

PLAN DRIVES EFFICIENCY & SAVINGS

Brock Cuts Café Costs During Manufacturing Reduction Period

MOTIVATION FOR CHANGE

A client in the manufacturing industry was experiencing lower product demand resulting in a surplus of factory inventory. Over the next 12 months, manufacturing was to be reduced by 30% or until the on-hand inventory was depleted. The client challenged Brock to provide a reduction plan to lower operating costs during this scaled-back operation period. It remained vital for Brock to continue providing 24-hour food service.

PARTNERSHIP OBJECTIVES

- Analyze café sales data to identify customer demand periods during the 24 hour day
- Deliver a revitalized yet efficient program appealing to both executive and manufacturing employees.
- Ensure the right people were in the right job to increase the speed of service during the 2nd and 3rd shifts
- Outline streamlined service model to lower operating costs

“ Roast beef with gravy last Friday with roasted potatoes was very tender and delicious. Then on Monday, the baked chicken with roasted potatoes and potato salad was also excellent. The chicken was super tender and perfectly cooked. And today, the roast beef melt was delicious as well. It is good to have not just sandwiches but regular meals sometimes - in my opinion. Thanks for the good food.

- Bud ”

BROCK'S IMPACT

Brock installed a new Point of Sale system to deliver detailed sales data per hour. This enabled the team to track sales per 15-minute window during a 24 hour period. Brock designed new café options with this data that would decrease operating labor and serve fresh menu offerings. A grab & go unit, filled with house-made menu favorites, was added for the 2nd and 3rd shift employees. Brock transformed an outdated salad bar into a chilled, quick-pick station that offered popular salads and desserts. Brock then opened a Micro-Market fresh vending option for the staff in the main manufacturing building.

The reimagined program resulted in the following:

- Cashierless Point of Sale system provided data to make informed decisions, maximized productivity, and reduced operating labor costs by \$61k
- Hot bar installation and salad bar transition reduced waste, saving \$71k in product cost
- Micro Market provided a convenient 24-hour solution for employees in adjacent buildings
- A repeatable and scalable foodservice model that's responsive to business flow

Brock delivered a creative solution that drastically lowered operating costs while continuing to provide 24-hour café service. The client was thrilled to be saving money while also having new, exciting menu offerings. Brock's ability to adapt to an evolving situation has strengthened the partnership and reinforced their 'client first' mentality.



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