



Foodservice & Beverage

Well-designed food programs can drive significant sales, profits, and loyalty. However, many programs fail to achieve industry benchmarks as the root causes of profitability can be difficult to identify.

Foodservice & Beverage Profitability

Menu Development & Sourcing

- Signature items
- Day-part relevance
- Value of variety: incremental vs. cannibalization
- Ingredient composition
- Vendor contracts & sourcing

Value (Price & Promo)

- Pricing optimization: entry point, add-ons, competitive landscape
- Promotional effectiveness
- Loyalty programs: expand baskets & increase trip frequency

Work Design & Kitchen Layout

- Methods & processes
- Restaurant ergonomics: people = design
- Labor efficiency

Accounting

- PNL Development
- Department cost vs. Item-level
- Food Inventory management
- Waste/Spoilage reporting

Technology & Analytics

- Frictionless: kiosks, delivery, drive-thru, digital
- Production planning
- Recipe management
- Inventory management
- Data reporting

Changing consumer shopping habits are driving an evolution of foodservice offers and experiences.

It is paramount that operators revisit all areas of their food programs to ensure that true profitability is understood, improvement opportunities are identified, and gaps are closed. Let W. Capra guide you toward increased foodservice beverage profitability