# Objectives

## **6 Key Objectives**

- Understanding Members' needs
- Attractive, affordable menu, quality
- Maintain healthy profit margins
- Staff training, delivery
- Build the right kitchen team
- Financial independence from gaming



# Goodbye Internal Catering - Hello New Kitchen!





# Strategic Shift



Focus on balance
Great food & great service



Chef + FOH Manager
Essential partnership



Wrong person Food cost 67%



Right people
Right seats on the bus.
Food costs are now at 32%



### **Benefits to our Members'**

- Higher Service levels by delivering directly to tables
- Meaningful, member to staff engagement
- Upselling opportunities generating extra revenue
- Faster service staff can ensure tables are attended to promptly during the dining experience
- Meals are delivered hot and in a timely manner

Higher labour costs offset by increased beverage sales





# profitable - Protect your margin at all times!

## **Key Points**

- Monitor food costs daily
- Engineer menu around high margin items
- Build strong supplier relationships
- Set & hit realistic food budgets

The Richmond Club's food budget for this year is set at 35%



The Richmond Club

# Settling-in Period

- Assess kitchen environment
- Determine suitability of equipment and layout
- Observe the staff and internal processes
- Assess staff strengths skills levels, sections they succeed at, and staff culture

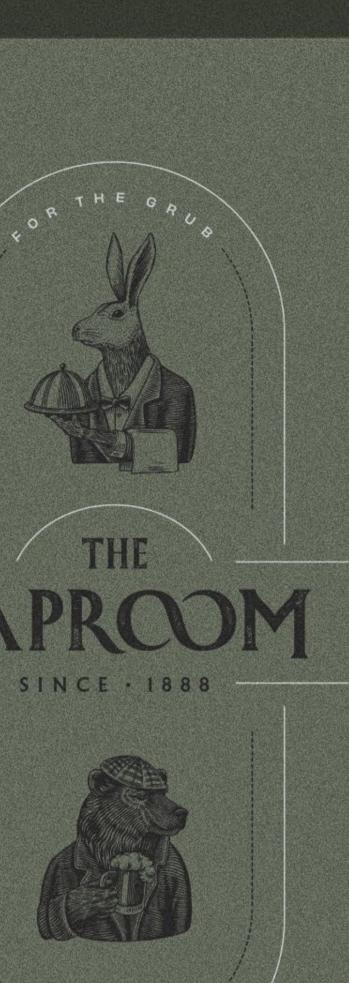


# Food Offerings

## Analyse the customers purchasing behavior

- Best sellers
- Popular menu items
- Understanding the customers demographic
- How much they are wanting to spend
- Listening to customer's feedback

Dictates style of food & pricing



THE BOROUGH

#### READS

#### RLIC BREAD

sted herb focaccia topped with a roast garlic yme butter | \$9.50

#### **EESY GARLIC BREAD**

e cheeses added to our garlic focaccia | \$10.50

#### TBREAD

pesto, mozzarella & parmesan | \$11.50

### LL DAY MENU

#### RTUGUESE CHICKEN

grilled chicken breast in our homemade Portuguese marinade, served celeriac & cauliflower puree, charred corn ribs & finished with a ne & roast pepper coulis | \$31

#### GIE POKE BOWL

take on the Hawaiian classic dish, filled with seasonal salad goodies, med rice, pickled veggies, polenta croutons & drizzled with our n sesame aioli | \$25 G/F Vegan

Cajun chicken | \$7 Smoked salmon | \$9

#### RK FILLET G/F

oped in streaky bacon, oven baked & served on roast pumpkin, swiss chard n-dried tomato crush, finished with apple whiskey butter sauce | \$30

#### CAESAR SALAD G/F

Crisp cos lettuce, maple bacon, G/F garlic croutons & shaved parmesan, finished with our home-made Caesar dressing & topped with a poached free-range egg | \$20 G/F

Add Tuscan chicken | \$27 G/F Crumbed prawns | \$28



#### BEEF SALAD D/F G/F

ed sirloin steak, marinated & grilled to medium rare, s nspired green salad & our own sesame dressing | \$29

#### **NTAIN RIVER VENISON G/F**

n of Denver leg fillets marinated in our Richmond Club lled to medium rare, served with creamy potato bake, lini & sour cherry red wine jus | \$33

e blackboard for today's choice, with seasonal steamed vegetables & house gravy | POA

#### **AIIAN BEEF BURGER**

chargrilled Angus beef patty, chargrilled pineapple s cheddar, onion rings, McClure's pickles, our own bac & tomato served in a sesame bun & fries | \$22.50

#### SERS & MASH G/F

apple cider sausage, creamy mustard mash, onions, d green peas & house gravy | \$23

day's specials for curry of the day | \$24

#### **HERN FRIED CHICKEN BURGER**

#### FISH OF THE DAY G/F

Today's catch, topped with a lemon & dill crust, oven baked to warm potato & toasted almond salad, drizzled with lime holla



#### ST OF THE DAY G/F

#### MOND CURRY G/F

.nilk fried chicken breast, Swiss cheese, bacon, salad g smoky aioli, sesame bun, served with fries | \$22.50

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# Menu Design

- Design for consistency can the menu be **prepared** and **serviced** at the same standard, busy or quiet?
- Keep cook time under 15 minutes
- Plan the menu around the equipment you have set up
- Don't overcomplicate good honest food
- Two key menu changes per year Winter & Summer

### Don't be afraid

- Run popular items for more than one season if seasonally friendly
- Don't be afraid to change a popular dish Regular customers get bored, staff get stale
- Club staples stay 'Roast is life!' but don't fear change

# Inspiration

### Do your homework

- Explore top overseas restaurants, read menus, doom-scroll social media
- Involve the team
- Ignore the competition Don't copy other clubs, we create our own identity

# Smart composition & Ingredients

### Design each dish with soft rule

- 3 components Protein Starch Veg + Sauce
- Opportunity for upsell
- Keep components simple, not complicated
- Make it Gluten-free anyway!
- Cross utilization of product





The Richmond Club

## Food cost

### Supply

- Plan for seasonality & product availability
- Price forecast with your reps
- Focus on high volume products to secure best price
- NZ products better quality
- Cut down on convenience products
- Make it on site

### **Costing your Menu**

- Know your price ceiling
- Allow 10% buffer for wastage
- Top sellers must be forecasted below target food cost
- Portion control = consistency + cost savings

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# Function Catering

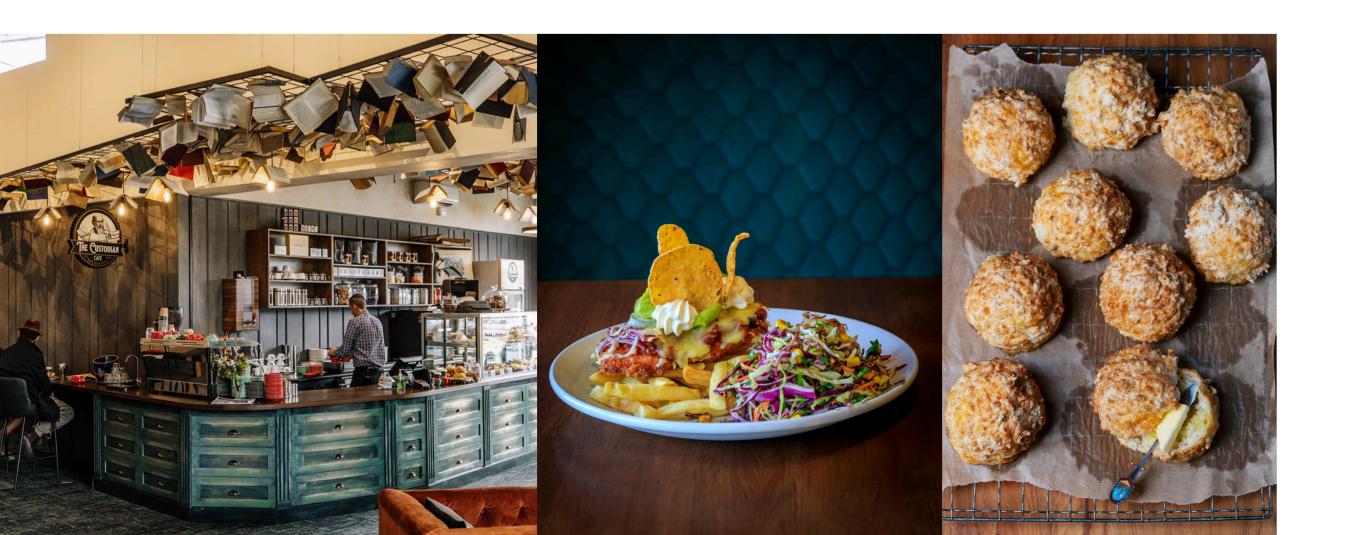
- Keep it simple and tasty
- Design your menu according to your clientele and target market
- Be conscious of labour component
- Compact menu less stock, less stress
- Dairy-free & gluten-free options always available
- Use existing menu items for buffets
- Buffet formula 100 grams + 10%
- Coordination is everything the more information the better.



# How We Promote & Protect Value

- Investing in a food stylist & professional photography to make dishes shine across social media and internal marketing channels.
- Presentation matters, people eat with their eyes.
- Once you've caught their eye, your reputation does the rest.
- Running food promotions once a week. As a members-only perk,
   not to drive volume We're already busy.

Tuesday \$15 Burger Night







# Discounting Products

### Remember protect your margins

- Too many promotions can hurt your brand and your margins.
- Discounts aren't sustainable long term.
- Excessive discounting lowers perceived quality of your food.
- It can damage your Club's reputation.

## Instead of discounting your food, focus on adding value

- Offer a drink pairing with select mains
- Include a complimentary dessert with specific dishes
- Reward members with loyalty points on food purchases
- Create bundled meal deals for better perceived value
- Run a two-week promotion.

Buy a featured main and go into the draw to win a \$500 New World Hamper

# Growth Figures

- Total food annual revenue \$2,500.000
- Landed food cost was 32%
- 2021-2022 increase of \$588,065
- 2023-2024 increase of \$474,189
- 2024-2025 increase of \$100,000

## Get your food & margins right, the results will show

- Growth in membership
- Membership experience improves
- Positive word of month
- Repeat customers
- Stronger community enhancement
- Diverse your income streams
- Improve revenue



