

Management by Menu

Final Project

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All Star Fine Dining

Concept Statement:

My concept is for a fine dining restaurant with a booming social media presence where the primary focus is on minimal food wastage and charitability, while offering a delicious menu. We will do this by offering a unique lunch service where we operate similar to a soup kitchen, allowing customers to purchase cheap soups, salads and sandwiches for themselves and being encouraged to spend a little extra to allow us to offer free food to anyone who needs it during the lunch service.

Our restaurant will not have a lot of competition as far as our concept is concerned, however the restaurant will operate as a normal fine dining restaurant during the breakfast and dinner services and will need to stand out for our exceptional food and service on its own at these times to bring in customers. Our unique selling point and mission objective will appeal to social media influencers and raise awareness for the restaurant on its own. We will focus on hiring expertly trained chefs and friendly front of house staff to help us achieve this.

Because our focus is on minimal food wastage and reusing what we don't use for our fine dining experience for our lunch service, we can save a lot of money in this area; unfortunately to bring out the best of our ingredients and make the most out of our reused food we will need experienced chefs and a lot of equipment. The location doesn't need to be in a primary place but does need to be near a mixture of foot traffic; so it will be important to look into an affordable rental rate to lower the startup costs for the business.

Cost Breakdown:

Food Costs = 20%

Rent = 10%

Labor = 20%

Overhead (other than rent) = 20%

Advertising = 5%

Net Profit = 25%

We will also need \$100,000 - \$200,000 in the first year for rental and renovations. If we can keep our advertising and food costs down we will be able to achieve a 25% net profit after the first three years.

Our target market will be anyone that needs a meal for lunch without asking questions. However for dinner and breakfast our primary market will be 25-40 year olds who want to enjoy a fine dining experience while knowing they are eating at a restaurant which has a positive influence in their community; due to the age range the menu cost will have to be reasonable while still covering costs for the appropriate ingredients.

Biography:

Who Am I:

Just a British chef with a passion for great food, good service and charity. From these simple ideals I want to create a restaurant environment that is a positive place for people to eat, where they feel happy that they've experienced a great meal, created by a trained chef and have given back in some small way without even trying. I have always had a passion for good food and good people and want to give back, food is one of the oldest and best ways to brighten people's spirits and be generous.

Our Target Market:

- Anyone who needs a free meal for lunch, regardless of the reason.
- Social media influencers (25-40) Who will help market the business online
- Travellers (all ages) wanting a fine dining experience or a unique experience abroad
- People with disposable income (30+) Who want a fine dining experience
- Customers who want to eat at an ethically positive restaurant
- Locals wanting to give back to the community
- Foodies and people looking to try a new unique restaurant.
- Business dinners for those looking to impress or want a unique dining experience
- People looking to go out for special occasions/celebrations
- Foot traffic

It may not be possible to appeal to all of these segments and the restaurant concept does marginalize the family market; however I think that the large market of over 25's and the broad reach that we can achieve from the positive message that our restaurant sends will allow us to appeal to many of these demographics.

The Decor and Design:

In the restaurant we will need to have a design which can operate as an up market fine dining restaurant in the morning and evening and be able to serve soups/sandwiches and salads during the short lunch window. I envision two separate areas with the fine dining restaurant being separated by a divider or wall from the lunch service space, ideally it would be possible to purchase a small rental very nearby or a food truck to operate this service from. However to keep costs down it would be possible to have a service station partitioned within the restaurant. The main dining area will be set up in a classical fine dining style with white tablecloths, silverware and an open kitchen; we will stick to tables with no booths to maximize space and make sure the two areas don't feel too disparate. The dining room will also need some modern art and fixtures to draw the attention and break up the room, we will use industrial pieces, twisted steel and aged wood to remind people of our roots and who we are trying to help; without being too forward.

The lunch area will be set up in a deli style fashion with a counter offering the day's meals and large steel or wooden tables for people to sit and wait or eat at.

Background of the chef, Historical significance of the restaurant:

As mentioned above I have always wanted to give back. Vancouver and the west coast of America has an incredibly high population of homeless citizens; these unfortunate people survive on very little and a warm meal and a kind smile can go a very long way to getting them back on track. Vancouver actually has a history of homelessness; being the home of the original 'skid row.' so it would be a very appropriate place to open a charitable restaurant of this nature.

I think a lot of people want to give back but don't appear to have the time, money or dedication to do anything about it. In this restaurant I see a space where these people can come and fulfill their moral obligation, however small; and I can use their patronage and our teams experience to offer free food for people who need it every single day. A restaurant like this may not have any historical significance but it builds it over time by being an important cornerstone of the community and having regular customers who rely on the lunchtime service and give the restaurant its history and story every single day when they arrive. Over time a business like this can become as important to the local residents as a post office, thrift store or bank; offering what is seen as a vital service to the area. While still being a fine dining restaurant that gives the community a nice and well recognised place to eat out.

Style of Service:

The evening service will be a classic fine dining style service with our waiting staff being dressed appropriately in dark suits or dresses. I will encourage our waiting staff to be familiar and friendly with the guests and talk a little about our restaurant and the service we offer. Great waiting staff makes a huge difference and training them in the appropriate way to address the customers, read their moods and react appropriately will be an essential part of our style of service.

During the day it will be much more of a deli style service, with people paying at a counter for their (and others) meals and taking a ticket, waiting for service from the counter. The shared seating, short lunch window, and ticket style service will encourage people to be familiar with each other and create a great community atmosphere for the restaurant which we will carry over into our evening service. The servers will be dressed in their regular clothes to give an air of relaxation at this time.

Total Seating capacity:

The restaurant itself will aim to seat 75-100 people with two seatings for breakfast and dinner. The lunch will be served from a service station in a take-out style manner with bench or shared seating available for 20-40 people so that there is enough room for people to eat inside somewhere warm if they need to or wait for their order.

Our Operations and Quality of Service:

Quality of food:

The business idea focuses primarily around the fine dining restaurant so the food will have to be of high quality at all times. I have increased the expected budget for the labour costs because of this; we will need trained chefs who are capable of producing fine dining style dishes, who are also invested in minimizing food waste and in our mission statement. The ingredients will all be fresh and as local as possible, especially common ingredients such as dairy, eggs and basic vegetables. In this way we will also be supporting our local community by supporting local businesses, the relationship we have our suppliers will also give us a unique knowledge of our products and the supply chain and quality.

The lunchtime service will not be using 'leftovers.' but instead we will be utilizing as much as we can from what would usually be considered food wastage in a professional kitchen. This could be vegetables used in our dishes which were not presentable but are still perfectly useable in a sauce or soup; or it could be the trimmings of meat or fish which has been repurposed into fish cakes or beef pies. Because of the aforementioned skill of our chefs the food that we are producing for lunch will be above average quality soups, salads, hand-pies, and much more!

Quality of Service:

Our service will be slightly different because it will be one of an intricate nature; fine dining restaurants should properly train their staff in how to properly be able to satisfy all of the customers needs while building a friendly rapport and familiarity. Some things minor details we will focus on which go a long way:

- Remembering the names of locals and regulars.
- Giving the appropriate time to have a short and genuine 'pow wow' with the customers
- To be able to assess to mood of the customer and tailor the experience to them.

By offering a tailored service with a friendly smile we will make each individual customer feel at home in the restaurant and feel like they are more than just a cheque but instead a friendly face. We want to maintain a fine dining restaurant with a bistro type atmosphere of a local eatery, we will do this by hiring outside help or headhunting the proper maitre-de to train our front of house staff during the first year.

Description of the restaurants style of food:

The restaurant will be offering a seasonal fine dining menu; the items will have many elements in common so we can maximize our output for the following days lunch. The menu will be a set menu which changes daily and alternates seasonally with the local farms and the produce that they harvest. The lunchtime menu will rotate with the dinner and breakfast menus.

Check average for breakfast, lunch and dinner:

We will be offering a fairly priced option compared to our competitors for breakfast and dinner, while being more expensive than a regular diner or evening dinner venue. For lunch we will have a cheap one cost option, with the option to 'pay it forward.' and buy a ticket which we will keep for someone to have a free meal.

-Breakfast \$30 - \$40

-Lunch \$5

-Dinner \$100 - \$150

Days and hours of operation for each service

The restaurant will operate the following hours:

Monday - Lunch Only 12-2

Tuesday to Thursday: Breakfast: 7am-11am

Lunch: 1pm-2pm

Dinner:

6pm-10pm

Friday to Sunday: Breakfast: 7am-11am

Lunch: 1pm-2pm

Dinner: 6pm-10pm

Brandings (logos used)

Most of our branding will come from our online and social media presence; it will be important to have a recognisable front of shop so that any pictures taken from outside will instantly be obvious as our location. A simple and classic butcher style hanging sign with large recognisable lettering will be important also. We want our logo to say fancy and familiar; like a British pub style logo and branding, which also ties into my roots.

Methods of Payment

A modern day restaurant needs to be able to take all methods of payment and all major credit and debit cards, so before we start the operation we will have full access to all of the following payment methods.

Credit card.

Debit card. (chip & pin)

Apple pay

Cryptocurrencies if stable.

Cash.

Cheque.

Tickets for free lunch.

All-Star Dining

Breakfast

Small bites:

\$8

Scotch eggs with homemade pork sausage filling and pickle relish

\$10

Shirred eggs with crispy fried pork belly, gruyere cheese and cherry tomatoes

Breakfast Plates:

\$22 (Nice to share)

All-Star Quiche lorraine with locally sourced ham, gruyere and caramelized onions

\$18

Homemade potato hash and fresh hollandaise served on crispy pork belly

Sweet Treats:

\$12.50

Cinnamon French Brioche with seasonal local fruits and house made preserves.

\$10

Crunchy All-Star Granola served with whipped cream and seasonal berries.

Special Cocktails:

\$9 Mimosa with fresh fruit

All-Star Dining

Lunch

All items:

\$5

*Please do us a kindness and help us support
Our local community by paying it forward
So that we can serve a free meal to anybody that needs it
(All tips will be donated.)*

Swiss cheese and Ham sandwich with homemade chips

Smoked Tomato Soup with Garlic Brioche Bread

Pork, Apple and Cider pasty

All items are served with a bottle of water

And today:

An All-Star Granola Bar

All-Star Dining

Starters:

\$16

Red Lentil Soup with Walla Walla Onion Marmalade

\$20

Oysters with Roasted Mushroom Mignonette

\$25

Ahi Tuna and Vegetable Salad with Sherry Vinaigrette

Mains:

\$25

*Pan Roasted chicken Breast with haricots verts, caramelized onions,
Sweet potato fritters, and Sweet Tea Lemon Jus*

\$30

Cuban Braised pork shoulder with Mango and Jalapeno Mojo

\$55

Slow cooked braised Veal cheeks with Sauteed radishes and Poached Leeks

Desserts:

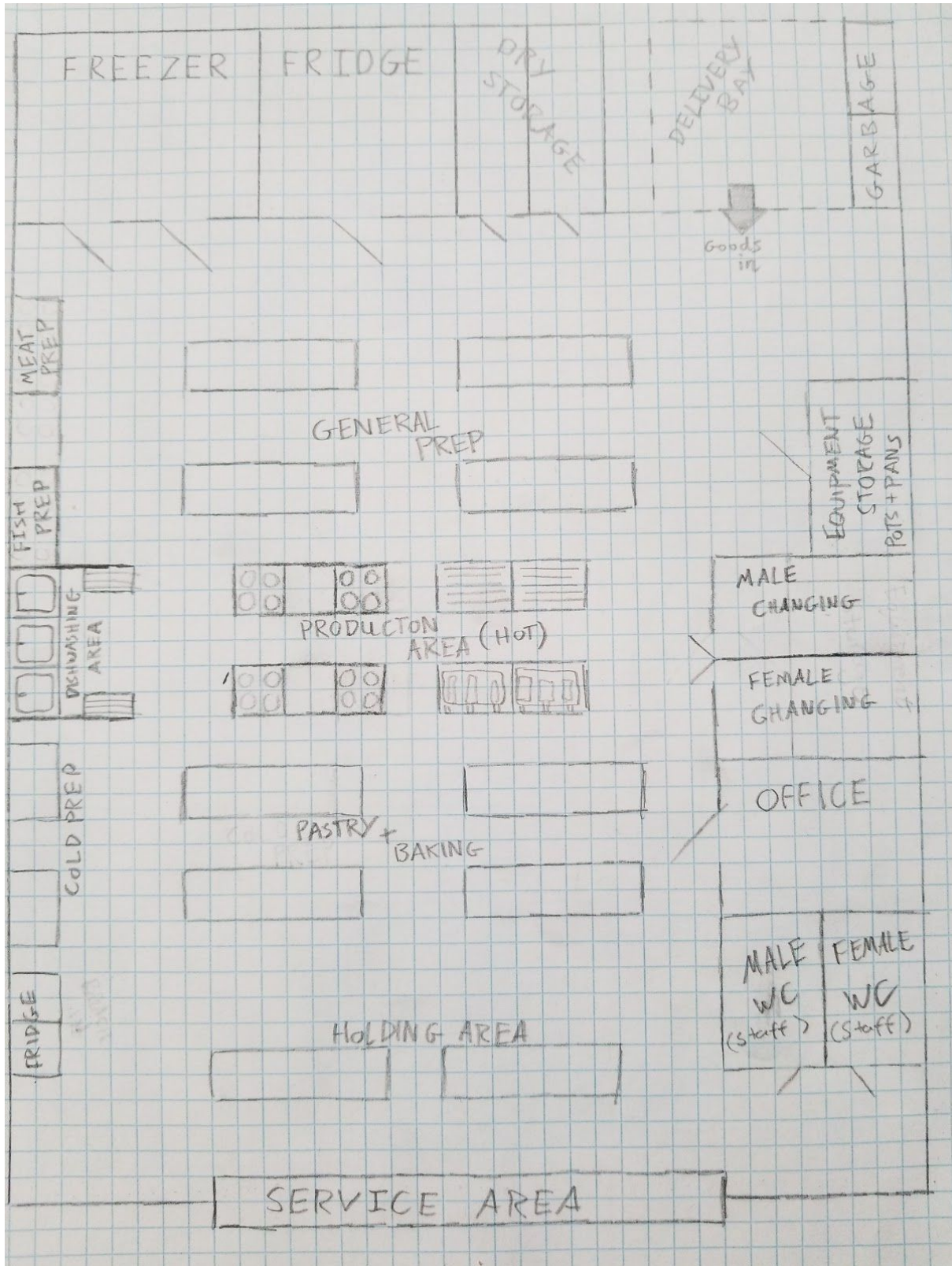
\$18

Fresh Fruit Clafoutis with Liquor infused whipped cream

\$50 (good for a table of 5)

Baked Alaska and Fresh fruit with Whipped cream

Restaurant Design and Layout



Assuming that the kitchen needs approximately 11 feet per dining seat for kitchen space, the all-star restaurant with a large capacity of up to 75 people would need a kitchen area of at least 750-1000 square feet and a large kitchen staff if the dining area were full and seating multiple sittings each evening

Calculate the size of each area by ft:

Receiving - 120ft²

Refrigeration - 128ft²

Freezer - 160ft²

Meat Prep - 128ft²

Veg and Salad Prep - 112ft²

Production Cooking - 112ft²

Dish/pot Washing - 60ft²

Storage - 152ft²

Bakery - 112ft²

Office - 96ft²

Serving Line - 80ft²

Washrooms + Changing rooms - 224ft²

Equipment list

Cooking Equipment

4 - Oven + Range

1 - Grill

1 - Deep-fryer

3 - Reach-in cooler

1 - Walk-in cooler

1 - Freezer (either a chest, upright, or walk-in)

10 - Sauté pans

4 - Stock/soup pots

10 - Saucepans

20 - Baking sheets

2 - Pizza screens

8 - Baking pans

8 - Tongs

8 - Spatulas

15 - Ladles

10 - Chef's knives

4 - Whisks

10 - Mixing bowls

Serving Equipment

75 - Entrée plates

50 - Pasta bowls

75 - Appetizer plates

75 - Salad plates

75 - Dessert plates

25 - Metal or plastic shelves for walk-in cooler

Sanitation Equipment

2 - Mop buckets and mops

4 - Brooms and dustpans

40 - Cleaning rags (rotated weekly by washing company.)

5 - Cleaning buckets (specifically labeled for cleaning products)

6 - Hand soap/sanitizer dispenser

4 - Fire extinguisher