



Improved throughput with expanded menu at quick service bakery

CLIENT:

The client for this project was a fast casual concept with a limited menu variety looking to expand “beyond bagels”. They had the potential to be an extraordinary concept for both corporate and franchise development with competitive service times and opportunities to significantly improve food assembly . Significant service deterioration was observed with the newer products with a dramatic difference in service between the breakfast and lunch periods.

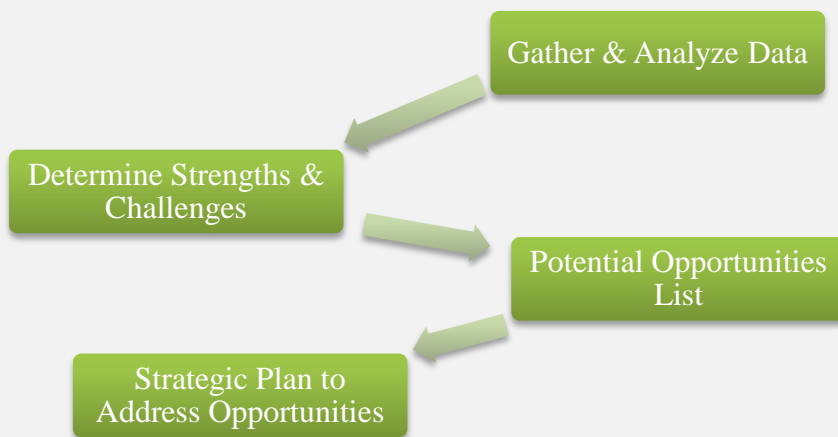
CASE:

FPG was asked to perform an operations review and assessment and identify improvement opportunities for the concept.

OBJECTIVE:

The client’s primary objective was to improve overall performance through driving peak sales and expanding bakery café offerings.

FOCUS:



The review of the operations resulted in the identification of several operations improvement opportunities which became the focus :

- Service System
- Work Station Design
- Cooking and Holding equipment
- Merchandising and Graphics
- Menu Categorization
- Menu Expansion
- Labor Management
- Potential Drive Thru option



RESULTS:

- Improved cooking and holding techniques ✓
- Heightened presence of soups, salads, panini and espresso ✓
- Exceeded all throughput, labor productivity and speed of service targets ✓
- Facility was optimized to a Competitive Footprint ✓
- New Prototype implemented second prototype implementation in the pipeline ✓