

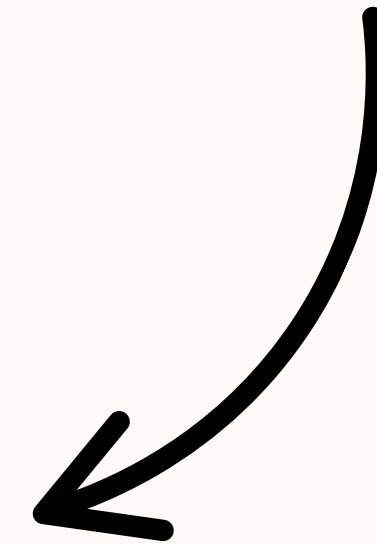
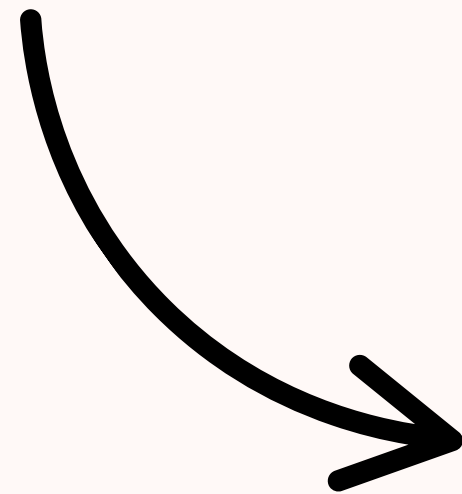
# BUILDING

# BLOCKS

## Design 101 for Successful Food and Beverage Operations



# A LITTLE BIT ABOUT US



# Boelter™

# WHO WE ARE



Nation's leading  
foodservice distributor



National reach with  
a personal approach



Third generation  
family-owned company

# The Importance of what we do

DESIGN &  
PROJECT  
MANAGEMENT

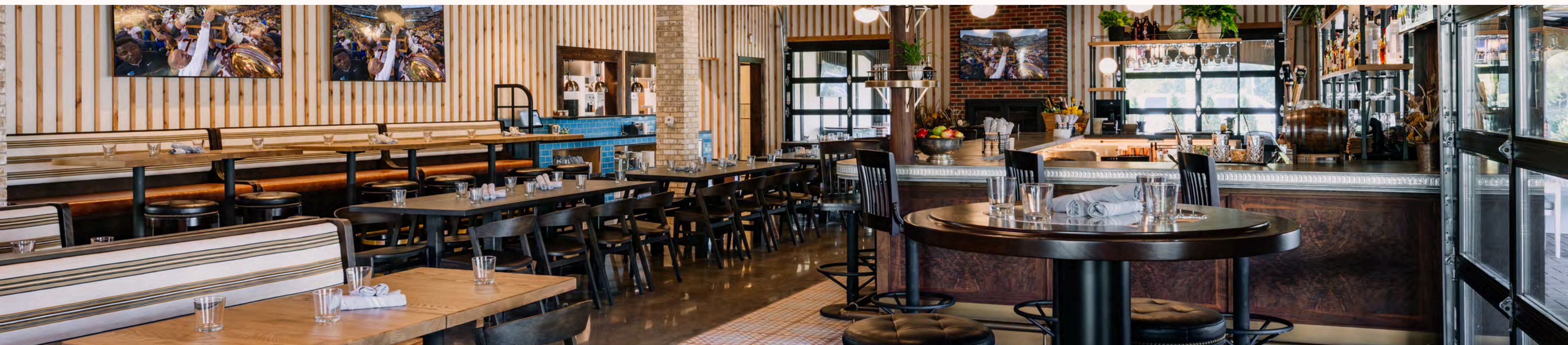
KITCHEN & BAR  
EQUIPMENT

FURNITURE

BRANDED  
SOLUTIONS

SUPPLIES

CONSULTING



# *Design Drives* **MEMBER & TEAM SATISFACTION**

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**Enhancing Experiences**



**Operational Efficiency**



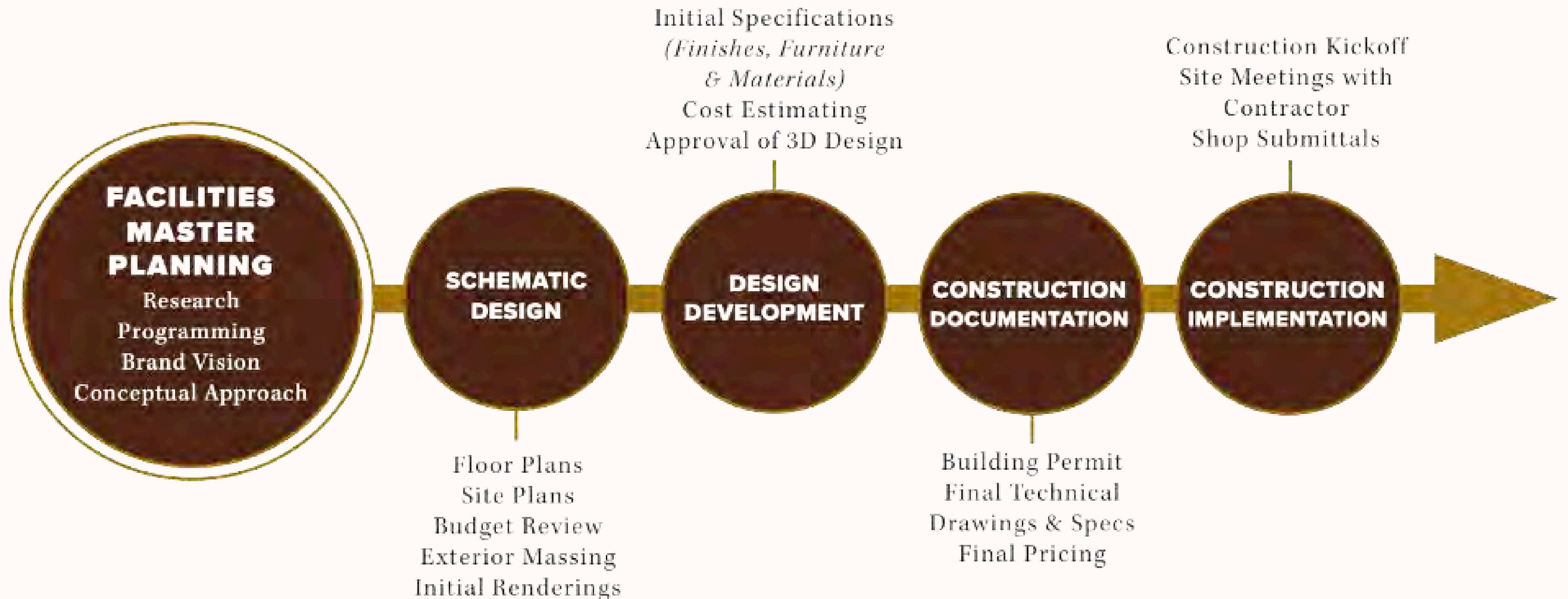
**Brand Identity**



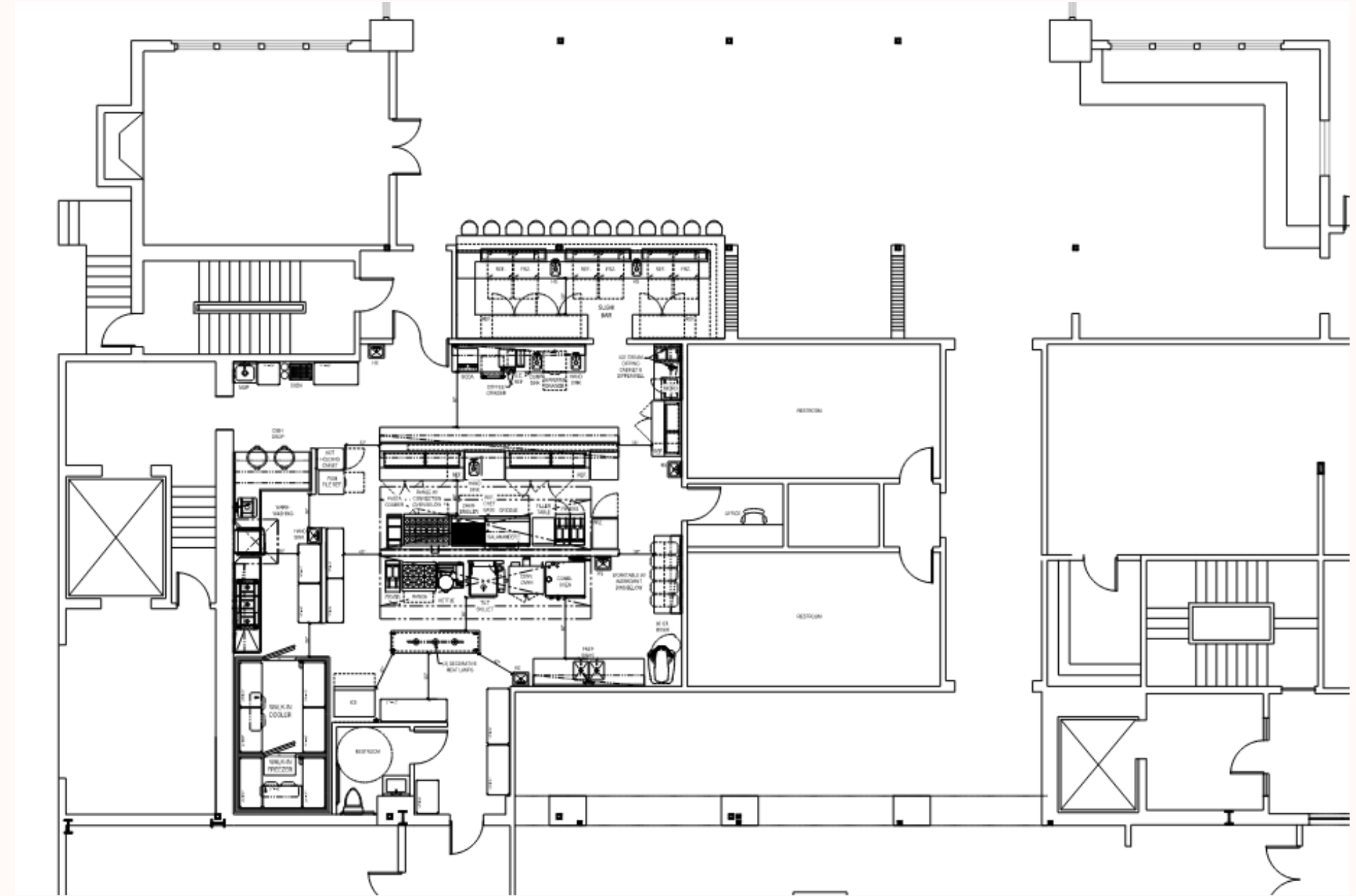
**Sustainable Growth**



# PROCESS



# PROJECTS VS. PLANNING



*Design is critical to both*

# SUCCESSFUL DESIGNS

*Begin in Operations*



# *Thoughtful* OPERATIONAL INSIGHTS FROM THE TEAM

1. | Ticket Times

2. | Labor

3. | Supply Expenses

4. | Space Limitations

5. | Food Cost





# TOOLS TO MEASURE SUCCESS

## WEEKLY DASHBOARDS

Prairie Gold Golf Club												
Food & Beverage Revenue Snapshot												
September 1-27, 2023												
	Month To Date						Year to Date					
	Current			Prior			Current			Prior		
	Sales	Covers	per Cover	Sales	Covers	per Cover	Sales	Covers	per Cover	Sales	Covers	per Cover
<b>FOOD &amp; BEVERAGE</b>												
Prairie Gold Café (Classic Breakfast/Lunch)	\$ 92,982	3,500	\$ 27	\$ 106,694	2,764	\$ 39	\$ 725,990	18,898	\$ 38	\$ 1,011,699	26,572	\$ 38
The Salt Box (American BBQ Concept)	100,959	5,131	20	59,409	1,964	30	848,725	33,965	25	59,409	1,964	30
Wheat & Wine (Bar & Pizza Concept)	20,815	913	23	3,053	113	27	97,831	7,963	12	75,981	4,787	16
The Silo (Grab & Go/Halfway)	12,280	1,318	9	1,825	172	11	136,890	22,587	6	1,825	172	11
<b>A la carte/member dining</b>	<b>\$ 227,036</b>	<b>10,862</b>	<b>\$ 21</b>	<b>\$ 170,981</b>	<b>5,013</b>	<b>\$ 34</b>	<b>\$ 1,809,436</b>	<b>83,413</b>	<b>\$ 22</b>	<b>\$ 1,148,914</b>	<b>33,495</b>	<b>\$ 34</b>
	<b>33%</b>						<b>57%</b>					
<b>Banquets</b>	<b>331,017</b>	<b>3,042</b>	<b>109</b>	<b>189,624</b>	<b>2,266</b>	<b>84</b>	<b>1,878,914</b>	<b>20,296</b>	<b>93</b>	<b>1,576,095</b>	<b>16,074</b>	<b>98</b>
	<b>75%</b>						<b>19%</b>					
<b>Total</b>	<b>\$ 558,053</b>	<b>13,904</b>	<b>\$ 40</b>	<b>\$ 360,605</b>	<b>7,279</b>	<b>\$ 50</b>	<b>\$ 3,688,350</b>	<b>103,709</b>	<b>\$ 36</b>	<b>\$ 2,725,009</b>	<b>49,569</b>	<b>\$ 55</b>
	<b>55%</b>						<b>35%</b>					

# Tools TO MEASURE SUCCESS

## FUTURE CONCEPTS

Slice, Slice Baby - Pro Forma													
(Pizza Concept to Support Winter Recreation)													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
<b>Revenue:</b>													
Food			46,000	38,500	36,000	-	-	-	-	-	-	-	120,500
Beverage			2,000	1,500	1,000	-	-	-	-	-	-	-	4,500
<b>Total</b>	-	-	48,000	40,000	37,000	-	-	-	-	-	-	-	125,000
<b>COGS:</b>													
Food (35%)	-	-	16,100	13,475	12,600	-	-	-	-	-	-	-	42,175
Beverage (25%)	-	-	500	375	250	-	-	-	-	-	-	-	1,125
<b>Total</b>	-	-	16,600	13,850	12,850	-	-	-	-	-	-	-	43,300
<b>Gross Profit</b>	-	-	31,400	26,150	24,150	-	-	-	-	-	-	-	81,700
<b>Expenses:</b>													
Labor		4,000	11,000	11,000	11,000	-	-	-	-	-	-	-	37,000
Supplies	1,000	500	500			-	-	-	-	-	-	-	2,000
FFE	5,000	500	500										6,000
Lights	34,000	-											34,000
Capital (\$5K construction materials)	19,000												19,000
<b>Total</b>	59,000	5,000	12,000	11,000	11,000	-	-	-	-	-	-	-	98,000
<b>Net Profit</b>	(59,000)	(5,000)	19,400	15,150	13,150	-	-	-	-	-	-	-	(16,300)
<b>Revenue Summary:</b>													
\$12,000 per week December (open 6x per week) \$10,000 per week in January and February. (Open 5x per week)													
Average group check (\$60)													

# Tools

# TO MEASURE SUCCESS

## PROCESS, STANDARDS, PROCEDURES

PRE - SHIFT MEETING AGENDA	
<b>DAILY SPECIALS</b>	<b>EMPLOYEE RECOGNITION</b>
	Name: _____
	Position: _____
	Comments: _____
	Name: _____
	Position: _____
	Comments: _____
	Name: _____
	Position: _____
	Comments: _____
<b>HOT BUTTON ISSUES</b>	<b>HOT BUTTON ISSUES</b>
<b>TRAINING:</b>	<b>SERVICE TIP OF DAY</b>
Class Starts: _____	
Trainees:	
Name: _____	
Name: _____	
Name: _____	
<b>CATERING:</b>	<b>WEEKLY SALES COMPETITION</b>
Upcoming Events:	Weekly Sales _____
Date _____ Event _____	Most Wine Sold _____
	Most Comment Card _____
	Biggest Single Shift _____

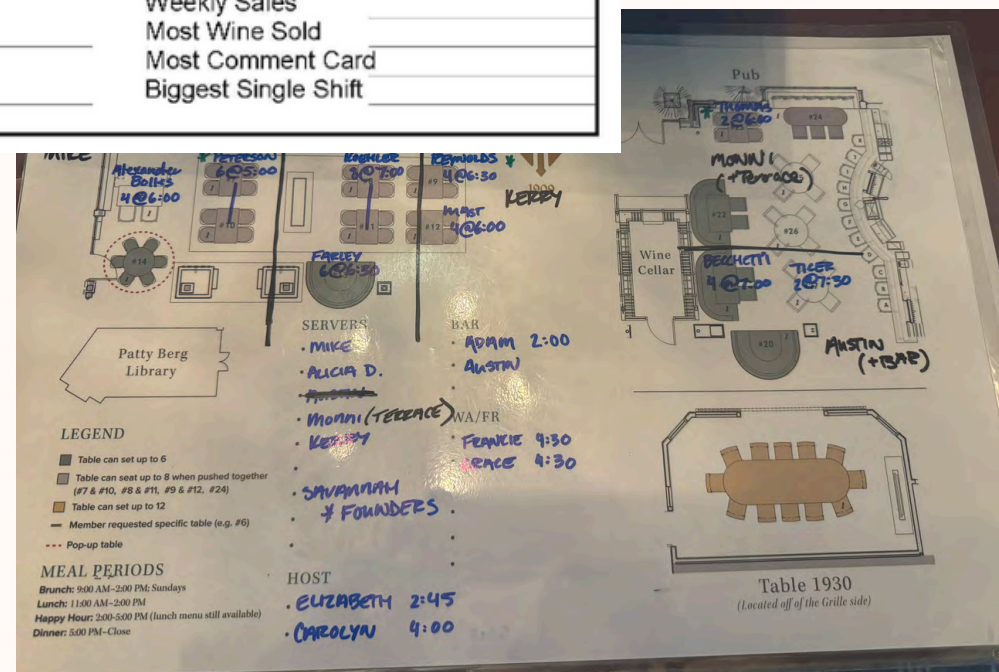


Nightly F&B Recap	
Total Sales:	\$12,989.50
Total Food Sales:	\$7,469.00
Total Covers:	382
Prairie Gold	
Total Sales:	\$7,978.00
Total Food Sales:	\$4,597.00
Total Covers:	179
Lunch Total Sales:	\$1,579.00
Lunch Food Sales:	\$0.00
Lunch Covers:	54
Dinner Total Sales:	\$6,399.00
Dinner Food Sales:	\$3,477.00
Dinner Covers:	125
FYIs	
Started the night with 55 covers on the books - we had 5 servers, 2 bartenders, 2 SA, and 2 hosts.	
Most of the reservations were in from 5:30-6:45 --- 8 Top at 6:15 PM, full bar top until 7:20	
Ticket times were great and the kitchen was staying on top of the orders as they were all coming in. Staff were doing well with their tables, and ensuring waters were being filled, as well as pre-bussing their sections. I only had to clear a few of them through service.	
One re-fire on a filet, miscommunication between guest and server (mid-rare vs. medium)	

1 Introducing Dishes

2 Protein 6 o'clock

3 Menu Knowledge



# Tools TO MEASURE SUCCESS

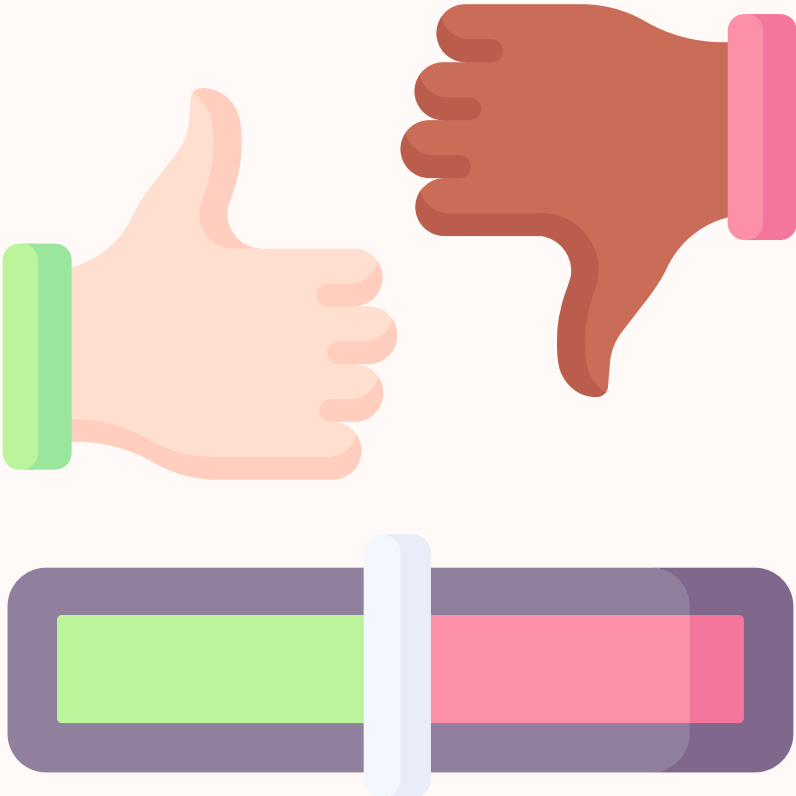
## SURVEY TOOLS



$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

# TELLING THE STORY

*Explaining the need*



## WHERE WE Started



*Important*  
**QUESTIONS  
YOU CAN  
ASK**



Is there an opportunity to visit other food and beverage operations that have done what we are hoping to accomplish?



What policies or house rules will accompany these new spaces?



Are we being inclusive of all our demographics in this this new concept/operation.



How will this new experience/concept affect other outlets?



What is your process after the equipment is procured?



Do we have training hours and soft openings built into the timeline and budget?



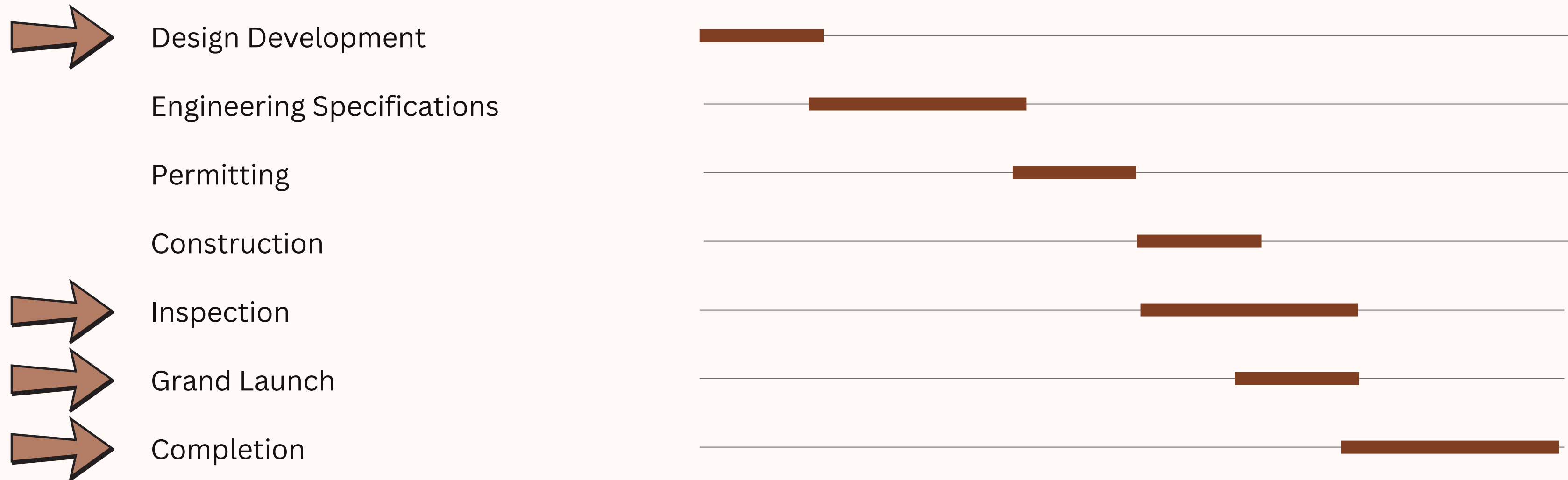
Are we looking to increase revenue after this investment? Are we planning on keeping our same staffing model?



What are we adding that is new to the member/guest/team experience?

# WHAT IS A TYPICAL TIMELINE?

*Where can operators provide value?*





# Obstacles IN DESIGN

**Budget**

**Value  
Engineering “VE”**

**Identity Crisis**

**Types of Service  
Member vs Banquet**

**Long-Term Goals**

**Phases**

**Too many  
decision makers**

**Delays in  
Construction**



**Where we start.**

# Foodservice FUNDAMENTALS



**COOKING**  
Chef's Line



**REFRIGERATION**



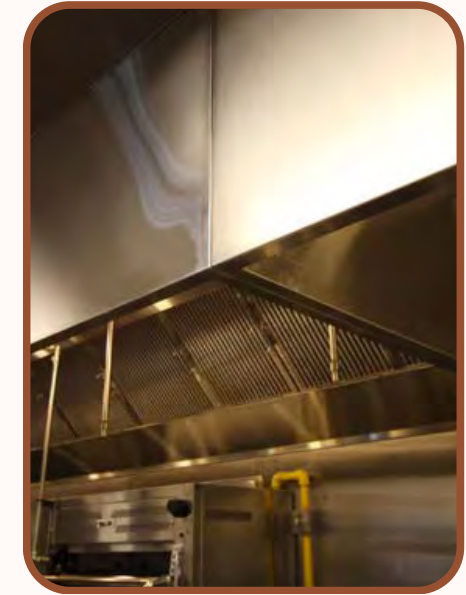
**PREPARATION**



**STORAGE**



**DISHWASHING**



**VENTILATION**



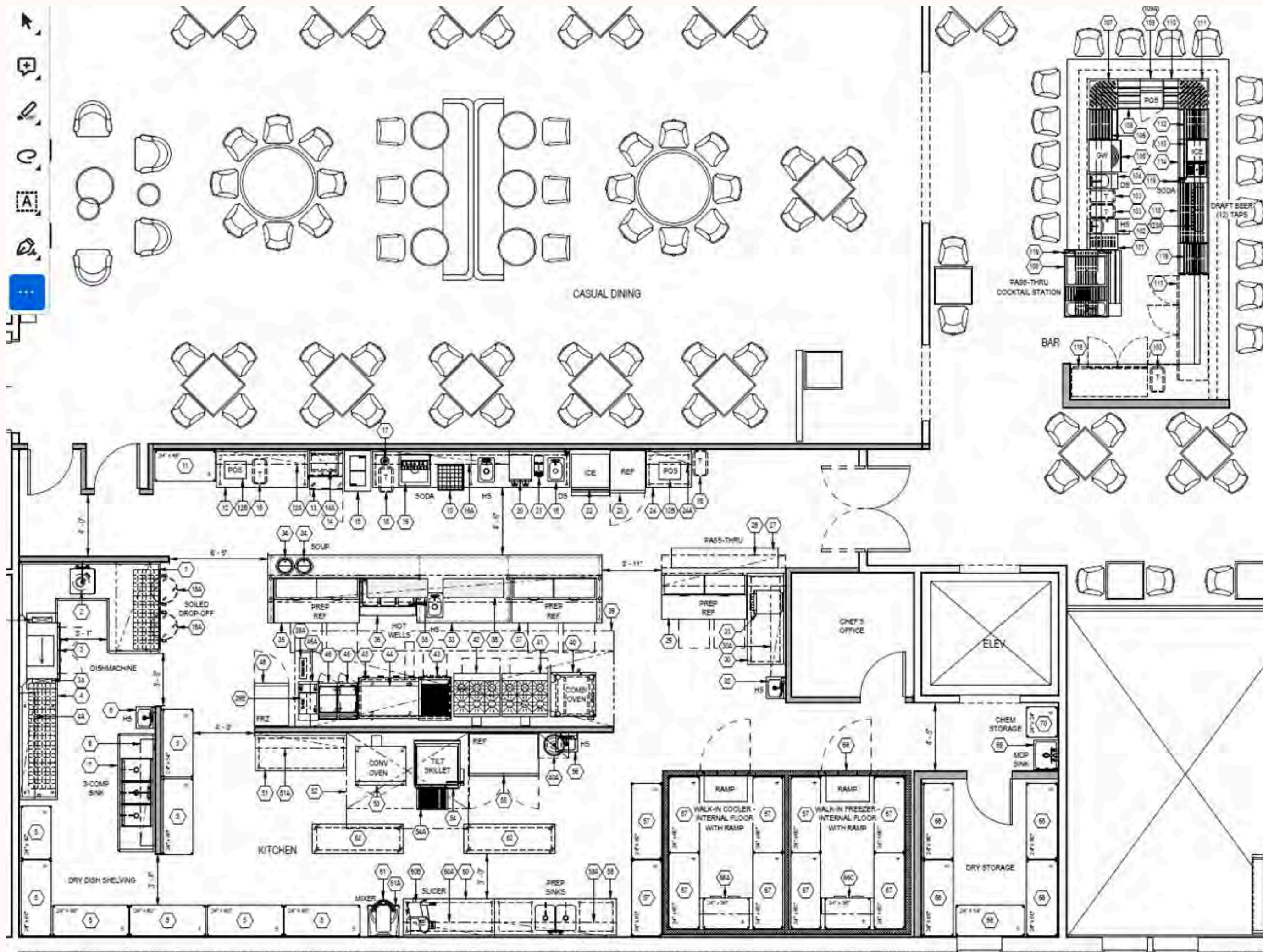
**Server Station**



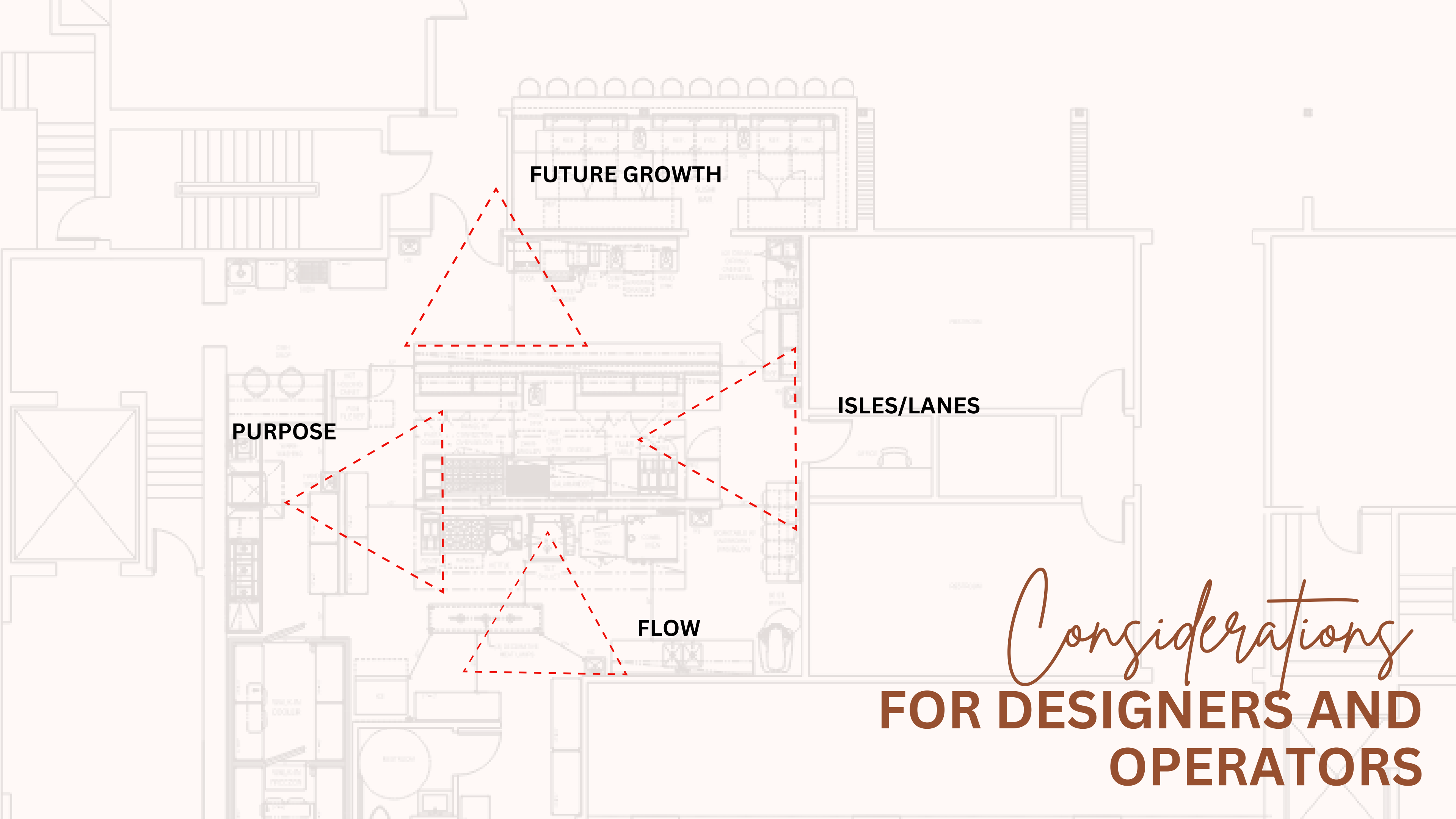
**Bar Service**



**Takeout**



**Where we end.**



**FUTURE GROWTH**

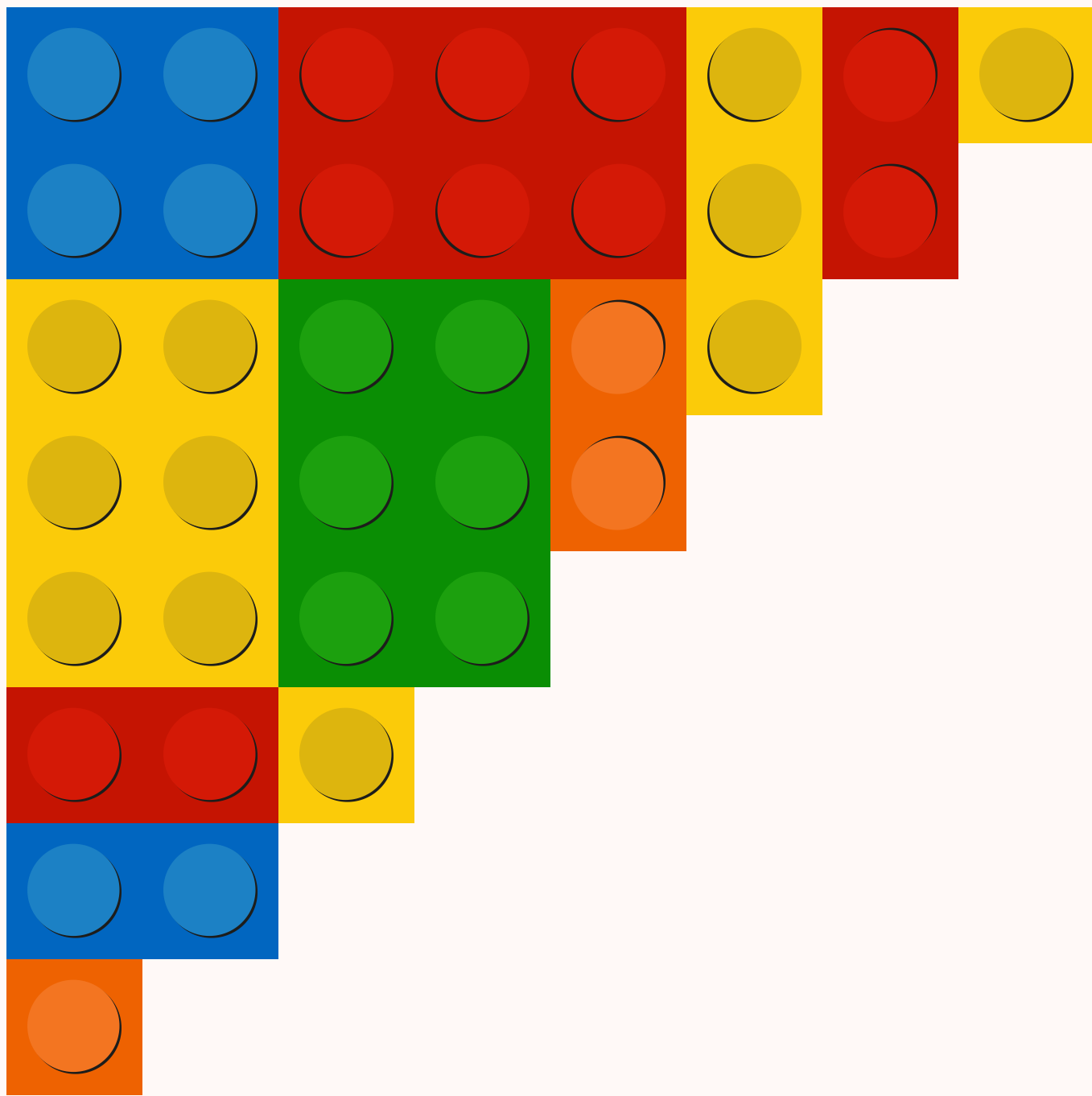
**PURPOSE**

**ISLES/LANES**

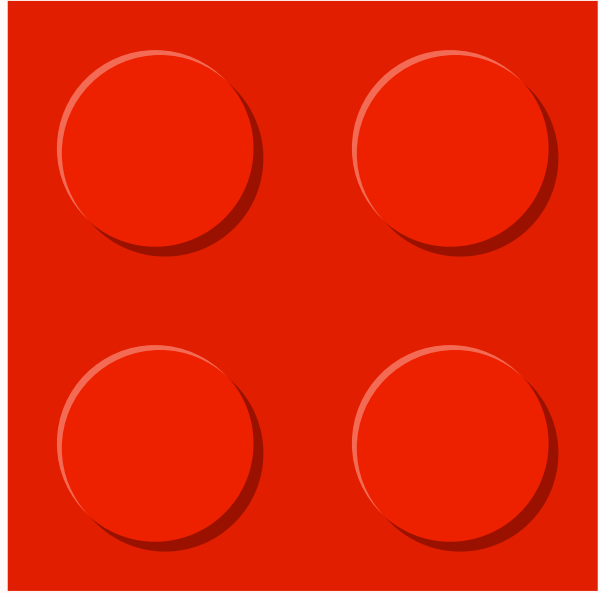
**FLOW**

*Considerations*  
**FOR DESIGNERS AND OPERATORS**

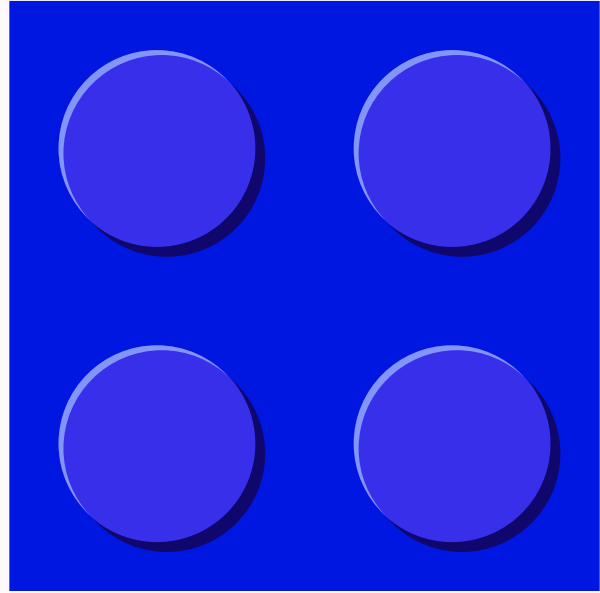




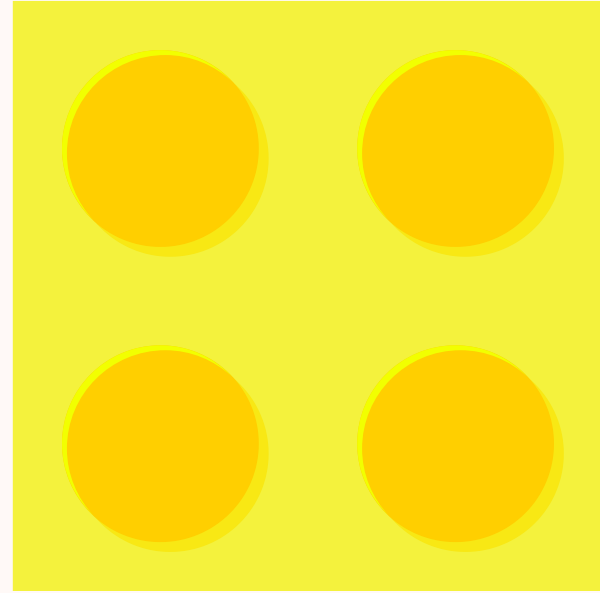
Let's Build



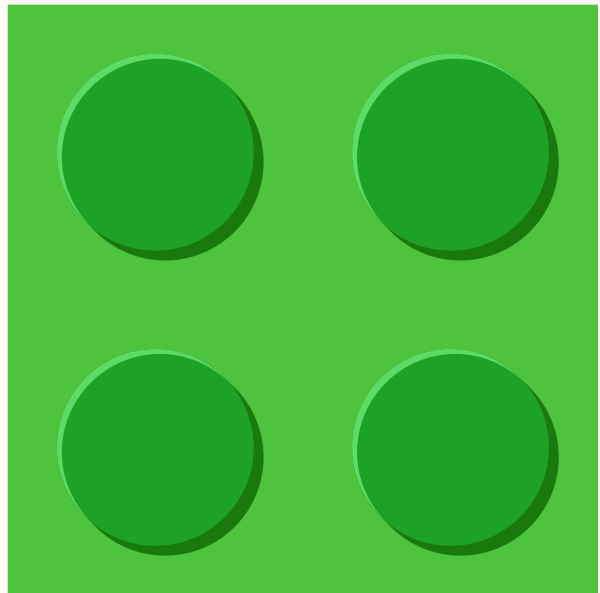
**COOKING**



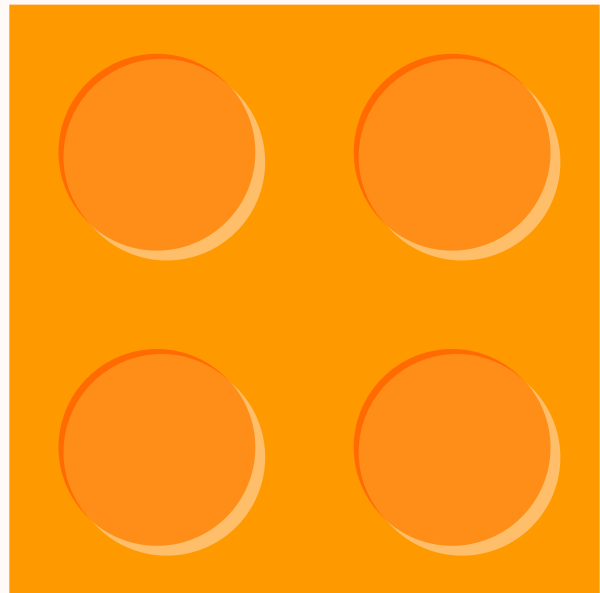
**REFRIDGERATION**



**STORAGE**



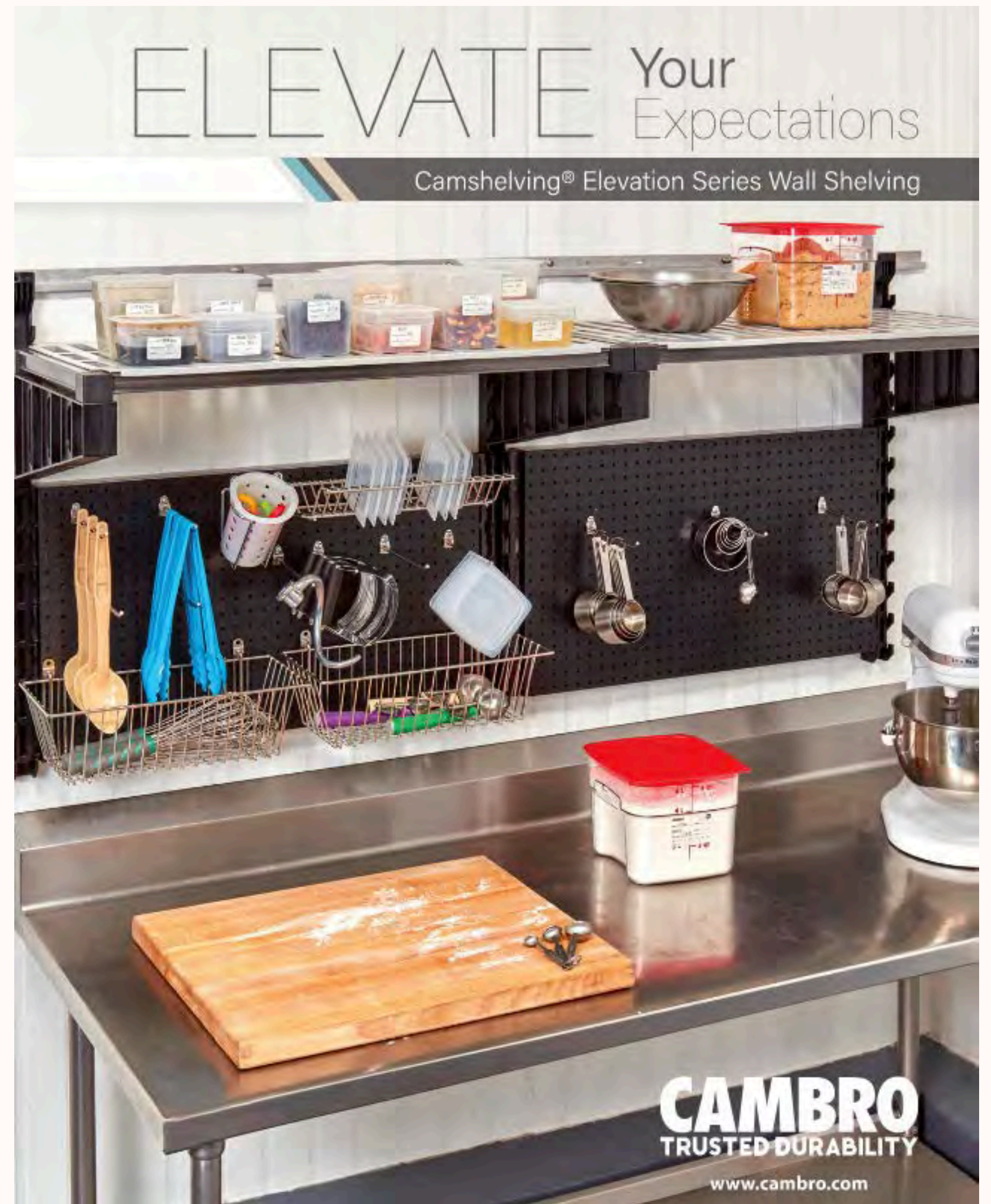
**PREP**



**DISHWASHER**

# **Team Challenge**





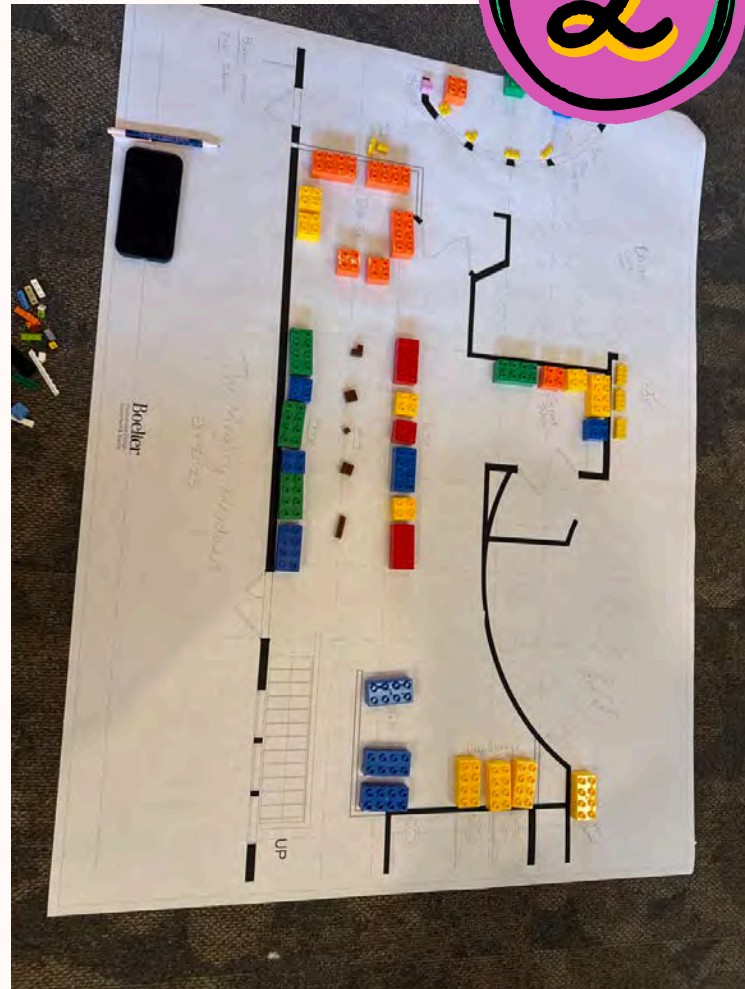


# DESIGN SUBMISSIONS

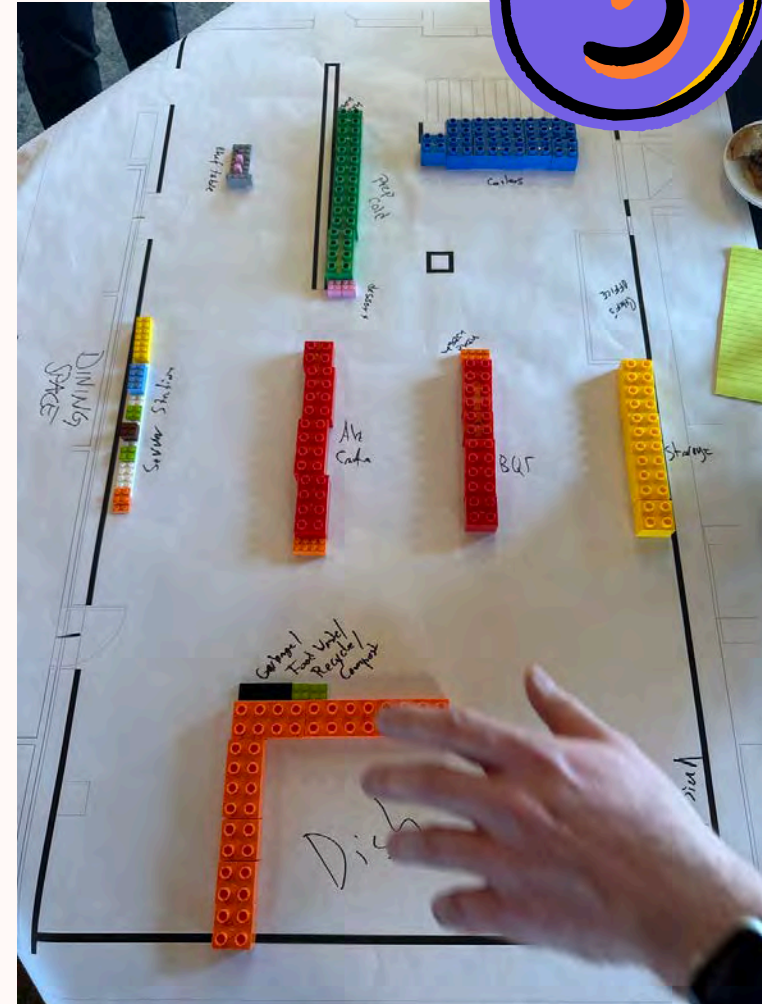
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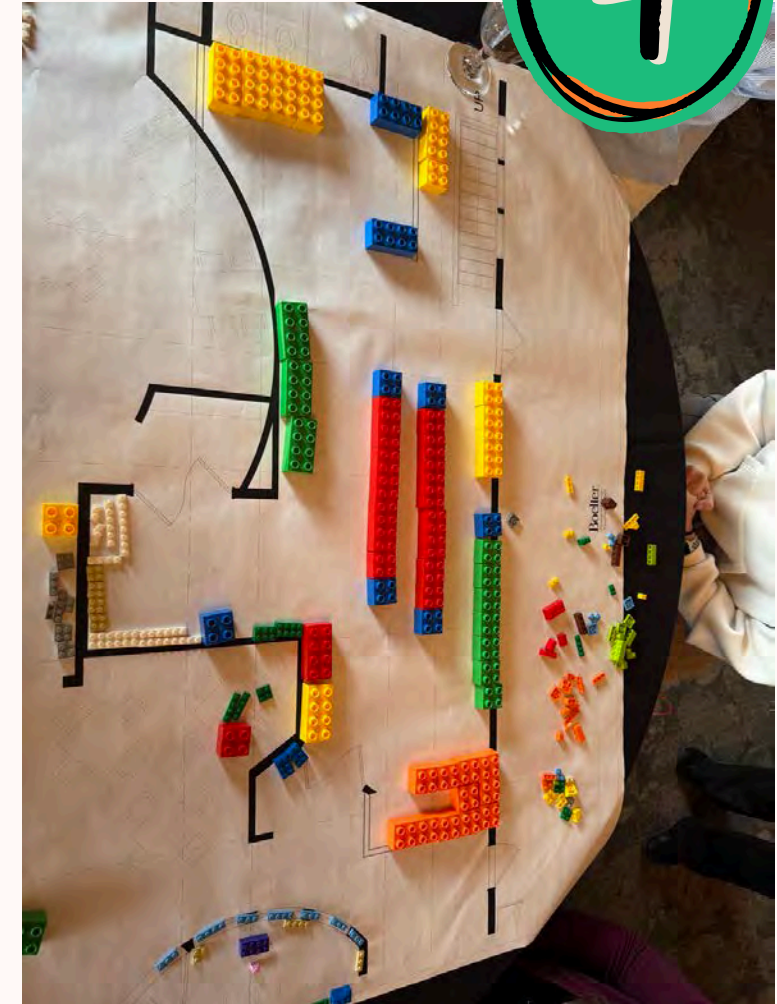
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3

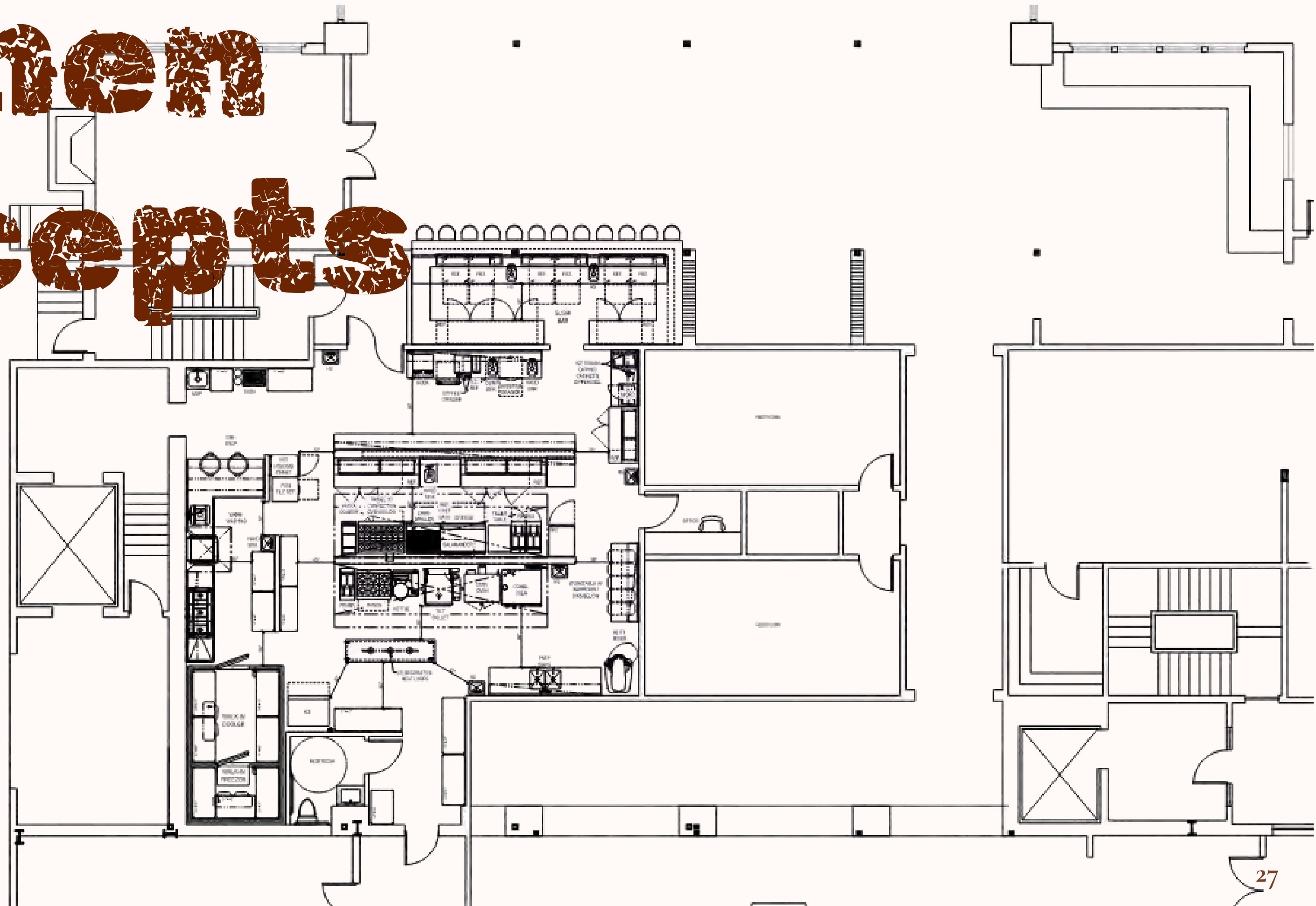


4



# Kitchen

# Concepts





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**Cam Willox**

Project Manager  
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*Thank you!*