



Deal & Associates  
Restaurant Consulting, LLC  
www.chefaarondeal.com  
aaron@cheafaarondeal.com



## HOW WE WORK FOR YOU

In addition to research, design, planning, development, marketing and management we offer labor guidelines, inventory management and cost control worksheets to build a proper working infrastructure that is easily managed. Whether you are in the planning stages of opening a restaurant, or refining an existing model to cater to the ever changing industry, let us build you a competitive proposal that specifically meets your business needs.

## NO COMPROMISES

Our mission is built around our four point evaluation process analyzing the food, service, value & atmosphere. Whether you are the local taqueria or a Michelin starred restaurant, these same elements will define the success or failure of each. We analyze the details of each element within the operation to ensure the company standards are meeting the guests' expectations effectively and consistently.



- Complimentary Consultations
- 20 Years Industry Experience
- James Beard Award Semi Finalist
- Featured on CBS, Food Network  
Southern Living, Restaurants & Institutions  
Nations Restaurant News, Travel+Leisure  
& Many Others

## **How We Can Help**

The restaurant business is a competitive, complex environment that requires many gears all operating together to form a cohesive unit. We truly believe those gears fall into four elements of success: Food, Service, Atmosphere and Value. Whether you are describing the local taqueria or a Michelin starred fine dining restaurant, those same elements will define the success or failure of either concept. We will analyze the details of each element within the operation to ensure the company standards are meeting the guests' expectations effectively and consistently. We offer programs designed specifically for service, bar or kitchen staff that includes training, implementation and follow up of customized procedures. If marketing ideas and conceptual identity are a focus, we provide extensive ideas for local and national public relation strategies.

Our mission is built on one belief. No Compromise. We refuse to compromise the integrity of your business, your quality standards or your guests' experience at any point during the process of improvement or change. We Listen. We work hard to build efficient systems to ensure consistent results behind the bar, in the dining room and the kitchen. We train diligently with staff to convey the importance of communication within the team and to the guest. The "No Compromise" philosophy makes us different in a way that ultimately makes your restaurant different from all of the others struggling to find brand identity, market success and consistent profit.

Your Goals. Per our discussions will receive the attention it needs to operate at its fullest potential. We will offer the perspective of an experienced professional to identify opportunities to better manage costs, increase sales and profitability. We will provide the tools to address these concerns not only immediately, but for long term implementation and future use.

## **What The First Step Will Be**

Communication is the most valuable asset we share at this stage of the process. Knowing more about your challenges now, what goals you have later and how we will work together to accomplish those goals in the future is the basis of our strategy. In order to better prepare for an upcoming visit we request certain pieces of information to help us better prioritize our approach. Let's begin with:

- List of Management Personnel Names s& Titles
- Schedule of Hourly Employees
- Payroll Reports
- Recipes
- Order Guide Documents
- Daily Prep Sheets
- Restaurant Floor Plan

Understand any of these pieces of information will help us determine the best places to start. If you don't have one item on the list, it isn't a problem. We can still form an accurate assessment without them all.

## Next: Onsite Assessment/Visit

Our assessment of any operation begins with observing the many aspects of what bring an establishment together. In addition to infrastructure systems, organization, employees, management team and general maintenance we also factor in our Four Element Analyzation. Our Four Element Analyzation is built around the Food, Value, Service and Atmosphere an establishment offers. Within these four elements lies the key to building, growing and maintaining a successful and profitable establishment.

- Front of the House
  - Service Systems
  - Bar Systems
  - Front Desk Systems
  - Seating Optimization
  - Turnover Time
  - Labor Management
  - Beverage Program
  - Tabletop Features
- Back of the House
  - Product Ordering
  - Prep Scheduling
  - Line Setup
  - Expediting & Execution
  - Inventory Management
  - Cleanliness & Food Safety
  - Productivity
  - Labor Management
  - Food Quality
- Back Office
  - Daily Projection & Performance
  - Cash Control Methods
  - Loss/Waste Prevention
  - Management Team
- Finances
  - P&L Structure
  - Insurance
  - Controllable Costs
  - Embedded Costs
  - Payroll Structure/Costs
  - Banking Charges/Credit Card Processing
- Marketing & Public Relations
  - Sales Strategies
  - Branding
  - Marketing Strategies
  - Social Media Platforms
  - Internal/External Marketing Plans
  - Online Presence/Reviews

The duration of the visit will be set. At which point, upon completion, I will submit a detailed assessment report highlighting the areas that require the most attention to the ones that do not. Once the assessment has been reviewed we will discuss a time to discuss questions and strategies moving forward. In addition to providing you with the tools, systems and documents you may need we offer advisory services for an additional 60 Day period.