



CASE STUDY

Not Your Average Joe's Cuts Costs with Enterprise Solution

Not Your Average Joe's, an award-winning chain offering creative and casual cuisine prepared from scratch, is poised for growth. Back in 1994, Steve Silverstein set out to create a concept different from the same old run-of-the-mill restaurant. He was determined to create a unique restaurant that had great food at a great price. Not Your Average Joe's currently operates 15 restaurants on the east coast, and is ambitiously looking into further expansion.

The Challenge – Limited Visibility

Back in 2005, Not Your Average Joe's recognized that they were unequipped for the company's planned growth. "The infrastructure and processes in place to operate the business were decentralized. Critical data such as inventory levels, product waste, inventory variances and consumption forecasts were not available in a timely manner. At the time, our food costs were relatively high, ranging from 30% to 32%" said Kristin Struck, Food & Beverage Director at Not Your Average Joe's. "We needed to improve business processes and unite our brand under one common operating platform."



The Selection – No Compromise

Not Your Average Joe's selected CrunchTime!'s solution based on their proven track record of success, robust enterprise functionality, full integration to all external systems (POS, Accounting, etc) and the industry's most powerful Actual vs. Theoretical Food Cost reporting. Not Your Average Joe's also realized great benefits of CrunchTime!'s web-based solution. Its Software as a Service (SaaS) model enabled NYAJ to leverage their modest IT resources and take advantage of the world-class infrastructure provided by CrunchTime!. The solution is ideal for easy roll-outs and instant upgrades, while eliminating many of the moving parts that can frustrate enterprise rollouts of this magnitude.

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With this powerful toolset in place, Not Your Average Joe's began rolling out CrunchTime!'s solution across all locations. The team was determined to enhance their current processes and create the framework for explosive growth.

Big Variances, Big Results

Within 3 months of deploying the solution across their business, the results were clear. The implementation of CrunchTime! allowed Not Your Average Joe's to identify their true theoretical costs and focus on the top variances for specific products. "Prior to using CrunchTime!, operators were constantly asked to 'lower food costs' – a very difficult task without the right information. Today, operators have an actionable and changing list of the top 10 inventory items to attack. Pinpointing problem areas has highlighted tremendous cost savings opportunities for us" added Struck. Not Your Average Joe's is now able to predict the theoretical costs for a future six-month menu cycle. With this data in-hand, they can tweak their menu before it is printed in order to achieve their profit margin goals. A menu is not approved until it meets a target theoretical food cost. With CrunchTime!'s recipe system and menu mix reporting, food cost variances have remained within forecast in each of the past two years.

Since implementing CrunchTime!, Not Your Average Joe's has lowered food costs on a quarterly basis. Before the implementation, food costs were running between 30%-32%, and today have been successfully reduced to a consistent 27.5%. With food costs under control, they are now able to focus on other areas of the business.

Vendor Management – Big Savings

Prior to implementing CrunchTime!, Not Your Average Joe's struggled to manage all their vendor activities. The ordering and receiving process was labor intensive and prone to mistakes. Monitoring contract compliance with hundreds of products and dozens of vendors was virtually impossible. With the implementation of CrunchTime!, the process is now fully automated and streamlined. "This transformation has allowed Not Your Average Joe's to save hundreds of thousands of dollars annually. In 2008 alone, the system automatically caught and recovered almost \$100,000 in vendor overcharges and \$890,000 in under-delivered product charges. Knowing our supply chain is under control has really made a huge difference for us" said Struck.

Since the implementation of CrunchTime!, Not Your Average Joe's has experienced a transformation in its organization. "Actionable information gets to the right people, at the right time, allowing us to be more precise in our forecasts, more strategic and more proactive in the decisions we make. CrunchTime! is helping us drive more profits to our bottom line!" concluded Struck.