

# Euro Café Improves Food Quality & Sales

Case Study



CHAIN ASSOCIATES

# The Situation

## Euro Café Improves Food Quality, Sales, and Bottom Line



A popular, independent owned café reacts quickly to online, negative reviews with an initiative to improve food quality and menu variety.

- ▶ Menu items are creative, but lack popular appeal.
- ▶ Menu variety an odd mix of trendy euro-style and coffee shop classics.
- ▶ No recipes. No item costing. No controls.
- ▶ Culinary staff poorly managed, but talented.

# The Actions

## Euro Café Improves Food Quality, Sales, and Bottom Line

CA consultants conducted sensory tests on every menu item, evaluated preparation techniques, and inspected ingredient usage.



- ▶ Sensory tests included taste and texture reviews.
- ▶ Item quality compared to area competitors.
- ▶ General appeal assessed for each item.
- ▶ Menu category evaluated for quality, variety, price.
- ▶ Daypart variety analyzed.

# The Results

## Euro Café Improves Food Quality, Sales, and Bottom Line

The items from each menu category were sorted into 3 groups: very good, average, and poor quality.



- ▶ Very good items developed into signature items.
- ▶ Average quality items refined, as needed.
- ▶ Poor quality items were revised or replaced.
- ▶ Plating and presentation stylized to update look.
- ▶ Recipes adjusted to keep food costs in line with goals.

Contact: [info@chainassociates.com](mailto:info@chainassociates.com)

CHAIN ASSOCIATES