



CASE STUDY: Café Optimization Solution
INDUSTRY: Multi-Tenant Corporate Facility

**CAFÉ SALES
SKYROCKET
BY 35%**

Brock Awarded Long Term Extension After Providing a Revamped Dining Solution

MOTIVATION FOR CHANGE

The client in a multi-tenant building was struggling to maximize its foodservice potential. The food in the café was negatively perceived, and the employees desired fresh, healthier options. The catering menus were stale and lacked any excitement. As a result, the café utilization was low, and the subsidy was steadily increasing. The client hired Brock to develop a plan to regain participation and turn this declining dining situation around.

PARTNERSHIP OBJECTIVES

- Develop a menu to enhance equipment utilization
- Provide a consistent line of communication to the client
- Revive the café menu offerings
- Increase dining participation
- Re-launch the catering program

“ I have worked at a number of different facilities in the past few years (in the US and globally) and other sites have very standard options all the time. I rarely bring my lunch anymore because the food is tasty, the variety is great, and the kitchen team is personal. - Joshua ”

BROCK'S IMPACT

Brock reorganized location leadership with a focus on fresh, nutritious, and exciting meals. Brock held bi-weekly operations meetings attended by the client, District Manager, and Chef Manager. This communication built trust and provided an outlet for all parties to share progress and feedback.

The client agreed to purchase a rotisserie grill and vertical roasting spit to increase menu options. Brock developed a bi-weekly grill menu that focused on using simple, fresh, seasonal ingredients. After determining the top users' catering needs, a nine-day cycle catering menu was successfully introduced.

The new program resulted in the following:

- Café sales growth of 35% over the prior year
- Café participation increased by 32% compared to the previous year
- The Catering Program streamlined production and enabled a greater order volume
- The Grill menu engaged value-focused customers resulting in a check average increase
- The client awarded Brock a three-year extension

Brock delivered a much-needed response to a deteriorating situation. The client is thrilled with the new program, and the full utilization of the space. The café resurgence has enhanced the daily office experience and helped create a lasting partnership.



ABOUT BROCK

With nearly 95 years of foodservice management experience, we understand that no two clients have the same needs. We take the time to understand our client's past, explore their current situation, and collaborate to design a custom foodservice solution.

If you'd like to learn more about the Brock approach, contact us at sales@brockco.com or 866.468.2783