

# Multi-Unit Restaurant Group Speeds Menu Cycle



## Coordinates Menus with Campaigns

### Situation

A multi-unit restaurant group needed a solution for making their TSR menu versioning across multiple geographic locations. They needed to be able to better:

- Coordinate menu distribution with national multi-million dollar campaigns
- Accelerate menu cycles from design to the dining room
- Manage brand standards and consistency

### Solution

KLIC RealTime and Curtis 1000's national network of G7 Certified production facilities and automated workflow software, it proved an ideal partnership. The software incorporated the client's **existing workflow to minimize change management disruption**. From concept through distribution, teams participated in a **collaborative environment** with edits shared in real time for improved analysis, process improvement, accountability and "à la minute" reporting.

### Outcomes

The team quickly implemented the new tool and **distribution cycles doubled from two to four times per year**, thus aligning to national marketing campaigns and menu item innovation. The client realized their goals for the chefs, supply chain, operations and finance teams, and a measurable improvement in guest perceived value. Brand compliance problems were also solved throughout the production process by utilizing **Master G7 production standards** across Taylor's national network of production facilities.