



TPC FOODSERVICE 2018 SHOW

**Educational
Seminars Monday
February 12th**

TEN STEPS TO DEFINE AND CONTROL FOOD COSTS 12:00 pm Cypress Room



Restaurant margins are notoriously slim, so defining and controlling food cost is a do or die situation. Learning how to define and control food cost will make your restaurant more profitable and make your life less stressful. This seminar provides ten steps to guide you to define target food costs, price your menu and control costs and increase the profitability of your restaurant.

- Standardize food costs and define your target food cost
- Price your menu and measure food cost on a regular basis
- Establish an effective inventory and ordering system
- Track waste and establish a cost control reporting system

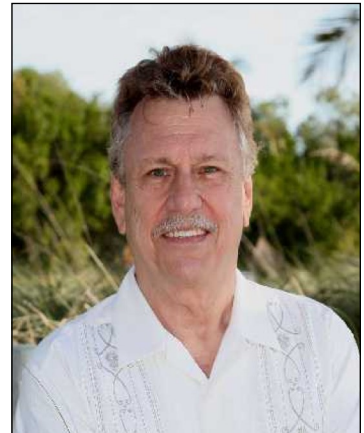
RCI RESTAURANT CONSULTANTS FOODSERVICE SEMINARS

MEASURING AND MANAGING CUSTOMER SATISFACTION 2:00 PM Cypress Room



As we all know, in the restaurant business customer satisfaction and repeat business are the keys to operating a successful and profitable restaurant. If customers are not satisfied they simply won't return and they won't recommend your restaurant to their friends. If you want to find out if your customers are satisfied, the best way to find out is to ask them about their experience at your restaurant and then take action to improve deficiencies in the customer experience - service and food products.

- Create a plan to implement and manage customer satisfaction
- Define the optimal customer experience
- Establishing a satisfaction survey program
- Take action to improve your customers' experience



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Attendees are invited to sign up for **RCI's Seminar TakeAway Package** that includes practical advice and instruction to improve their operation Takeaway package includes articles, operating forms and a PowerPoint