	Not Started
Win New	B/City Jalapeno Bottle Caps	Not Started

[illegible]

Top 3 Joint Opportunities	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Activity Plan	Status
1. Convert Beer only carry out sales TO "Food & Beer Takeaway/Delivery" sales to drive additional revenue as a contributor to funding a second site opening.		X	X	X	X								Beer Carry out drops down in the Summer & peaks in the Autumn. Delivery may be too big a step so in August suggest a September trial of a "takeaway food" concept to be offered alongside carry out Beer sales. This will play to the local residents and maximize sales without the additional costs of servicing an aggregator. Take a limited menu to trial, switch out Chunky Fries for Sure Crisp & recommend a packaging format that can go in to the carry out boxes.	Not Started
2. Delight Guests and upgrade dish prices by using existing ingredients more creatively across the menu.	X	X	X										A Menu review has highlighted upgrading opportunities: Chunky Fries to be added as an add on to Sandwiches @ lunchtime: slightly smaller portion size & lower menu price than as a standard side Wedges to be included in the Hot Sharer which is centred on Spicy/BBQ Chicken Wings & increase menu price Onion Rings are used/sold only as a side dish. Need to understand why underselling vs. similar outlets (pos. quality of the DOB used?) & suggest replacing with McCain but to be used also as an optional Burger topping.	In Progress
3. Pull more pints and revenue from the Beer only drinkers.	X	X	X										The "Bar Snacks/Beer accompaniments" are limited to cold, bagged snacks. Brew City is a perfect fit for the Microbrewery & opportunity to increase spend by the c. 30% wet only (non food) Customers. Challenge to be overcome will be Kitchen Freezer storage so 2 sku's may be the max. Need to take advantage of the outdoor/summer increase in Beer consumption so suggest a tasting/trial in July will be key. Then look to get permanently menu'd (pos rotation of 1 sku or a guest sku every quarter).	Not Started
4. Explore the Breakfast to-go opportunity (if there Coffee Roasting gets off the ground).						X							Stay close to the Coffee/Roastery plans and possible Breakfast expansion. As appropriate, bring Breakfast Menu advice & include Hash Browns.	Not Started

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Objective	Status
By December 31st 2020 to increase volume by a minimum of 2 cases per day (i.e. a 45% increase on 2019) across existing listings & at least 1 new sku so that we get 6 months full benefit of the increased volume/value upto July 31st 2021.	In Progress

Average usage of McCain is x 4.5 cases per day based on current menu - looking to get this to c 6.0 cases per day (core + new listings).

In late 2019, they moved away from ordering at table to ordering at the Bar as a way to improve Guest Satisfaction (because Bar Staff weren't so attentive when it came to order taking).

Coffee Roasting Plans are in their infancy - may/may not lead to anything but one to stay close to & if it gets of the ground look at Hash Browns BUT Kitchen storage will be a challenge.

NOTE: 16/4/20 - at the next visit, ask questions about Summer events, Brewing plans & Beer events against which to position Brew City.