



“You’re Losing Money.....Again”

Easy Steps to Control Your Costs

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What Are Your PRIME Costs?

$$\begin{aligned} &\text{Food} \\ &+ \\ &\text{Beverage} \\ &+ \\ &\text{Labor} \\ &= \\ &\text{PRIME COSTS} \\ &(\text{Should Not Exceed 65\% of Total Sales}) \end{aligned}$$

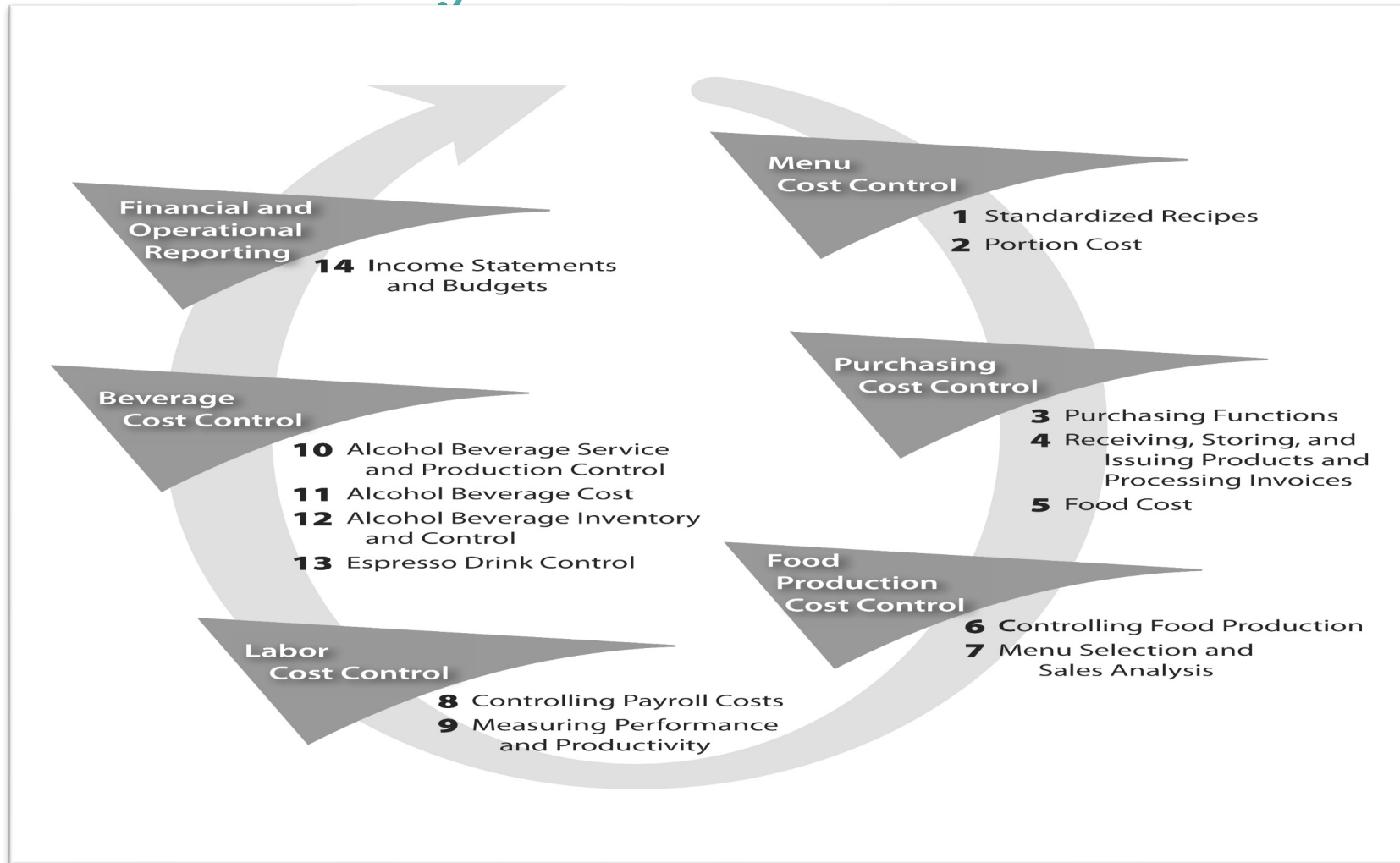
Your Beverage Cost Goal?

21%

Your Food Cost Goal?

33%

Cycle of Control



Final Thoughts...

Know What Your Selling

Know What it Costs You

Believe in Your Product & Your Value

Be Honest & Transparent

Charge for Everything

Just Say “NO”

Care For Your Inventory (as if it is your own)

Trust but VERIFY

Thank
You!