

F&B: Snack Bar Operations

Session Overview

- Introduction
- Menus – Background / Historical / Creation / Pricing
- Layout / Design
- Standards
- Controls
- Helpful Hints

Where does it all go?

- On average, of every \$1 in sales...
 - .30 to labor
 - .25 to food costs
 - .19 to labor related taxes, insurance
 - .03 to maintenance, improvements
 - .038 to waste, damaged product, "invisible product"
- So, what's left??

Why Food?

- Convenience
 - Guests don't have to leave the facility
 - Would you?
- Completes the experience
- Satisfy guests!
- Additional revenue
- From the pages of the newspaper



Operational Myths


- Myth 1: I don't have the room in my facility. Maybe 50 square feet – that's all.
- Myth 2: The equipment is too expensive. I have a limited budget!
- Myth 3: There is no way to keep the quality and expenses consistent

Operational Myths

- Myth 4: There are so many laws to worry about.
- Myth 5: I've heard you can never find experienced help
- Myth 6: I've also heard that it is a lot of work and there is no money in it.

Menus

- First!
 - Before you can design, price or sell you need to establish your program
 - *What will you sell?*
 - *Let's see how we will do it*
 - Get a **BIG** piece of paper
 - First, make 3 columns
 - Meal items
 - Snacks
 - Beverages



Menu Creation – Round 1

<ul style="list-style-type: none"> • Meal Items <ul style="list-style-type: none"> – Hamburger – Cheeseburger – Hot Dog – Chicken Nuggets – Cheese Pizza – 1 Topping Pizza – 2 Topping Pizza – PB&J 	<ul style="list-style-type: none"> • Snack Items <ul style="list-style-type: none"> – Nachos – Giant Pretzel – Churros – Popcorn – Ice Cream – Baked Cookies – Brownies – Honey Roasted peanuts – Fried Oreos & Twinkies 	<ul style="list-style-type: none"> • Beverages <ul style="list-style-type: none"> – Soft Drinks – Bottled Water – Ice Tea – Frozen ICEE – Coffee – Cappuccino – Espresso
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Menu Creation – Round 2

<ul style="list-style-type: none"> • Then take each column and see how you can expand on it <ul style="list-style-type: none"> – Nachos & Cheese – Nachos & Salsa – Ice Cream Cone – Ice Cream Dish – Ice Cream Sundae – Brownie Sundae – Ice Cream Float – Cookie Sundae 	<ul style="list-style-type: none"> • Snack Items <ul style="list-style-type: none"> – Nachos – Giant Pretzel – Churros – Popcorn – Ice Cream – Baked Cookies – Brownies – Fried Oreos – Fried Twinkies – Honey Roasted Peanuts
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Menu Creation – Round 3

- Now take your expanded columns and let's start our ingredient list
- Ingredient List
 - All products needed to prepare your finished product.
 - Example
 - Hot Dog
 - » 6/1 hot dog, roll, serving bag, ketchup, mustard, relish
 - » Sample

Menu Creation – Round 3

- This now tells us where we can add new product or delete some items that only have one ingredient that has a high unit cost
- Always a work in progress!



Menu Pricing

Menu pricing is an art, not an exact science. Your ultimate selling price depends on

- Location
- Market
- Captive factor
- Raw material cost
- The “Questions”..
 - How much can I sell this for?
 - What is the standard formula for pricing?
 - Do I have to be less than everyone else?

Menu Pricing

- Pricing
 - Avoid the flat percentage format
 - Example: $\text{Cost} \times 450\% = \text{Sales price}$
- Let's use this example:
 - You want to determine you cost and selling price for the new hot dogs you will be selling
- Determine raw product cost
- Add serving cost
- Add labor
- Add residual waste cost

Menu Pricing

- Example:
 - Purchase case of hot dogs at \$3.00 a pound. They are 6/1.
 - Meat cost - \$.50
 - Purchase case of hot dog rolls for \$14.40. There are 18 packages of 8 (144 rolls)
 - Roll cost - \$.10
 - Purchase case of hot dog bags for \$60.00. There are 2,500 bags in the case
 - Serving / Bag cost - \$.024 – or \$.03
 - Purchase the extras – condiments in PC's for \$15.50. 500 packets per case
 - Unit cost - \$.031 or \$.03

Menu Pricing

- Labor
 - \$8.00 an hour employee = \$.13 minute
 - 4 minutes prep / serve time = \$.53
- From my own historical data:
 - Waste Cost historically has been 1.5% of a case...or...1.44 hot dogs. (\$.72) Divide into case quantity (96) = \$.0075, or \$.01
 - Waste cost - \$.01

Menu Pricing

- Cost Summary
 - Meat \$.50
 - Roll \$.10
 - Serving \$.03
 - Labor \$.53
 - Waste \$.01
 - Extras \$.03
 - Total \$1.20

- Selling price? \$3.25 270% (\$2.05)

Menu Pricing

- Selling Price
 - Based on
 - Formula used
 - Local Market
 - “Captive Audience Factor”

 - *Use Your Common Sense*

Menu Pricing

- Beware high product cost items
 - Almost all pre-packaged items
 - Candy, Potato Chips
 - High shrinkage rate
 - “Pre-packaged Vendors”
 - Vendors who you require that you buy their product in exchange for “free” equipment
 - Some ARE great deals – Check carefully
 - Example

Layout & Design

- Critical factors to determining layout
 - K.I.S.S. principle
 - The fewer steps the better
 - Ease of flow
 - Multiply your options

 - Design for \$!

Layout & Design

- K.I.S.S.
 - Simpler is better
 - Applies to
 - Equipment
 - Placement
 - Operation
 - What does this translate to?
 - Lower operating costs
 - Happier staff
 - Faster queue lines
 - More sales!

Layout & Design

- No-step design method
 - Work out from the POS
 - Divide your item sales into four lists, each representing 25% of your total gross sales.
 - Start with first level from POS with no step and work down
 - However, impulse items always fall within the no step zone, which ever list it is on

 - Example

Flip-N-Fun Center Menu

- Hot Dogs
- Pizza
- Hamburgers
- Soft Drinks
- Bottled Water
- Popcorn
- Nachos
- Soft Serve Ice Cream
- Muffins
- Pre-packaged chips
- Churros
- Fried Twinkies
- Sandwiches
- Salads
- Coffee
- Impulse Items
- Jumbo Pretzels
- Frozen Beverages
- Fresh Baked Cookies

Layout & Design

- Flip-N-Fun Center
- First level
 - Soft drinks
 - Frozen beverages
 - Popcorn
 - Jumbo pretzels
 - Impulse Items
 - Bottle water
- Flip-N-Fun Center
- Second Level
 - Hot Dogs
 - Pizza
 - Hamburgers
 - Nachos
 - Soft Serve Ice Cream

Layout & Design

- Flip-N-Fun Center
- Third level
 - Churros
 - Fried Twinkies / Oreos
 - Sandwiches
- Flip-N-Fun Center
- Fourth Level
 - Salads
 - Coffee
 - Muffins
 - Pre-packaged chips
 - Fresh Baked cookies

Layout & Design

- Take your list and do a thumbnail sketch of your F&B area based on your current sales
- Activity

Layout & Design




- Ease of Flow
 - Always remember, the least amount of distance a product has to travel the better.
 - Freezer – grill – holding unit – service counter – guest
 - Think of your products as cars on a highway.
 - Strive for an 8 lane highway at 2 in the morning in the country, instead of the George Washington Bridge in NYC at 5:00 PM on a Friday of a holiday weekend in a blinding snowstorm.
 - The ease of flow will also affect your no step design.

Layout & Design

- Multiply Your Options
 - Always plan for change!
 - New Products
 - Product expansion / sales increases
 - Don't limit yourself to be trapped with today's design and tomorrows sales.
- Remember, many times an efficient layout and flow design means less staff!

Layout & Design

- Visual oriented society!
 - Graphics
 - Picture is worth a thousand words!
 - Don't go overboard!

Layout & Design

- Wording!
 - Would you rather eat a Patagonian Toothfish or Chilean Sea Bass? What about Chinese gooseberry or a kiwi fruit?
 - Guess what – they are one in the SAME

Layout & Design

- Tie to brand
 - Hillshire Farms Red Hot Dog
- Link to Geographic Region
 - Coffee? No way!
 - Columbian Coffee
- Nostalgia Labels
 - Toll House Cookies, Homemade, Grandma's

Standards

- Standardize
 - Standards are needed in the 4 P's
 - Preparation
 - Presentation
 - Performance
 - Policy

Standards

- Preparation
 - Should include all information on preparing product
 - Ingredients
 - Quantities
 - Cooking / Baking / Heating
 - Assembly

Standards


- Presentation
 - Specify how product should be served to guests
 - Example
 - Completed Hamburger placed on 8" plate, with tomato slice and onion slice on lettuce bed accompanied by pickle spear. Refer to photo for proper placement.

Standards

- Sanitation!
 - HACCP – Hazard Analysis Critical Control Point
 - Local Food Code / Health Department
 - Invest in good thermometers
 - Refrigeration / freezers
 - Food Holding / probe thermometers

Controls

- Inventory
 - Regular inventory is one piece of the success puzzle
 - Detailed, accurate.
 - Do not just delegate it to anyone!
- Inventory formula
 - $L + D - S = N$
 - Last Inventory + Deliveries - Sales = New Inventory
 - Sample Form



Inventory

Item	Last Week	+ Delivery	- Sales	Total	Current Inventory	Difference
Small Soda Cups	266	1000	355	911	878	- 33
Hot dogs	498	768	550	716	713	-3
Bag chips	55	100	55	100	100	0
item						
item						

Controls

- Inventory
 - We are not done yet!
 - Differences
 - Waste Sheet?
 - »All damaged products, spoiled, etc. must be logged and approved!

Controls


- Waste Sheet
 - Divided into columns. This is one of the most important pieces of the Profit puzzle!
 - It shows how serious you are to inventory tracking
 - Always, always use it!
 - Sample form

Waste Sheet

Date	Item	Qty	Reason	Authorized
9/12	hot dogs	3	end of day	Mr. Money
9/13	ice cream cone	1	wrong one	blah
9/14				


Controls

- Employee Purchases
 - Must keep receipt with purchase
 - Don't forget you as well!
 - Staff will watch you



Controls

- It is the sum of all the parts –
 - Inventory
 - Waste Sheet Log
 - Receipts
- It helps complete the cost control puzzle!



Controls

- When is something empty?
 - Set the control policy early!
- Combos
 - Food items
 - Society is used to ordering by number!

Helpful Hints

- A few more...
 - Soft Drink fountain syrup averages 1.1 – 1.4 cents per ounce
 - Check with suppliers regarding cups sizes
 - Many have same lid that fits different size cups!
 - Foam costs less than plastic and wax cardboard
 - Get more profit from your popcorn
 - Dirty kettle or one not hot enough causes corn to pop smaller
- Keep cold plates covered with ice
- Use 1/3 cup of ice

Helpful Hints

- A few more...
- Ways to raise prices without raising them
 - If you are tax included, change to tax not included
- Refuse damaged product from vendors
- Cotton candy can be stored in freezer with no damage
- Always strive to use bulk condiments
 - Cost of 500 PC's can equal case of 6 #10 cans!
- Keep displays full!

Want more information?

- Berk Paper - 1-800-323-3547
- PRG - 800-677-4712 – www.kidstuff.com
- Morla Corporation - 800-323-9819
- Promotional Products Co - 888-758-2425
- National Restaurant Assn - www.restaurant.org
- Nations Restaurant News
- Proctor & Gamble – food safety information
Pgbrands.com
- Daily Smartbrief – smartbrief.com/nra/
- Give me a call!
 - 888-777-9499
 - ar@clmentertainment.com - email



Whole Cheese Pizza



Ingredients

Item	Quantity
16" frozen Pizza Shell	1
Pizza Sauce	1 cup
Mozzarella Cheese	2 cups
Romano Cheese	½ cup
Parmesan Cheese	½ cup

Directions

Take frozen Pizza Shell and place on preparation table.

Add sauce to top of shell using 2 cup size ladle. Pour sauce over shell and use back of ladle to spread sauce over entire shell, being sure to leave the outer ½ " uncovered.

Spread 2 cups of mozzarella cheese over entire pizza, shaking from hand slowly to cover entire pizza

Take ½ cup of romano cheese over entire pizza, shaking from hand slowly to cover entire pizza

Take ½ cup parmesan cheese over entire pizza, shaking from hand slowly to cover entire pizza

Baking

Place completed raw product on paddle by sliding paddle underneath pizza. Place on stone deck in convection oven.

Bake at 550 degrees for 7 minutes (*be sure to set timer!*)

Serving

When complete, remove and place on 16" round pizza pan.

Use wheel pizza cutter and cut into 8 slices following marks on pan, cutting from one side to the other.

Place in humidified holding cabinet, or serve to front staff for immediate sale.

When whole pie is served, it is presented on pizza pan. If individual slices are ordered, slices are removed from whole pie using spatula and placed on 8" round plate.

Ingredient List

Item	Used in
6 oz hamburger patty	hamburger, cheeseburger, Jaffy's Deluxe Double Cheeseburger
Hamburger Roll	hamburger, cheeseburger, Jaffy's Deluxe Double Cheeseburger
8:1 Hot dog	Hot Dog, Chili Dog
Hot Dog Roll	Hot Dog, Chili Dog
Pizza Dough	Whole Cheese Pizza, Whole Pepperoni Pizza, Whole Supreme Pizza, Slice Cheese Pizza, Slice Pepperoni Pizza, Slice Supreme Pizza
Pizza Sauce	Whole Cheese Pizza, Whole Pepperoni Pizza, Whole Supreme Pizza, Slice Cheese Pizza, Slice Pepperoni Pizza, Slice Supreme Pizza
Mozzarella Cheese Shredded	Whole Cheese Pizza, Whole Pepperoni Pizza, Whole Supreme Pizza, Slice Cheese Pizza, Slice Pepperoni Pizza, Slice Supreme Pizza, Jungle Salad, Chili
Parmesan Cheese - grated	Whole Cheese Pizza, Whole Pepperoni Pizza, Whole Supreme Pizza, Slice Cheese Pizza, Slice Pepperoni Pizza, Slice Supreme Pizza
Pepperoni - Sliced	Whole Pepperoni Pizza, Whole Supreme Pizza, Slice Pepperoni Pizza, Slice Supreme Pizza
Mushrooms	Whole Supreme Pizza, Slice Supreme Pizza, Jungle Salad
Onions	Whole Supreme Pizza, Slice Supreme Pizza, Jungle salad
Romaine Lettuce	hamburger, cheeseburger, Jaffy's Deluxe Double Cheeseburger, Salad, Chicken Wings, mozzarella sticks
Green Peppers	Whole Supreme Pizza, Slice Supreme Pizza, Jungle Salad
Croutons	Jungle Salad