

**ChefASSIST™**  
**New Restaurant Package**

**Your Complete Start-Up Solution by**



**[www.chefinnovations.com](http://www.chefinnovations.com)**

949.230.2484 • [Kelly@chefinnovations.com](mailto:Kelly@chefinnovations.com)

# ChefASSIST™

## New Restaurant Package

### OVERVIEW

The **ChefASSIST™** process works as a package to develop a concept from start to finish. The objective is to have a complete culinary system in place upon opening, with a management team and staff able to operate the restaurant effectively and profitably.

This process requires a concerted effort with the existing TEAM, insuring that all aspects of the project are in sync – resulting in management and staff's ability to operate the restaurant efficiently and profitably.

### PHASE I – DEVELOPMENT

#### **Concept Development**

- Brand Identity
- Development sessions including facility, interior and graphic design; ensuring conceptual integrity and continuity.
- Development of Critical Path, Timeline and Pre-Opening Checklist

#### **Menu & Recipe Development**

- Menu Item Development
- Menu Format & Layout
- Product Specifications
- Plating and Quick Reference Guides
- Photo Specifications
- Operations Manuals, Purchasing and Ordering Guides
- Inventory Guides
- Menu Engineering and Costing Templates

#### **Kitchen Design**

- Overall Design, Equipment, Layout and Flow
- Equipment Selection and Specifications
- Culinary Uniform Standards

#### **Operations Development**

- Beverage Program
- Service Style: Sequence of Service
- Tabletop: Plateware, Flatware & Glassware selection

#### **Systems & Processes**

- Create all Systems, Organizational Forms and Operational Tools
- Institute Safety and Sanitation Guidelines (HACCP)

#### **Supplier Consultation**

- Develop Supplier Alliances
- Establish Product Specifications
- Institute Ordering & Receiving Practices

#### **Training & Education**

- Assist with hiring process for Chef/Kitchen Manager
- Develop Training and Staffing Guides
- Create Job Descriptions

## **PHASE II – OPENING FACILITATION**

**2 weeks PRIOR and 2 weeks AFTER is critical for final development & refinement**

### **Preparation & Training**

- Opening preparation, analysis and refinement of established systems
- Training and education of all systems & processes

### **Menu Analysis**

- AT&T – Appearance, Taste and Temperature
- Pre and post opening analysis of menu items and products
- Final refinement of Operations Manuals, Purchasing and Ordering Guides
- Finalize Photo Specifications and Plating Guides

### **Cost Analysis**

- Pre and post opening analysis of Food, Labor, Operating Costs and P&L Statements

## **PHASE III – OPERATIONAL ANALYSIS**

**3 Month Package Includes One (1) visit on location monthly\***

### **Operations Assessment**

- Monthly on-site consultation with management of menu, staff, systems & procedures
- Facility Inspection: Operational Flow, Equipment, Product & Storage Efficiencies
- Internal Inspection: Safety & Sanitation Practices
- Includes: Bi-Weekly Follow Up Conference Call with KM and Management between visits
- Includes: QA (Quality Assessment) Report for follow-up and distribution

### **Menu Evaluation**

- Menu Item Analysis: AT&T – (Appearance, Taste and Temperature)
- Product Mix Review
- Menu Engineering Analysis (at 3 months)

### **Cost Analysis**

- Analysis of Food, Labor, Operating Costs and P&L Statements

## **TIMELINE**

**PHASE I      3-6 WEEKS (Varies per project)**

**PHASE II      4 WEEKS (2 weeks pre-opening/ 2 weeks post-opening)**

**PHASE III     3 MONTHS (2 days per month)**

*\* Additional time may be purchased in blocks of 3 months.*

Non-local travel expenses to be billed separately and may be quoted upon request.