

Kitchen Reengineering For Labor Optimization

The Synergy process of developing a comprehensive plan to reengineer the kitchens of existing brands into optimized kitchens of the future.



SYNERGY RESTAURANT CONSULTANTS

The Restaurants: T.G.I. Fridays, California Pizza Kitchen, and Pollo-Campero

T.G.I. Friday's, California Pizza Kitchen, and Pollo-Campero are very different brands, but each contacted Synergy Consultants with a common request. All three brands wanted us to help develop a compelling new restaurant kitchen design that was fully optimized and would re-establish their brand's position with innovative foods and beverages, improved guest experience, reduced labor costs, and an updated restaurant design strategy to meet the needs of the evolving guest.

The Synergy Process – The Steps to Labor Optimization

With leading restaurant experts at our helm and nearly 30 years of experience, the Synergy Consulting team quickly assembled a plan that would effectively address the goals and objectives of the Synergy Restaurant Consultant clients.

Development Phase

- Initial visits to local restaurant locations
- Four unit operations assessment conducted to complete:
 - Time-motion analysis of menu
 - Productivity assessment
 - AVT Labor Assessment (actual verses theoretical)
 - BOH & FOH and Bar operations assessment
 - Throughput and ticket time assessment
 - Equipment performance review
 - Food quality review and plate presentation assessment
 - Plate enhancements
 - Equipment testing and validation
- Current menu ingredients prepared on existing and proposed equipment and tested multiple times to determine performance variance
- Taste, cook times, holding capabilities and yields compared against current equipment
- Analysis of current industry food trends
- Extrapolation of data and findings to reflect projected higher volumes

Implementation Phase

- Improved operating systems
- Optimized kitchen and bar design with complete MEP drawings
- Improved cooks' line and operational efficiencies
- Enhanced equipment efficiency and kitchen throughput
- Incorporated energy efficiencies into design
- Hand-on training and updated BOH documentation
- Balanced station workloads
- Implemented open kitchen to create "halo" of fresh, prepared-to-order quality
- Designed forward facing, open kitchen for cooks' theater
- Elevated bar design to drive beverage innovation and engage guests
- Migration strategy for older units with limited budgets and varying space constraints

Case Study: Success

Part of the strategy was to continue each client's brand essence and spirit while updating each with new freshness cues and an open-plan kitchen to support each brand's unique experience. In order to accomplish this task, Synergy completed a fast-track time-motion study to thoroughly evaluate labor costs for each dish and to optimize staffing levels for BOH operations. Synergy timed prep motions and mapped the labor and equipment performance requirements for different meal times and sales volumes. These changes reduced kitchen labor requirements by hundreds of hours year over year in the optimized locations. Additionally, Synergy tested new equipment to introduce further labor efficiencies and to improve execution and ticket times, reducing energy costs upwards of 25 percent. Synergy designed kitchens for each brand around these efficiencies, which were implemented to great success.

SYNERGY RESTAURANT CONSULTANTS

synergyrestaurantconsultants.com

888.861.9212