

Alamo Drafthouse Cinema Digitizes Operations and Reclaims Thousands of Hours with Crunchtime

Alamo Drafthouse Cinema has grown from a single-screen theater into a 40+ location premium dine-in brand known for combining film, food, and hospitality. As the business expanded, managing inventory, labor, and complex menus across diverse locations became increasingly difficult. By implementing Crunchtime, Alamo Drafthouse digitized its inventory and labor operations, replacing manual spreadsheets with real-time visibility into costs, scheduling, and performance. The transformation streamlined day-to-day operations, reduced administrative work, and gave managers more time to focus on delivering an exceptional guest experience.



40+
Dining Locations



Theater/
Entertainment



U.S.



Crunchtime
• Inventory
• Labor
• Insights



Millions
saved annually
with Crunchtime

35 spreadsheets
replaced with
centralized reporting

80% reduction
in inventory
count time

Challenge

Administrative Inefficiencies Across a Complex Ecosystem

Operating premium dine-in theaters is extremely complex, as every location balances multiple auditoriums, chef-driven menus, varying service models, and fluctuating guest demand while maintaining a consistent experience across the brand. As Alamo Drafthouse expanded nationally, these operational demands made inventory management, labor planning, and performance reporting increasingly difficult to manage through manual processes.

The operations team relied on dozens of spreadsheets to track inventory, labor, and cost data across locations. Managers spent valuable time on back-office administrative work instead of supporting theater operations, while the lack of real-time visibility made it difficult to identify labor inefficiencies, understand inventory waste, and make proactive business decisions. As Dennis Ogaard, Senior Manager of Operations Services, explained, **"Alamo Drafthouse Cinema is by far the most complex organization I've ever worked for, with locations ranging wildly in size and structure,"** making it especially difficult to understand the labor each unique theater required.

Solution

Optimizing Inventory, Labor, and Insights Across All Locations

Alamo Drafthouse replaced disconnected spreadsheets with Crunchtime solutions for inventory, labor, and operational reporting, improving visibility across every theater. The implementation digitized 112 unique menus, established theoretical food costs, and standardized inventory management across its diverse locations. Mobile inventory counts and invoice reconciliation also enabled managers to complete key tasks directly from the floor.

Labor management became far more precise, helping Alamo Drafthouse better align staffing with the unique demands of each theater. Dennis shared, **“At Alamo Drafthouse Cinema, our labor model is highly complex and varies significantly by location. With Crunchtime, we accurately staff our kitchens and forecast prep needs based on changing movie schedules.”** Because labor needs shift based on movie schedules, theater size, and guest volume, the company implemented demand-based scheduling and labor templates tailored to each location. In high-capacity theaters, hundreds of food orders can hit the kitchen within a 30-minute window. To handle the volume, Dennis noted, **“With Crunchtime Labor’s templates, we stay prepared and execute with confidence.”**

Crunchtime Insights gave managers and corporate leaders greater visibility into labor performance, food costs, waste, and operational trends through real-time reporting, enabling Alamo Drafthouse to make faster, more informed decisions across its growing operation.

Key components of the implementation included:

- Digitizing 112 menus to establish theoretical food costs across every location
- Replacing 35 manual spreadsheets with centralized, real-time operational reporting
- Implementing demand-based labor scheduling tailored to each theater’s guest volume
- Enabling mobile inventory counts and invoice reconciliation directly from the floor
- Providing real-time visibility into food costs, labor, waste, and operational performance

“What used to take three or four managers 10 hours now can be completed by two managers in two hours with Crunchtime Inventory.”



Dennis Ogaard
Senior Manager of Operations Services
Alamo Drafthouse Cinema



Results

Driving Operational Efficiency, Waste Reduction, and Workforce Reinvestment

Crunchtime gave Alamo Drafthouse the visibility needed to turn operational data into measurable business results. By replacing 35 manual spreadsheets with Crunchtime, the company improved labor planning across its highly variable theater operations and identified thousands of hours of labor optimization opportunities each month. Demand-based scheduling and greater visibility into staffing needs helped Alamo Drafthouse operate more efficiently, contributing to millions of dollars in annual savings through Crunchtime Inventory and Labor.

Inventory operations also became faster and more data-driven. By digitizing 112 unique menus and establishing theoretical food costs across locations, Alamo Drafthouse gained greater control over inventory and cost management. Managers reduced inventory count time by 80%, reclaiming valuable hours for theater operations. As Dennis explained, **“What used to take three or four managers 10 hours now can be completed by two managers in two hours with Crunchtime Inventory,”** helping teams streamline processes while maintaining greater visibility into costs.

The company also gained deeper insight into the drivers of food waste, allowing teams to make more targeted decisions that impact the bottom line. **“Crunchtime Inventory enabled us to see that our top 10 products contribute to 60% of our waste,”** said Dennis. **“By focusing on those, we can make a significant impact on our cost of goods.”**

Rather than directing every labor-savings dollar to the bottom line, Alamo Drafthouse reinvested a portion of it in its workforce. As Dennis noted, **“We’re realizing significant labor efficiencies each month with Crunchtime, and not all of that goes straight to the bottom line because we reinvest in our people.”** That investment has supported substantial wage increases and expanded benefits, including access to insurance for part-time team members.

With Crunchtime, Alamo Drafthouse has built the operational foundation to scale its uniquely complex business while continuing to deliver the premium dine-in theater experience that defines the brand.

