



14 TIPS TO INCREASE YOUR KITCHEN'S PROFIT

Mini guide to help professional
kitchens to drive revenue
and reduce costs

*Tips from Winnow Experts
& Customers*

winnow



Kitchen Profitability Tips & Tricks

We understand that professional kitchens are increasingly competitive and achieving profitability can be an overwhelming goal. We have compiled some useful tips in this guide to help drive productivity and profitability in your commercial kitchen.

Our kitchen clients are in hotels, restaurants, catering companies, schools and universities. They have shared their experiences and tips below. We have interviewed experts from kitchens ranging from large commercial kitchens to small restaurants for quick wins that have proven to work for them.

The most important areas these wins came from are: staff engagement, technology, marketing and sustainability.

This guide aims to collect the top tips & tricks covering these areas to help every chef and food service operator in their daily efforts to supercharge their kitchen and run a more profitable operation.



TECHNOLOGY

Technology provides great opportunities for your professional kitchen to streamline its workflow and improve profit margins. Technology can help minimise the everyday pressures of keeping track of all of the information needed to run a busy kitchen, saving time, energy and labour. These are all important components of improving your profitability.

1 IMPROVE YOUR SERVICE WITH MOBILE ORDERING APP

Mobile apps for ordering allow customers to enter their orders, which are sent through the app back to the kitchen. Kitchen staff receive the order via a little printer. This is particularly helpful in big offices where a kitchen services different bars throughout the building. Once the food has been prepared, the customer receives a notification and can collect the food. The app helps improve the speed of service, enabling more people to be served quickly. It is a great tool to automate and improve the running and management of what normally needs a range of manual processes.

2 USE A SMART METER TO REDUCE YOUR FOOD COSTS

Food waste tracking systems such as Winnow provide a simple and easy way to monitor and track the food waste of a professional kitchen and reduce costs. Reducing food waste is a huge opportunity for all hospitality operators. Working hundreds of kitchens worldwide, we have seen food waste cut by up to 75% using Winnow to measure and monitor waste. This can translate to 3-8% savings on food cost.



"The Winnow system is really easy to read and understand. For me, being able to see with detail which products are being wasted is incredible."

Ramiro Pujol
Head Chef, HSBC

3 MINIMIZE WASTE WITH VACUUM PACKING MACHINE

Vacuum packaging helps you minimize waste (and costs!). With vacuum sealing food lasts longer than using other storage methods and it reduces food waste in your kitchen. It is a great way to store leftover food products that otherwise would need to be thrown away. Purchasing food in bulk cuts food costs and with a vacuum pack machine you can pre-pack in the portion sizes that suit you. Using a technology that makes this more convenient can also spread the workload as food can be prepared and kept in a perfect condition until it is needed for service.

4 SAVE TIME WITH LABELLING SOFTWARE

Food labels in many kitchens are often written by hand, including data such as product name, ingredients and best before dates and other compliance details. Labelling food by hand is time-consuming and prone to error and labels are not always clearly legible. Using a labelling software can help you ensure consistency, save time for your kitchen staff and improve operating efficiency.



SUSTAINABILITY

Operating your kitchen more responsibly and committing to sustainable practices is an imperative for your competitiveness. It can not only help reduce your carbon footprint but improve your kitchen's cash flow. According to Sustainable Restaurant Association's report, sustainability is one factor amongst many considered by customers when deciding where to eat out. Going more sustainable and telling your customers about your impact can increase your profitability and popularity among them.

5 BUY SEASONALLY & LOCALLY

Seasonal and local ingredients are less expensive and more sustainable. They require less effort to produce and have lower transportation and fuel costs. Think about adding seasonality to your menu. You can promote your locally-sourced seasonal dishes with a monthly menu insert. Offering something new for a limited period will create fresh interest and excite customers to return.

6 CONDUCT ENERGY AUDIT

Energy efficiency is an important step to achieve sustainability. According to the [US Environmental Protection Agency \(EPA\)](#), commercial kitchens are among the biggest energy consumers per square foot of all commercial buildings. Conducting an energy audit can help you identify where your energy consumption is inefficient and optimize it around the kitchen. They will be able to provide you with operation, equipment, energy and water saving recommendations to reduce your consumption cost and protect the environment.

7 RECYCLE

Your kitchen can make great strides to sustainability through commitment to recycling. It makes both environmental and economic sense. With a successful recycling program your kitchen can help divert many tons of material away from landfill and save the cost of waste disposal.

"We have created a weekly menu as an extension of the main one to promote our seasonal and locally sourced dishes. We are trying to use a design that reflects seasonal flavours and focus on sustainability."

Simon Boyle
Chef Founder, Brigade Bar & Bistro



MARKETING

You already know what to do in the kitchen, and you have added in the productivity tools above. Everything is in place to run a smooth and successful operation. But what can you do to supercharge your profits without raising your prices? This is where increasing awareness and boosting sales through easy and creative marketing activity comes in.



USE YOUR MENU STRATEGICALLY

Your menu is one of your most important strategic marketing tools. Good design shows dedication and professionalism and can positively impact your restaurant's bottom line.

- Highlight customers' favourites with boxes, colours and photos to draw attention.
- [National Restaurant Association](#) recommends to place your more profitable dishes in first and last position on the menu. Customers are more likely to remember the first and the last item they see on a list.
- Eliminate or hide dishes that are not big sellers. The bottom right-hand quadrant of the menu is the best place for these items where the customer will look last.
- Keep prices in the body of the description paragraph and remove the currency sign to avoid drawing attention.
- Description and storytelling sells - enticing and descriptive language makes items more appealing.
- Make sure that the look and feel of your menu is in harmony with the overall design of your restaurant.



9 MARKETING WITHIN YOUR FOUR WALLS

In-house marketing is one of the most effective and least expensive tools you can employ. Displaying and communicating your promotional messages within your four walls can be a great way to increase revenue. Use visual displays on your front counter, table tops, bathroom stalls and walls to provide your customers with additional information and incentive to purchase. This will not only help you increase your sales but also strengthen your brand.

10 REWARD YOUR LOYAL CUSTOMERS

It is a great way to increase revenue by offering something extra to your current customers. It can be in a form of a membership card with a point system that offers a discount or a freebie after a certain number of visits. You can easily turn new customers into loyal ones by teaming up with businesses in your area and give discounts to their employees if they dine with you.



STAFF ENGAGEMENT


Your team is the soul of your kitchen. The success of your operation relies on their co-operation and buy-in. Engaging and inspiring your team in any new endeavour is critical. Motivated employees can easily generate improved productivity and increased profits.

11 COMMUNICATE & PROVIDE CONSISTENT FEEDBACK

Establish communication procedures. Start every day with a staff meeting and have one at the beginning of each shift. Agree on what staff need to accomplish for the day, talk about any problem you would like to address and ask them if they have any questions or concerns. With expectations in place, your staff are better equipped to keep the kitchen running effectively.

12 SET OBJECTIVES

Set goals properly for your staff. They should not feel that you are providing them with a to do list, rather objectives to reach that motivate them to be more productive. Goals need to be realistic but challenging, as well as quantifiable, specific and measurable. i.e., increase sales, reduce waste, finding affordable food vendor.



“Whether it is in the kitchen or within teams at all levels, gaps in communication can and are likely to lead to misunderstandings. The better we get at communicating and use data to support our actions, the more efficient we become.”

Madalena Moreira
Head of Operations, Winnow

13 DEVELOP A KITCHEN CONTEST TO MOTIVATE

Contests can be a fun way to improve productivity, stimulate creativity and pride among your team. You can organize competitions that will drive cost effectiveness – i.e., who wastes the least, who creates the most creative menu item respecting food cost goals, or who can find the best way to reduce the time to get the food out to customers.

14 RECOGNIZE SUCCESS & REWARD YOUR TEAM

The best way to get your staff's attention is through positive reinforcement. People need to know that their hard work has been noticed and, even better, resulted in something tangible. Share individual and team success. Give credit and share individual positive achievements during team meetings. Consider posting positive results on the team notice board and celebrate with a small treat or reward. To achieve better employee response, provide immediate rewards and incentives. Delaying rewards until the end of a week or month reduces the likelihood that the desired activity will be continued.



About Winnow

We believe that chefs deserve the information in an easily accessible way to make their kitchens more productive, freeing up time to focus on being creative with food. Our pioneering smart meter helps chefs cut their food waste in half, dramatically improving their profitability.

We believe that what gets measured gets managed, and by using technology and information intelligently, kitchens can be made more efficient.

We believe that it is all of our responsibility to make the most from our food.

Our team at Winnow have worked with hundreds of kitchens – we have learned a lot on the journey so far. We understand that achieving and improving profitability in a professional kitchen can be a daunting challenge.

FIND OUT MORE

By telling us a bit about your business we can give you a detailed estimate of how much your operations could save using our the Winnow System to cut food waste:

www.winnowsolutions.com/calculator



"Food is too valuable to waste, and technology can help us change the way we make food"

Marc Zornes
Founder, Winnow

We would love to hear from you!

We'd love to hear about your tips and tricks about how you supercharge your kitchen and reduce your costs. If you've got any other great ideas not listed here please get in touch to continue the conversation:

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www.winnowsolutions.com