

HOW SPEED SCRATCH COOKING CAN BENEFIT YOUR MENU



Labor Efficiencies

*63% of operators have had to reduce staffing in response to the pandemic, with 33% re-purposing staff to help in other areas.**

Your staff is your most valuable resource. Using speed scratch products and recipes allows you to re-focus their efforts away from basic prep work.

- Free up your talented staff to add value to your menu and your kitchen
- Less labor time needed for prep work
- Your team gets to develop their talents and cross-train in multiple areas
- Reduce equipment needed for scratch cooking



Convenience & Quickness

*28% of operators have significantly increased their purchases of ready-to-use items with 43% doing the same with pre-packaged items**

Turning to longer-lasting and low-prep items can help your operation manage inventory as reopening begins.

- Streamlined food preparation and storage
- Same quality products, but in a ready-to-use format
- Improve consistency
- Helps with menu development



Versatility

*37% of operators have narrowed/limited their menu offerings as an effective response to the pandemic and plan to maintain the changes after COVID-19.**

Make a variety of menu items from the same pre-prepared proteins, sauces and more by adding a few additional ingredients to make them your own signature dish.

- Cross-utilization of products
- Reduce inventory or items purchased
- More variety of offerings
- Flexible use across your menu from entrées, flatbreads, soups, and appetizers

*Source: Datassential, Report 21: Operators Adjust, 5/27/20

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