



# FOOD & BEVERAGE CONSULTING KRA'S

---

Timothy J. Grossman, CCM

[www.grossmanhospitalitysolutions.com](http://www.grossmanhospitalitysolutions.com)

---

We optimize factors that affect food and beverage quality, consistency, cost, and service flow. The objective is to enhance creativity and operational efficiency while aligning culinary artistry with profitability and brand integrity.

## **1.Operational and Menu Assessment**

- Culinary audit. Evaluate kitchen and bar operations — workflow, staffing, prep processes, recipe execution, and sanitation practices.
- Menu review. Assess menu balance, pricing, contribution margin, ingredient sourcing, and alignment with the brand's concept.
- Beverage program evaluation. Examine wine, beer, and cocktail lists for diversity, profitability, and consistency of preparation.
- Supply chain analysis. Review vendor relationships, delivery schedules, and product quality.
- Cost control review. Audit waste levels, portion control, inventory accuracy, and food-and-beverage cost percentages.

This phase establishes current performance and highlights immediate opportunities and underlying inefficiencies.

## **2.Concept and Menu Engineering**

- Menu redevelopment. Simplify or modernize offerings based on profitability, preparation complexity, and guest appeal.
- Recipe standardization. Document detailed recipes, including portion sizes, plating guides, and costing sheets, to ensure uniform execution.
- Cross-utilization planning. Maximize ingredient overlap between dishes to reduce waste and storage pressure.
- Beverage alignment. Curate complementary pairings between the kitchen and bar to enhance guest experience and sales.
- Menu design optimization. Apply food psychology and layout strategies to visually highlight top-margin items.

Effective menu engineering can increase profit margins by 5 to 10 percent without raising prices.

### **3.Process and Workflow Optimization**

- Kitchen layout and line efficiency. Redesign prep stations and service sequences to improve flow and reduce ticket times.
- Bar workflow improvement. Reorganize bar setups to improve speed and consistency during high-volume service.
- SOP development. Establish clear procedures for ordering, prep, cooking, plating, service, and cleaning.
- Procurement and inventory systems. Implement digital tools for purchase forecasting, vendor tracking, and automated costing.
- Waste management protocols. Introduce smart portioning, production forecasting, and waste tracking systems.

### **4.Staff Training and Capability Building**

- Culinary and bar skills training. Conduct workshops on techniques, mise en place organization, garnishing, and beverage preparation standards.
- Leadership coaching. Strengthen the role of the executive chef, bar manager, or F&B director as operational leaders.
- Team coordination training. Improve communication between the back and front of house to align service timing and guest experience.
- Safety and compliance. Reinforce knowledge of HACCP, allergen protocols, and alcohol service regulations.

A strong focus on training ensures improvements are sustained beyond consulting engagement.

### **5.Quality and Consistency Systems**

- Implement quality control checklists. Standardize expectations for taste, temperature, and presentation during every shift.
- Daily tasting and pre-shift briefings. Institutionalize operational discipline around menu standards and service communication.
- Supplier quality verification. Audit ingredient sources regularly to maintain consistency and freshness.
- Calibration and testing procedures. Ensure equipment (ovens, refrigeration, draft systems) is regularly inspected and standardized.

### **6.Cost Optimization and Financial Tracking**

- Detailed recipe costing tools. Link product pricing and cost of goods in real time.
- Yield management. Audit portion sizes, cutting techniques, and prep yields to identify and eliminate excess cost.
- Sales mix analysis. Compare popularity vs. profitability to inform future menu changes.
- Bar margin improvement. Refine pour levels, batch recipes, and drink pricing to maximize beverage profit.

## **7. Continuous Improvement and Innovation**

- Seasonal refresh programs. Schedule quarterly or biannual menu updates based on seasonality and sales data.
- Trend alignment. Introduce emerging concepts such as zero-waste cocktails, plant-based dishes, or hyper-local sourcing.
- Performance monitoring. Establish monthly reviews with KPIs covering cost control, waste reduction, and guest satisfaction.
- Creative collaboration. Encourage culinary and bar teams to co-create signature experiences that keep the menu evolving.

### Typical Consulting Deliverables

- Culinary and beverage operational audit report
- Menu engineering and costing system
- Standardized recipe & plating manual
- Procurement and vendor management plan
- SOP and training framework
- Quality and performance dashboards