

City BBQ Cuts Inventory Time by 50% and Reduces Costs with Crunchtime Inventory, Labor, and Insights

City BBQ is a fast-casual barbecue chain specializing in slow-smoked, award-winning barbecue food, craft-made sides, and desserts baked from scratch. Every City BBQ location smokes its expertly crafted barbecue in one of three on-site smokers stocked with local hickory wood. Since its founding in 1999 and across over 75 locations today, City BBQ is proud to share its passion for the art and soul of barbecue with a focus on community giving.



75+
Dining Locations



Fast-Casual



US



Crunchtime
• Inventory
• Labor
• Insights

**CityBARBEQUE****50% Less**

time counting inventory

Data Unified

into a single view

Reduced

food and labor costs

Challenge

Disjointed Technology and Operational Complexities

City BBQ employed a variety of technologies to run its restaurant operations, but lacked an enterprise solution with optimized integrations. City BBQ was using separate systems to manage labor and inventory; however, neither of those tools integrated with its point-of-sale (POS) system.

“We run a somewhat complex operation, specifically around how we manage food costs, since we are an almost 100% made-from-scratch kitchen. Given the multitude of steps and the process of how we make our

food, a lot of our food involves multi-day prep,” Bryan Myers, City BBQ’s CIO, shared. “For instance, we smoke our brisket for anywhere between 17 and 24 hours. So, it’s fair to say that there were some complexities with food costs and managing food costs.”

During the evaluation process, the leadership team at City BBQ concluded that for a new technology to be successful with restaurant staff, there needed to be a seamless implementation plan.

Solution

Inventory Standardization and Real-Time Insights

Initially, there was some uncertainty among City BBQ's restaurant managers because each manager ran their restaurant slightly differently. **"The beauty of what the Crunchtime team did was listen to these managers and take their input seriously,"** Bryan explained. **"There are many ways you could configure the system, but the Crunchtime team's ability to listen to our managers and show them how to standardize the process was a huge differentiator."**

After rolling out the Crunchtime Operations Management Suite, the team saw the benefits of managing and analyzing food and labor costs together. According to Bryan, Crunchtime's Customer Success team was instrumental in the overall implementation.

"When we implemented Crunchtime, we saw an opportunity to standardize how we manage inventory and keep food costs down across locations," Bryan stated. **"It's one less tool for our managers to have to log in to. Our managers are just doing a lot, and just simplifying the number of pieces of technology they need to work with goes a long way."**

Results

Cost and Time Savings Lead to Future Expansion

The immediate impact of implementing Crunchtime Inventory was a significant boost in operational efficiency. Bryan shared that the time required to manage inventory has been cut in half and that the integrated system has empowered managers to focus on serving great barbecue.

Bryan also added, **"We've been able to create some great dashboards in Crunchtime Insights. It's really about moving end-users away from static report mentality to real-time data and dashboard mentality."**

City BBQ also began using Crunchtime Insights to unify data into a single view. Bryan explained, "Historically, our finance team would put together a spreadsheet that shows sales comps by market and by store, and gets more granular to include things like labor and discounts."

Utilizing Crunchtime Insights, managers at the corporate, regional, and local levels can now analyze and report on every aspect of operations.



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Bryan Myers
CIO
City Barbeque

By standardizing operations, City BBQ has built a foundation for rapid growth and sustained success, and its restaurants have reaped the benefits. **"The benefit of Crunchtime is the ability to onboard new restaurants seamlessly,"** Bryan noted. As the brand continues to expand across the country, City BBQ is confidently serving up great barbecue, backed by a single source of operational truth.