

Five Guys Empowers Franchisees to Lower Food and Labor Costs with Crunchtime Operations Management Suite

Five Guys is a prominent global fast-casual brand dedicated to high-quality, handcrafted burgers and fries. Faced with rapid international expansion, the brand required a single source of truth to help its franchisees manage high-volume operations without sacrificing profitability or guest experience. By implementing Crunchtime Inventory and Labor, Five Guys moved from manual, outdated processes to a data-driven culture, achieving industry-leading food-cost precision and operational excellence across its enterprise.

 1,900+ Dining Locations

 Fast-Casual

 Global

 Crunchtime
• Inventory
• Labor
• Insights



FIVE GUYS®

Outperformed 1%

AvT cost variance
threshold consistently

500

corporate locations
rolled out in 3 months

50

performance metrics
tracked at once

Challenge

Empowering Franchisees Through Operational Efficiency

As Five Guys expanded its footprint, the brand encountered significant operational complexity. The management team knew it was time to begin the search for a back-of-house operations solution that would not only empower franchisees but also help control costs.

"Franchisees range in size from four to 100 locations, so operational needs can vary significantly depending on the group," explained George Anthony, Crunchtime Administrator at Five Guys. "We are pushing 30 menu mix files a day, plus purchasing and labor elements. What we lack in complexity with our menu, we make up for in volume, and we needed a solution that could handle these needs."

The Five Guys management team identified two critical franchisee pain points:

- **Actionable Data Access:** Managers needed real-time visibility into food operations and labor management to draw smart, data-backed conclusions rather than relying on guesswork.
- **Franchisee Autonomy:** The solution had to be flexible enough to support individual financial calendars and state-specific labor laws while integrating with existing payroll and HR systems.

Solution

Unifying the Enterprise with AI-Driven Back-of-House Operations

After thorough evaluation, Five Guys selected the Crunchtime Operations Management Suite to unify their operations, completing a seamless rollout to 500 corporate locations in just three months.

- **Operating Every Location Like the Best Location:** Five Guys was an early adopter of Crunchtime's franchise model, granting owners the flexibility to customize reporting and calendars to their specific needs while maintaining corporate brand standards.
- **Mobile Agility in Inventory:** The brand replaced manual processes with the Crunchtime Inventory mobile app to enable simultaneous inventory counting and to manage vendor deliveries at the point of receipt.
- **Data-Driven Labor Management:** Using Crunchtime Labor, managers create staffing templates based on sales-per-hour data to ensure the right people are scheduled to handle volume without overstaffing.
- **Real-Time Operational Alerts:** Crunchtime tracks perpetual inventory changes every 15 minutes, utilizing real-time alerts to keep managers informed and proactive.

"We were able to convince around 120–130 franchises [to adopt Crunchtime], and in the last few years, we added about another 110 franchise locations," explained George. "We were the first Crunchtime client that implemented the franchise model, which allows flexibility for franchisees to set up their own reporting calendars and tailor the application to meet their wants and needs."

In addition to using Crunchtime Inventory and Labor's web applications, the Five Guys team rolled out Crunchtime's mobile apps, giving employees the flexibility to independently check scheduling or paycheck information and the freedom to work on inventory directly from their mobile devices.



Mobilizing Operational Precision: Bringing the Back Office to the Restaurant Floor

Crunchtime's mobile apps are essential for empowering Five Guys' managers with real-time operational control. The Crunchtime Labor mobile app eliminates scheduling guesswork by connecting sales forecasting directly to staffing needs. This integration allows managers to proactively ensure optimal staffing for volume while adhering to all compliance guidelines.

As George explained, "Crunchtime Labor allows us to look at sales and compliance requirements to manage shift hours. We can schedule each hour based on the number of sales and make sure that we have enough people on a shift to take care of that volume while remaining within our compliance guidelines."

He also added that managers can use the data on hours scheduled, sales recorded, and labor variance to quickly determine if they are falling short of sales goals or need to adjust staffing levels.

By unifying labor and inventory management through these intuitive mobile apps, Five Guys has successfully leveraged the Crunchtime suite to achieve its core objective: driving down food and labor costs across all its restaurants.

Five Guys has achieved industry-leading inventory precision by leveraging Crunchtime Insights to track over 50 performance metrics behind a single pane. The centralized data empowers managers to make faster, data-driven decisions to protect and grow profitability.

Results

Achieving Gold-Standard Precision and Global Readiness

The transition to a unified operations solution has delivered quantifiable results that allow Five Guys to continue growing confidently:

- **Unmatched AvT Accuracy:** Outperformed 1% variance threshold with three-year historical variances under 0.041%
- **Channel Agility:** Integrated POS to instantly pivot to an 80% delivery/take-out model
- **Competitive Recruitment:** Automated new wage policies for tips to attract and retain high-quality talent
- **Global Scalability:** Strictly controlled operational costs to fuel continuous global expansion

“When a franchisee rolls out the Crunchtime suite, their ability to get results with controlling food costs and managing labor costs with scheduling tools and real-time cost of goods sold (COGS) reporting is a big sell,” added George. “We push our corporate restaurants to show positive results with cost of goods and labor savings. Because Crunchtime integrates well with other systems, it lets us get information out to payroll apps like ADP or Paychex.”

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George Anthony
Global Senior Crunchtime Product Manager
Five Guys

