



Patrick James

— gourmet pizza —  
BAR & BISTRO

## Where it started

Working in north Italy doing medical research but living on a vineyard with a cooking school.

Developing cooking skills further and learning a few new recipes



## Working with the Wine

Spending weekends working with the chef and the winemaker about how to properly pair food with wine.

Learning how to both cook food for a specific wine as well as picking out a specific wine for specific menu items.

Continued with this same thing for 2 more years in Argentina



# Working with Local Farms

Developing relations with local farmers to build a supply chain of N.C. raised agriculture to our customers

Helping the farmers by advertising them in our restaurant and directing our customers to where they can find those products that they like most from our menu.



Location

Demographics

Weather

Hometown Feel

Agriculture



# Separating from Competition

Shape

Locally sourced ingredients

Presentation



# Finding a Niche

Finding unique and interesting combinations that are locally sourced for the toppings

Understanding the agricultural seasons and the products available each season.

Don't follow a trend. Start a trend or get on a trend early. The late bandwagon jumpers get left behind



# Understanding the Market

While Restaurant Sales have been on a sharp incline, Staffing problems still exist so the buyers are extremely busy. Be concise and Be prepared.

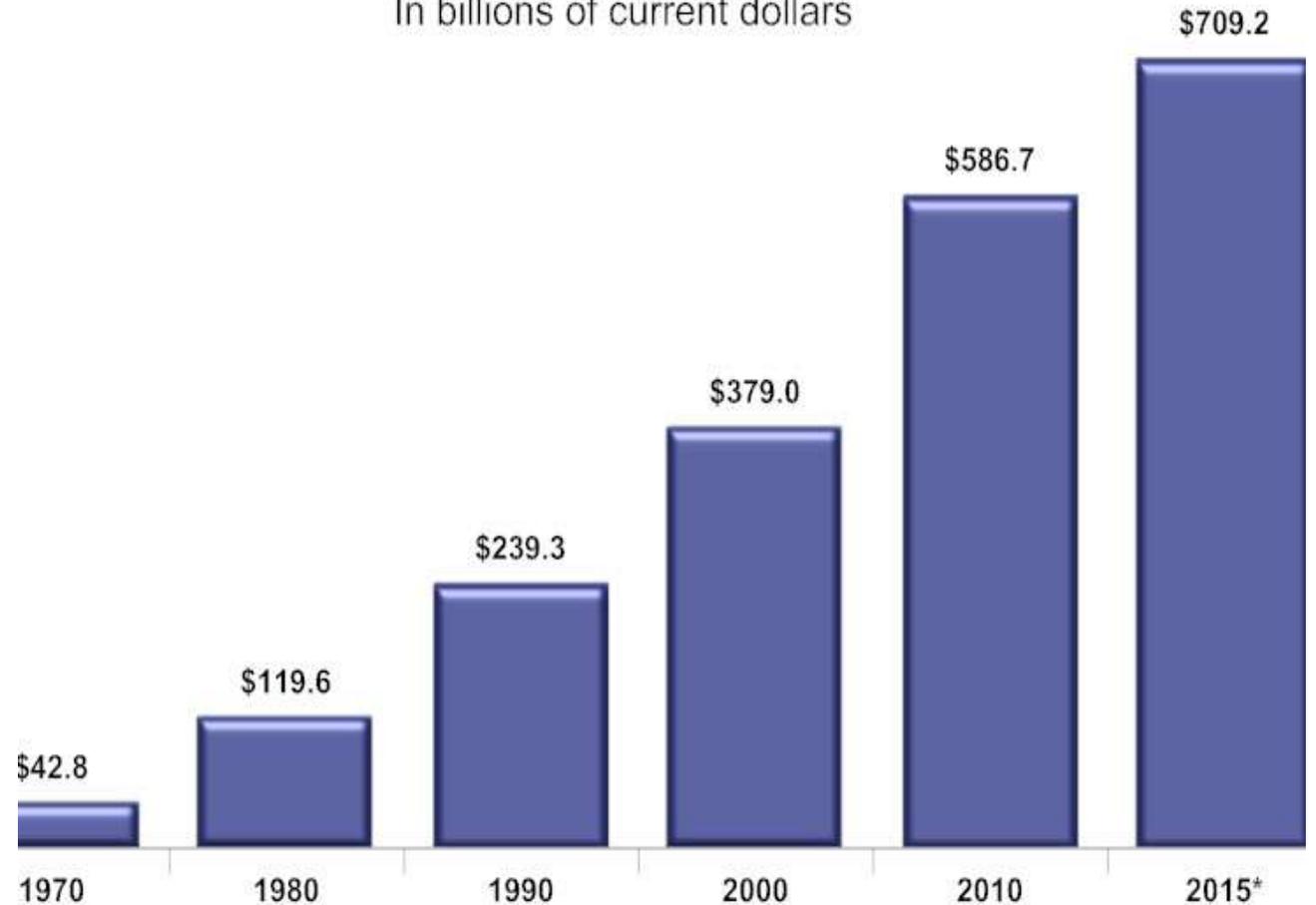
Corporate Restaurants rarely use quality product

Independents strive for quality product but need to stay competitive (to an extent) with corporate restaurants.

Look for restaurants in specific demographic areas to start your searches and listen to the buyers as well as try to find out if they are networked with other independent restaurants.

## Restaurant Industry Sales

In billions of current dollars



: National Restaurant Association, Restaurant.org/Forecast

\* projected



# How to target Retail

Look at the menu and the price points and have an understanding of their mark-up system.

Each Restaurant will be slightly different but understanding a framework will help you target likely buyers.

Read their websites and see if they do pairing functions or private or corporate catering



# Do the Work for the Chef/ Manager

This is a price breakdown of a recipe with overall costs of all ingredients and suggested selling price.

Chefs tend to go to what they know and dishes that have fit their price points before

Creating and pricing a new menu item can be timely and time is a luxury in the restaurant business so make it easy on them. They might love your product but not know how to use it or how it would fit their menu pricing.

## red Pork and Scallop

•Cost: 88.76  
•Menu Price: 26.95  
•Gross Profit: 18.19  
•Food Cost %: 32.5

	Pack	Size	Brand	Description	Qty	Unit of Measure	Case Cost
1	12	.92	ALLEGIANC	PORK, TENDERLOIN FSH	4.00	OZ	3.12
3	10	2.2	WHT TOQUE	BEANS, GREEN HARICOT VERTES	2.00	OZ	62.33
2	10	2.2	WHT TOQUE	ARTICHOKE, QRTERS EGYPT TFF	3.00	OZ	78.88
5	6	46 OZ	MAUI BEV	DRINK, BAR MIX PEACH	2.00	OZ	60.18
3	1	5 GL	WHITEHOUS	VINEGAR, APPLE CIDER	2.00	FLOZ	29.92
2	1	8LB	SEATRADE	SCALLOPS, U10 DRY FRESH DOM	4.00	OZ	177.30
9	8	5 LB	WEST	SUGAR, EXTRA FINE GRANULATED	1.00	OZ	31.42
1	1	50 LB	ROMA	FLOUR, ALL PURPOSE BREAD/PIZZA	4.00	OZ	17.06
9	36	1 LB	WEST	BUTTER, SOLIDS UNSALTED AA	2.00	OZ	111.21
3	1	1 GAL	ROMA	OIL, OLIVE PURE	2.00	FLOZ	22.93

S:

e scallop and pork tenderloin with a paper towel and season with salt and pepper and set a the sugar, Maui peach beverage mix and cider vinegar and reduce by half.  
an, using the olive oil, sear the pork and scallop and cook to desired doneness.  
r hot pan add the butter and let brown just a bit and then add the haricot vert and cook unt oneness.  
t moment fry the artichoke in the seasoned flour.  
ce over pork and scallop and top with the fried artichoke.  
rown butter haricot verts as garnish.

# We Eat with our Eyes First

This is an example of the picture that came with the pricing chart. It allows a chef to visualize what his plate will look like or give him a starting point as he will most likely want to put his own spin on it.

In having a picture ready you are taking him past the point where his mind is asking himself "What can I do with this product?" This will keep him from saying "Let me try to think about how I want to use your product and I will get back to you." You are expediting the process of the sale and saving the chef valuable time and helping your own cause.

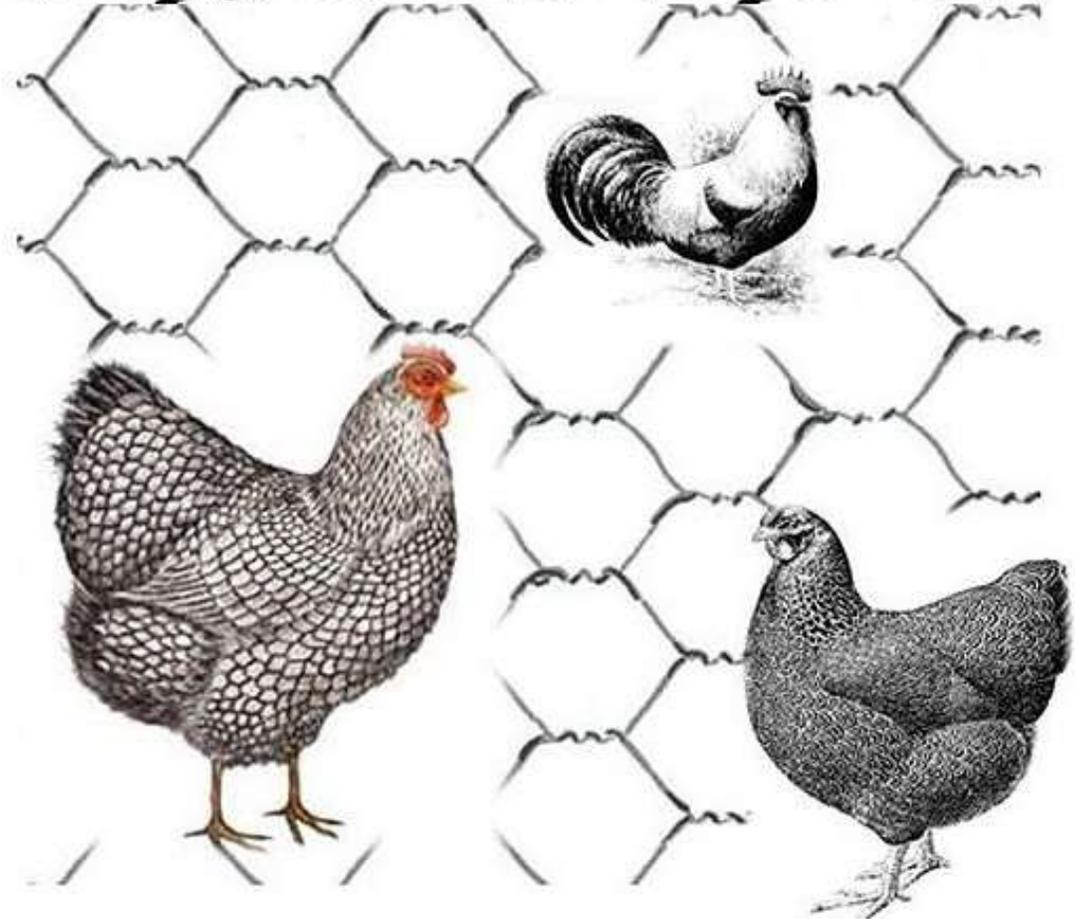


# Find active Networked Groups

Consolidating all of your targets in one area is a great way to save valuable time in your search for new clients.

Getting groups that are already locally organized in one setting and trying to organize them to have similar ordering and delivery days will reduce your costs and make it more economically feasible for you to deliver to them.

ChickenWireNC



## Help with Events

Events like the Chickenwire NC event that I mentioned in the previous slide have lots of chefs with buying authority in one location. These events are typically for charity so you can write them off as charitable donations and get the attention of multiple chefs at one time and the rare opportunity to get them when they are not in their own restaurant.

They will typically be more open to talk because they are not pressed for time and it will be easier for you to get your foot in the door especially if you supply some samples for the event.



# Conclusion ..... Almost time for a Beer

- Knowing your demographics and targeted geographical locations for best chance at sales
- Understanding their mark-up system so you can create recipes with pricing included and suggested retail pricing
- Knowing a restaurants price points by studying their menus and events ahead of time to eliminate wasted time by trying to sell to someone that isn't interested
- Targeting and organizing lots of chefs and buyers in one spot to help reduce delivery costs and save all parties money