

# F&B SERVICE EFFICIENCIES PROPOSAL

JANUARY 12, 2023



# TABLE OF CONTENTS

03	Critical Business Issue: Staffing	21-24	Pre-Set Beverage Carafes
04-07	Service Communication Enhancements	25-28	Craft Water Carts
08-14	Mobile Service "Mise En Place" Carts	29-34	Draft Coffee Carts
15-16	Hot Box Plated Service Carts	35-38	Matradee Service Robots
17-18	Non-Insulated Plated Service/ Bussing Carts	39-40	Server Uniforms
19-20	Tabletop Enhancements	41	Conclusion

# CRITICAL BUSINESS ISSUE

## LIMITED WORKFORCE AVAILABILITY

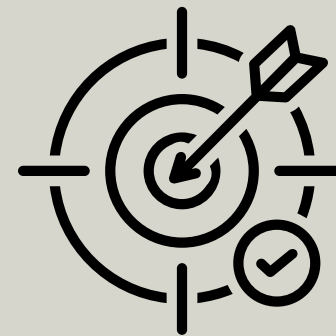
*Hospitality staffing levels have been negatively impacted by Covid-19. Though the Events Industry business has "returned to normal", the staffing issues still remain.*



### CHANGES

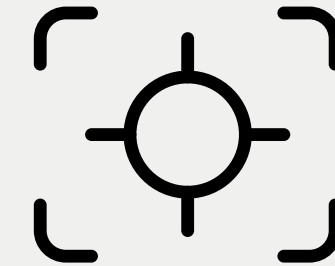
we have increased the hourly wage rate to be equal to or above the living rate for the market.

additionally, we have posted all open positions with the hourly rate to attract the best people in the market.



### GOALS

implement new products, processes and technologies that help support the lower staffing levels by providing new efficiencies that simplify traditional operational tasks, without compromising the guest experience.



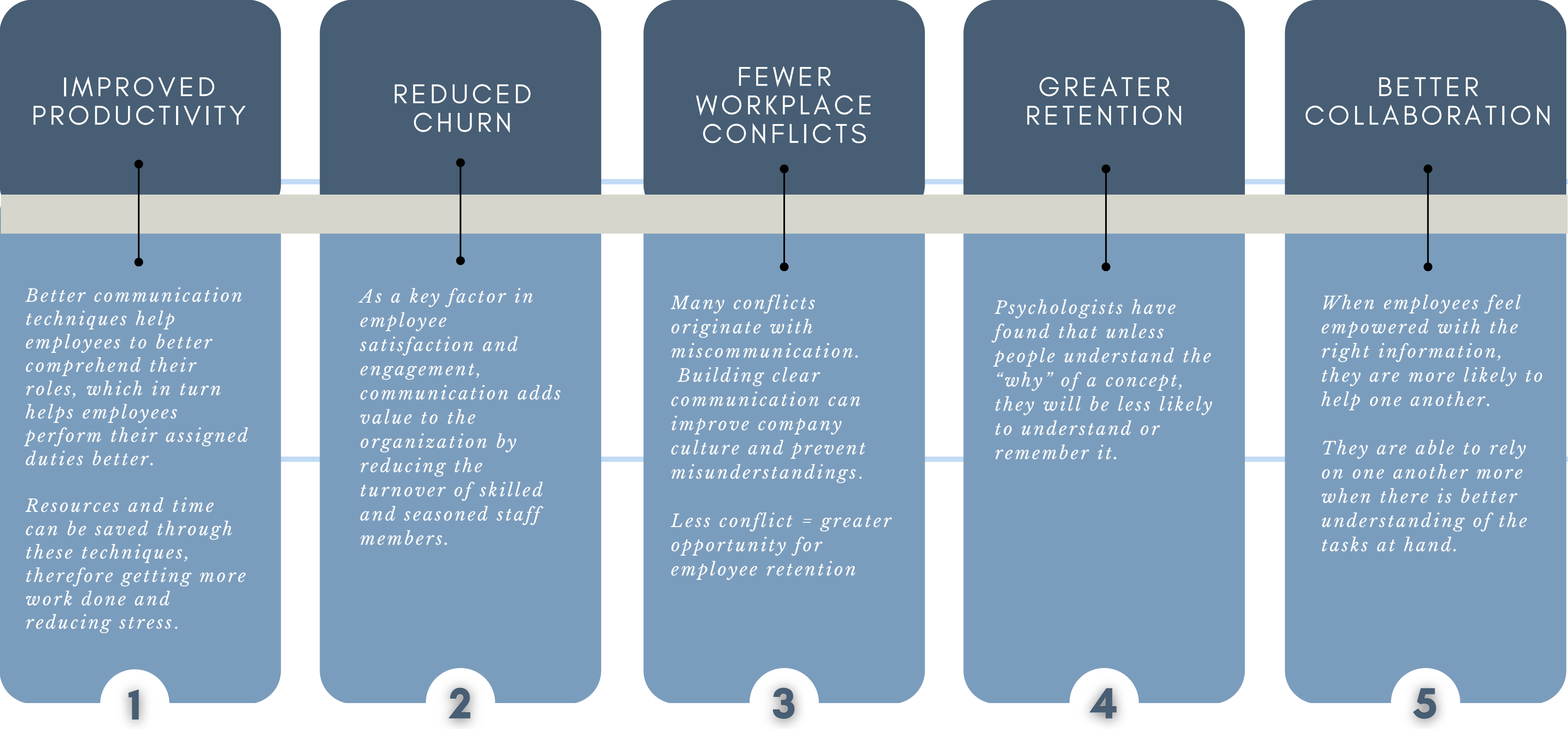
### FOCUSES

- pre-shift enhancements
- utilization of technology to increase ease of communication and reinforcing messages
- plated service table adjustments
- development of plated service support equipment
- piloting of service robotics

# SERVICE COMMUNICATION ENHANCEMENTS

# EFFECTIVE COMMUNICATION

## INCREASED FOCUS ON THE EVENT PRE-SHIFT



# PRE-SHIFT ENHANCEMENTS

## INFORMATIVE DIGITAL EVENT CONTENT

*Visuals are one of the most powerful methods of communication, and they can be used to enhance efficiency in the workplace*

By using diagrams, illustrations or photographs to represent information visually, team members are able to:

- 1** comprehend information faster
- 2** retain information longer
- 3** and make decisions more quickly without being overwhelmed by large amounts of data (the BEO)



# PRE-SHIFT ENHANCEMENTS

## INFORMATIVE DIGITAL EVENT CONTENT

### EDITABLE TEMPLATE

create an easy to edit, visually appealing template for managers to modify from event to event - using CANVA

developing a base template with visual and contextual consistency helps with quick-glance recognition

### BOH DISPLAY MONITORS

used as platform to display rotating event information

the core objective of this visual communication is to communicate necessary details quickly and effectively in an easy-to-read and simplistic way

### SIMPLE USB CONNECT

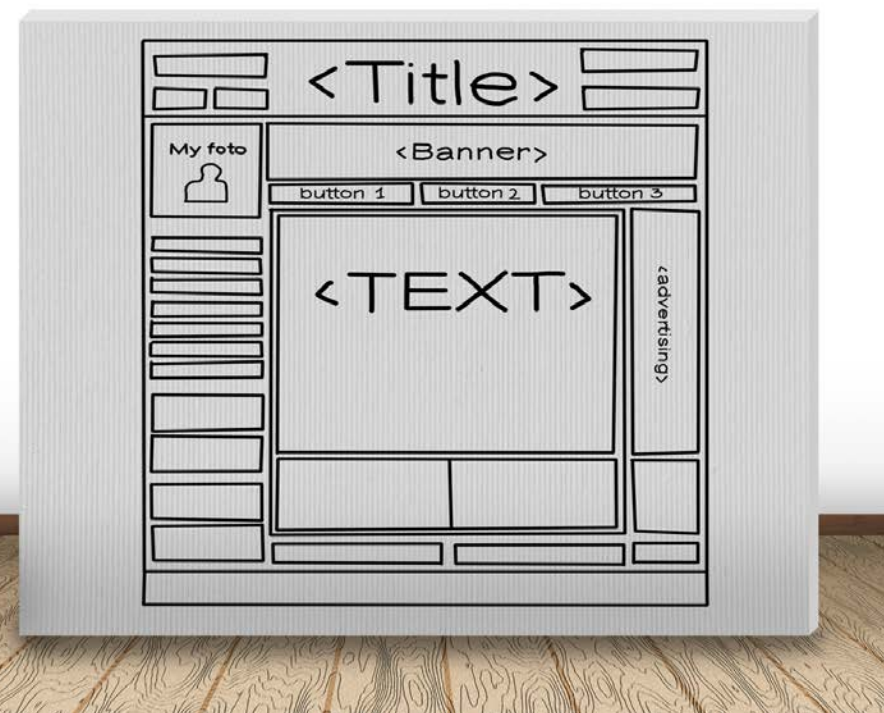
we want to minimize any barriers associated with getting the event information displayed

for this reason, USB's are the best solution to interact with the monitors

### EMAIL AND TEXTING

once the event information slideshow is created, the format in which it was saved can easily be emailed and texted to employees for them to have at their fingertips

this is another layer of communication for on-site usage, and even pre-arrival review



# MOBILE "MISE EN PLACE" CARTS



# MISE EN PLACE CARTS

## A MOBILE SERVER SIDE-STATION SOLUTION

### "MISE EN PLACE"

THIS FRENCH TERM MEANS "EVERYTHING IN ITS PLACE"  
AND THAT'S EXACTLY WHAT WE ARE AIMING FOR TO HELP WITH INCREASED SERVICE EFFICIENCIES

IN OUR HIGH-VOLUME SERVICE ENVIRONMENTS, WE SEE A LOT OF **WASTED TIME** ASSOCIATED WITH TEAM MEMBERS LEAVING THE SERVICE FLOOR (AND OFTEN TIMES, TRAVELING FAR DISTANCES) TO LOOK FOR MISCELLANEOUS SERVICE ITEMS, REFILL INGREDIENTS, AND REPLACEMENT TOOLS

THESE CARTS HAVE THE ABILITY TO **ADD TO THE LOOK AND FEEL OF A SPACE** AND EVEN BECOME A MOBILE EXTENSION OF THE ROOM AESTHETIC THROUGH THOUGHTFUL FINISH AND ARCHITECTURAL DETAIL SELECTION

WHEN PEOPLE AREN'T RUNNING BACK AND FORTH GRABBING INGREDIENTS AND TOOLS, WORKPLACES ARE CALMER, AND THEREFORE **SAFER**, PLACES TO WORK



# MISE EN PLACE CARTS

## CUSTOM BUILD, HIGH-VOLUME SOLUTION

**best, long-term solution for durability,  
customization, and ease in use**

**commercial grade**

**high-volume solution (estimated at 100-130 guests)**

**higher investment/ price point than a  
retrofit solution**

**custom, tailored solution built to fit specifications  
of house service items**

**custom, tailored solution built to fit specifications  
of house service items**

### TURNAROUND TIME FOR FABRICATION:

**estimated at 6-8 weeks for engineering**

**estimated at 12-20 weeks for fabrication/ delivery**

### EXAMPLES OF MISE EN PLACE ITEMS TO HOUSE WITHIN UNIT

- extra (service replacement) cutlery
- extra linen napkins (service replacement)/ paper cocktail napkins
- creamer containers
- sugar caddies
- salt and pepper shakers
- B&B plates
- coffee mugs/ coffee saucers
- ramekins
- cream/ milk cartons, dressing squeeze bottles, butter pads, cut lemons
- condiments: pc and bottles
- regular coffee, decaf coffee, hot water carafes
- extra water carafes (service replenishment)
- tea boxes

- ice wells/ ice scoops
- misc. item drawer: wine keys, pens, paper, lighters, tea lights, crumbers
- toothpicks/ straws
- trash bins/ hampers
- hand sanitizer/ paper towels/ cleaning rags
- extra (service replenishment) water glassware/ goblets
- serving trays
- first aid kit/ fire extinguisher
- server station diagrams/ maps
- broom/ dustpan/ garbage bag/ gloves
- menus/ beo information
- battery operated task lighting elements

# MISE EN PLACE CARTS

## CUSTOM BUILD, HIGH-VOLUME SOLUTION

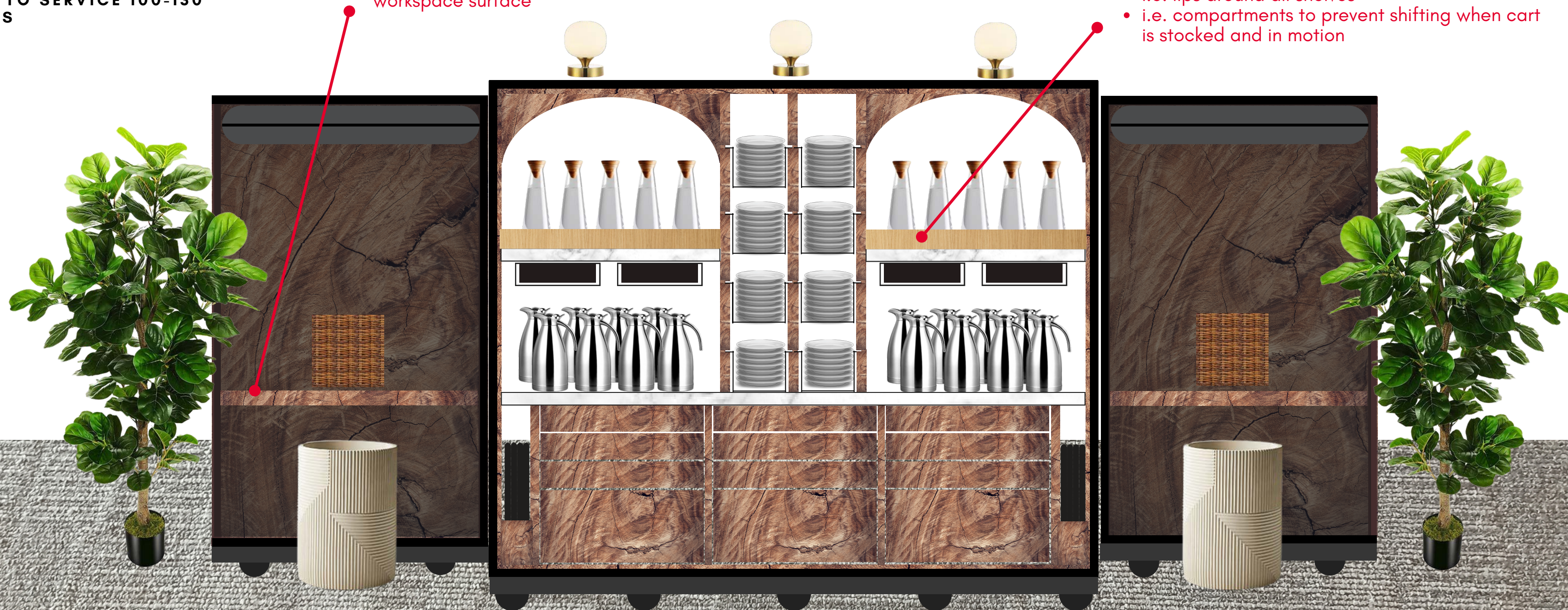
UNIT DESIGNED WITH THE INTENTION TO BE ABLE TO HOUSE AND HOLD THE NECESSARY MISE EN PLACE ITEMS TO SERVICE 100-130 GUESTS

### FRONT VIEW

flip-up tables to create workspace surface

shelving designed with item protection measures

- i.e. lips around all shelves
- i.e. compartments to prevent shifting when cart is stocked and in motion



\*\*\*PRELIMINARY PRODUCT DESIGN MOCK-UPS. ENGINEERING AND DESIGN SPECIFICATIONS IN PROGRESS\*\*\*

# MISE EN PLACE CARTS

## CUSTOM BUILD, HIGH-VOLUME SOLUTION

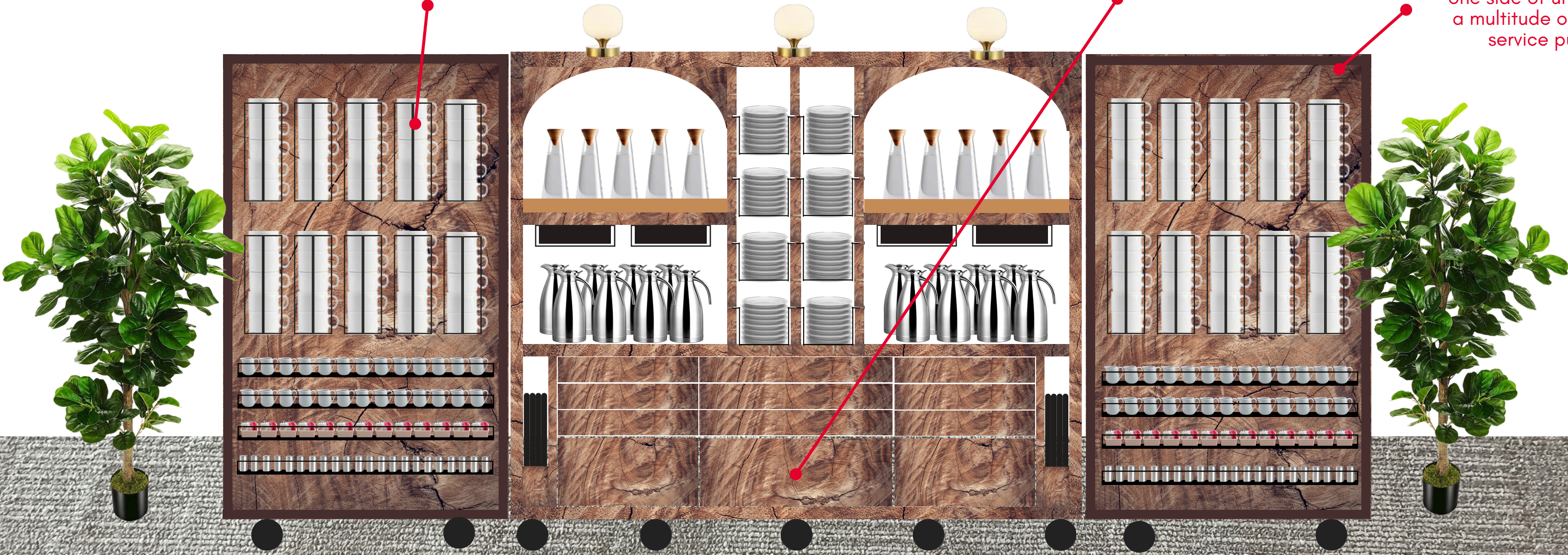
UNIT DESIGNED WITH THE INTENTION TO BE ABLE TO HOUSE AND HOLD THE NECESSARY MISE EN PLACE ITEMS TO SERVICE 100-130 GUESTS

### BACK VIEW

door mounted stackable coffee mug racks

drawers/ice well drawers

locking doors to enclose one side of unit and serve a multitude of additional service purposes



\*\*\*PRELIMINARY PRODUCT DESIGN MOCK-UPS. ENGINEERING AND DESIGN SPECIFICATIONS IN PROGRESS\*\*\*

# MISE EN PLACE CARTS

## RETROFIT BUILD

best solution for immediate need use

residential grade (most likely)

lower volume solution (estimated at 30-50 guests)

requires durability enhancement modifications conducted by a local fabricator in order to serve the necessary function requirements

life-expectancy of retrofit units are less than those of custom-build options

lower investment/ price point than a custom-build solution

### TURNAROUND TIME:

estimated at 1-3 weeks for delivery

estimated at 1-2 weeks to local fabricator to build modifications

### EXAMPLES OF NECESSARY DURABILITY MODIFICATION REQUIREMENTS

- steel base framing system
- bumpers
- 6" locking casters
- push/ pull handles
- additional metal bracing added to shelves
- locks or clasps on doors and drawers
- compartment dividers within drawers/ shelves
- lips installed around outer edge of any shelves
- consider "doubling up" on more narrow cabinetry units to create a "double sided" unit

# MISE EN PLACE CARTS

## RETROFIT BUILD SHELF/ BUFFET EXAMMLES



# HOT BOX PLATED SERVICE CARTS

# HOT BOX

## PLATED MEAL SERVICE CARTS

*Retrofit hotbox for large event,  
plated meal, floor service*

- eliminates the need for standard tray service
- current design can contain up to 72 standard size entrée plates with covers
- attractive exterior finish designs to disguise look of traditional hotbox
- may also be used as a tall chef's table or food & beverage counter display with solid surface top
- (3) non-insulated (heat resistant) built-in shelves for bussing tubs





# NON-INSULATED PLATED / BUSSING SERVICE CARTS

# NON-INSULATED PLATED MEAL/ BUSSING SERVICE CARTS

## Large Service Cart

### features

- Blackened Steel Frame
- Heavy Duty Construction
- 4" Casters with Black Polyurethane Tread
- (2) Locking Casters
- Allows For Easy Back of House Set Up
- Removable Center Shelf
- Over 600 lbs Carrying Capacity

Overall Dimensions - 40"l x 32"d x 32"h



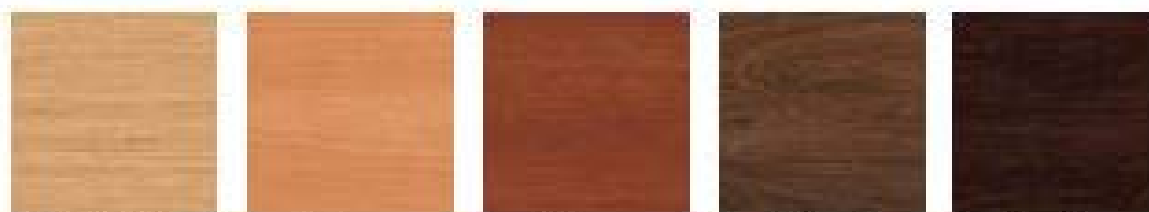
CAN HOLD 30-40 STANDARD SIZE  
ENTRÉE PLATES WITH LID COVERS



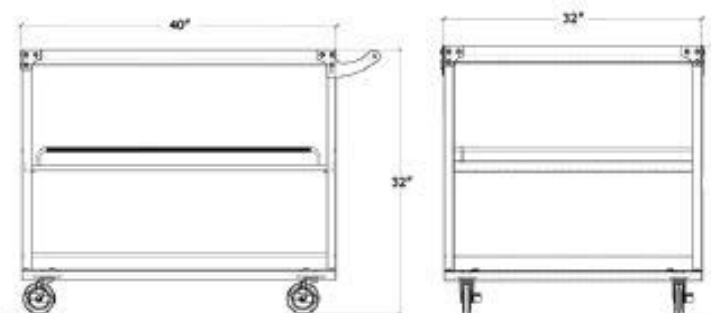
Choose from our standard finishes. Custom finishes available.



Yarmouth    Nantucket    Foxboro    Franklin    Brookline



Cambridge    Quincy    Salem    Walpole    Boston



magnetic panels can be applied to  
all open exterior areas to either:

- hide/ contain the stacked entrée plates during service
- or, hide/ contain bussing tubs during clearing

# TABLETOP ENHANCEMENTS

# TABLETOP ENHANCEMENTS AND SIMPLIFYING THE SET

*Focus on providing a high-end, visually appealing table set that replaces the outdated banquet style service ware with items that are easier to place and clear, while providing a more modern and uniform look*

**EXAMPLES INCLUDE:**

- STEMLESS GLASSWARE
- STACKING WATER GLASSES OR GOBLETS
- SLEEK BEVERAGE CARAFES
- SALT & PEPPERCORN MILLS
- TRAY/ CADDY FOR CENTER OF THE TABLE
- VISUAL INTEREST AND CONTAINMENT OF TYPICAL PRE-SET ITEMS
- QUICK DROP COFFEE CUP HOLDERS
- STACKABLE, DEEP RIM SALAD PLATES



# PLATED SERVICE MODIFICATION: PRE-SET BEVERAGE CARAFES

# PRE-SET CARAFE TABLE WATER GUEST SELF-SERVICE



**FILTERED  
SPARKLING & STILL  
OFFERING  
CAPABILITIES**



**GLASS CARAFES/ BOTTLES  
OFFER AN ELEVATED LOOK  
WITH TABLESCAPE  
SET**



**BRANDING/  
LABELING OPPORTUNITY  
ON GLASS CARAFES/  
BOTTLES**



**ICE-FREE, PRE-BOTTLED  
WATER AIDS IN LABOR  
REDUCTION AND FASTER  
SERVICE**

# PRE-SET CARAFE TABLE TEA GUEST SELF-SERVICE



CUSTOM MADE AND PROPRIETARY SELECTIONS FOR CLIENTS



TREND: THE GLOBAL ICE TEA MARKET IS ANTICIPATED TO ADD 2X VALUE BY 2030



CURATED, STEEPED, AND CHILLED IN-HOUSE FOR A PREMIUM EXPERIENCE



UPSELL OPPORTUNITIES WITH VARIETY IN OFFERINGS AND FLAVORINGS

# WHY ELIMINATE ICE...

## RESEARCH, DATA, TRENDS

### LABOR

It takes more time for service staff to fill water glasses/ pitchers with ice

Water glasses and pitchers need to be refilled more frequently because the ice takes up so much space. Therefor, increasing labor with replenishing

### FILTERING

The trend in mid-high restaurants these days is towards filtered water service

Ice is not filtered... so it negates the intention when serving a filtered water option

### SANITATION

When you see a cube of ice in your water glass, it has already touched at minimum six different surfaces

The layers of contact have inevitable sanitation obstacles due to the amount of touch-points

### PHYSICAL REACTIONS

Room temperature water assists in the digesting process after eating

It is also more effective at preventing you from feeling thirsty

It boosts your metabolism

Guests with sensitive teeth are unable to drink ice water

### SUSTAINABILITY

Considerable energy is required to "extract" heat from water and produce ice cubes

The production of the energy to make the ice cube also has an environmental impact, most commonly carbon dioxide emissions

Additionally, any ice cubes left in the glass after the drink has been drunk, are wasted

### SPILLS & SAFETY

Ice can cause spills when service staff or patrons try to refill water glasses

Condensation often forms on glassware/ carafes - making them harder to set by staff/ hold by guests



# WATER SERVICE ENHANCEMENT: CRAFT WATER CARTS

# MOBILE CRAFT WATER CARTS

## SPARKLING & STILL



a variety in water offerings is on the rise in popularity, without any indication of coming back down sparkling or seltzer waters, customization in water flavoring, as well as the desire for purity with water filtration, are all contributing factors to the popularity in the "craft water" scene

providing what guests are craving is important, but also an opportunity to capitalize on:

- variety in elevated offerings
- new technology that is efficient and attractive in design
- mobile, carafe filling/ water bottle filling stations
- guest self-pour or service attended experiences

design intent:

- feature 3 different types of water from each tap tower: chilled Sparkling, chilled still & Ambient
- guest self-service or attended capabilities for premium functions
- may be used as a retail outlet when paired with attendant/ pos stand
- fully mobile - does not require hard water line, just water jugs placed within unit
- basic electrical requirements to allow for flexibility in space placement
- powerhouse engineering that pumps out up to 80L/hr. of chilled sparkling, chilled still and ambient hydration



# CRAFT WATER CARTS

## ELIMINATION OF PLASTIC BOTTLES

Unit allows for any type of bottle to be filled. Water vessel suggestions: reusable bottles for guest souvenirs or biodegradable paper bottles

## OPTION TO ADD FLAVORING

Providing flavor infusions such as Monin Essences or house-made syrups, along with liquid caffeine additives are the right touch for guest customization

## OPTION TO ADD HERBS/ FRUIT

Take it a step further by offering fresh herbs and fruit/ vegetable garnishes as an additional flavoring infusion component.

## SELECTION OF CHILLED STILL OR SPARKLING WATER

Separate tap handles allow for the option between the two different water types

## SERVICE STYLE FLEXIBILITY

The engineering composition of the carts allows for guests to either serve themselves, or for an attendant to serve guests, which creates flexibility with usage in activation style



# WHY SPARKLING WATER?

**1**

## **SPARKLING WATER IS THE FASTEST-GROWING BOTTLED WATER SEGMENT**

12% growth rate in consumption in US in 2014 (compared to global rate of 1%)

**2**

## **SPARKLING WATER SALES AT LARGE HAVE HIT AN EXPONENTIAL GROWTH PATTERN**

Surging 42% over the past five years, with continued growth anticipated between now and 2020

**3**

## **THOSE CONSUMING SPARKLING WATER ARE MORE THAN REPEAT CUSTOMERS, THEY ARE SUPER FANS**

With 67% of sparkling water drinking it on a daily or weekly basis, Americans are now consuming nearly 170 million gallons of sparkling water a year

**4**

## **TRADITIONAL SODA BRANDS ARE SEEING A STEADY DECLINE IN SALES**

(14 straight years of systematic declines) as consumers become better informed and seek healthier options

# DRAFT COFFEE DISPENSING CARTS

# DRAFT COFFEE MOBILE DISPENSING CARTS

VARIETY IN BEVERAGE TYPES WITHIN ONE CART. UP TO 4 DIFFERENT TAPS THAT CAN SERVE A DIFFERENT BEVERAGE FROM 4 SEPARATE KEGS

DRAFT UNIT HEATS AT THE POINT OF DISPENSE, DELIVERING PERFECTLY HOT COFFEE TO ORDER, WHICH EACH AND EVERY POUR. NO NEED TO BREW

DISPENSES A HIGH VOLUME OF PRODUCT WHILE MINIMIZING WASTE AND LEAVING A SMALL FOOTPRINT

*place on service floor for coffee pot replenishment. service staff does not have to run to the BOH for refills*

OR

*place in a hosted private event function location for guests to serve themselves*



# DRAFT COFFEE DISPENSING UNITS

## OVERVIEW OF BEVERAGE OFFERINGS

### HOT & COLD NITRO COFFEE

These machines were originally designed to pour true "Nitro Style" Hot & Cold Brew Coffee. Nitro coffee is recognized for its rich & creamy look & taste.

### HOT DRAFT COFFEE

Simple on-site modifications to dispensing units allows for the ability to switch between "Nitro" style and "Draft" style coffee. Reducing the poundage in nitrogen flow and removing a filter from pour tap allows for a flow of coffee that represents the familiar taste and texture of "regular" coffee.

### COLD BREW DRAFT COFFEE

The Cold Brew option for beverage service is made possible by mounting the dispensing units to a mobile refrigerator unit to keep the keg regulated to a cold temperature.

### HOT WATER FOR TEA

Filling Corny Kegs on-site with 5 gallon water jugs allows for hot water to be serviced through the dispensing units in addition to the coffee kegs. Units are designed with the proper Corny Keg fittings.



# THE STORY – WHY DRAFT COFFEE?

1

## ABILITY TO ELIMINATE ON-SITE COFFEE BREWING

With the purchase of already brewed coffee kegs through your preferred coffee partner, you are able to reduce the labor costs associated with service staff brewing coffee in-house

2

## VARIETY IN OFFERINGS BEYOND COFFEE

Depending on unit configuration, many types of hot & cold beverages may be served. Virtually any type of beverage that can be kegged and pushed with nitrogen, may be served through these units. Examples include: hot chocolate, bone broth, mulled wine, cold cocktails & spirit free beverages

3

## INDUSTRY LEADER

Nitro Cold Brew has been a common beverage in coffee shops for quite some time now. However, Nitro Hot Brew is the new up-and-coming coffee trend. Levy is the first to make conventional urn coffee a thing of the past in high-volume, convention center environments but implementing these units

4

## ATTRACTIVE, ELEVATED & UNIQUE IN DISPLAY

There are only so many ways that you can try to make traditional urn coffee look and feel different. These units provide an alternative display type that prompts visual interest and evokes feelings of a more "fun" & interactive experience. You don't have to be a bartender to pour from a tap....



# THE STORY – WHY DRAFT COFFEE?

1

## ENVIRONMENT

Serving a proprietary blend of kegged coffee eliminates the typical waste associated with brewed to order coffee. No urn leftovers = no waste!

2

## LOCAL ECONOMY

Partnering with a local coffee roaster, allows you to support your community and provide your guests with a taste of your City

3

## INNOVATION

Never be surprised with a cold cup of coffee with the hot pour taps. These units regulate the temperature just right. Craving Cold Brew Coffee? This offering is also available within the same "pull-and-pour" unit!

4

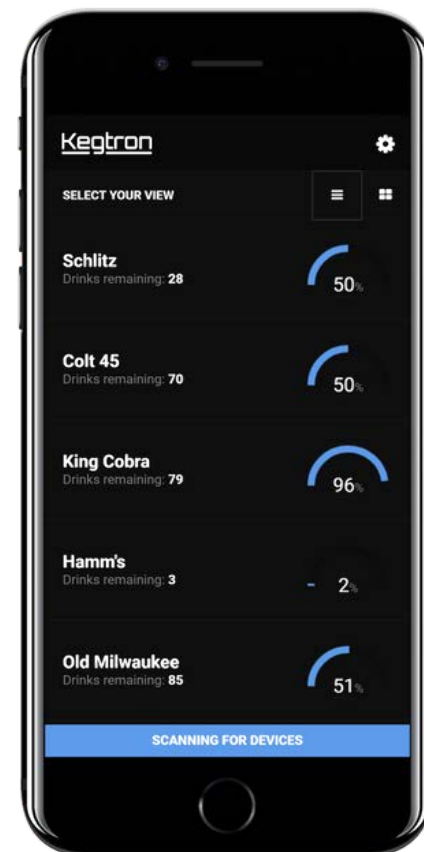
## EFFICIENCY

Waiting for coffee to brew is like watching the clock. When you have coffee kegs ready to go, speed of service is on point!

# DRAFT COFFEE CARTS

## FURTHER DEVELOPMENTS IN PROGRESS

- "Tower" tap system in addition to the "box" tap system
- Digital flo-meters for consumption tracking
- Façade/ front plate customization for different dispenser look other than stainless steel box
- Taps for cream & milk



# SERVICE AUTOMATION: RICHTECH ROBOTICS

# SERVICE AUTOMATION

## MATRADEE

### MATRADEE L

YOUR ALL-IN-ONE SOLUTION TO A HIGH TECH SERVICE EXPERIENCE



#### SERVING

ROAMING ABOUT SPACE AND ALLOWING GUESTS TO INTERACT WITH THE ROBOT



#### DELIVERING

RUNNING PRODUCT FROM ONE AREA TO ANOTHER (PERSON TO PERSON)



#### BUSSING

RUNNING BACK AND FORTH BETWEEN KITCHEN/ DISH LOCATIONS AND GUEST SERVICE AREAS

# SERVICE AUTOMATION

## MATRADEE

WAITERS  
P/SHIFT

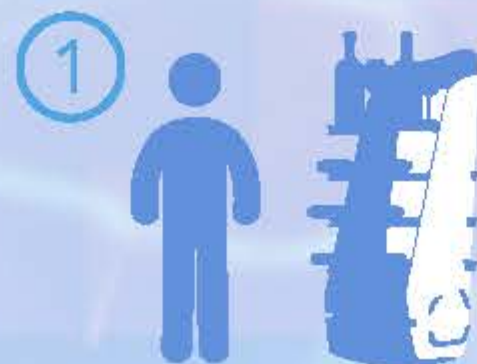
WAITERS COST  
P/YEAR

TRADITIONAL  
LABOR



- employee turnover
- training costs
- quality and reliability issues
- employee injury
- insurance costs
- limited working hours

USING  
MATRADEE



- time saved when staff can stay in place and focus on their tasks while the matradee does the legwork
- fixed expenses
- reduced training costs
- increased quality and reliability
- premium setup, training and upkeep provided with service agreement

# SAFETY!

- Smart-sensing technology navigates obstacles and opens doors
- Compact build that easily passes through areas 2 ft. or wider

# SERVICE AUTOMATION

## MATRADEE PILOT AT THE CLASSIC CENTER



### MATRADEE L

*latest and greatest model*

- \$1K (per robot) refundable fee/security deposit that can be used towards purchase of robot or a refund, post pilot
- \$14k per-unit all-in cost (post-pilot)
- Duration of the pilot is 60 days, with option to extend up to 90 days
- Free firmware upgrades and a backend platform for Levy operations team to manage the robot from
- Optional preventative maintenance package that includes training = \$150-\$300/mo.
- Robots can be wrapped for the pilot, but must be returned back in their original condition if not purchasing

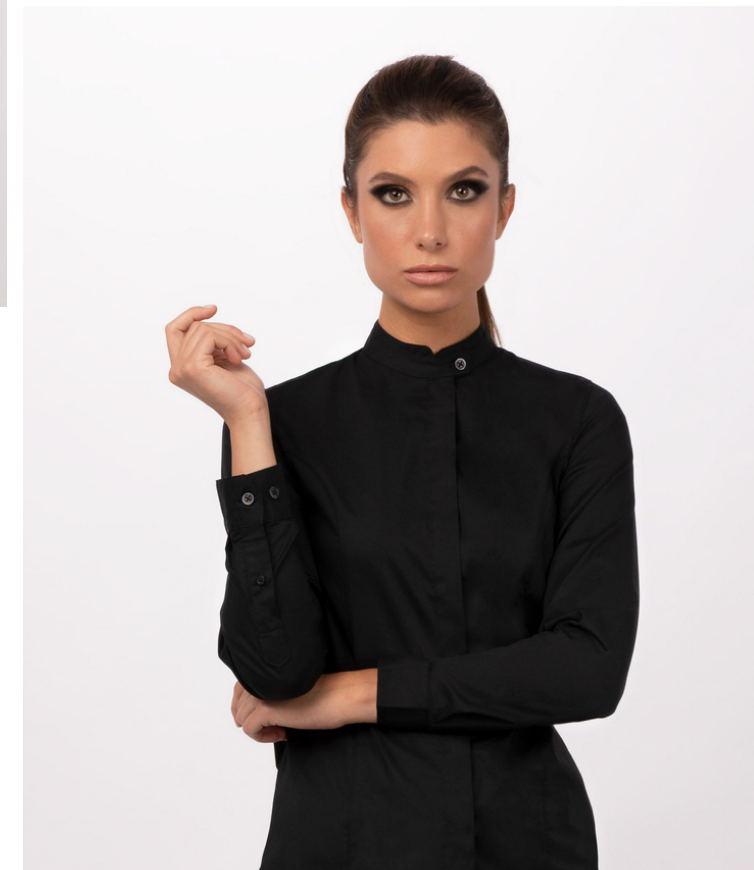
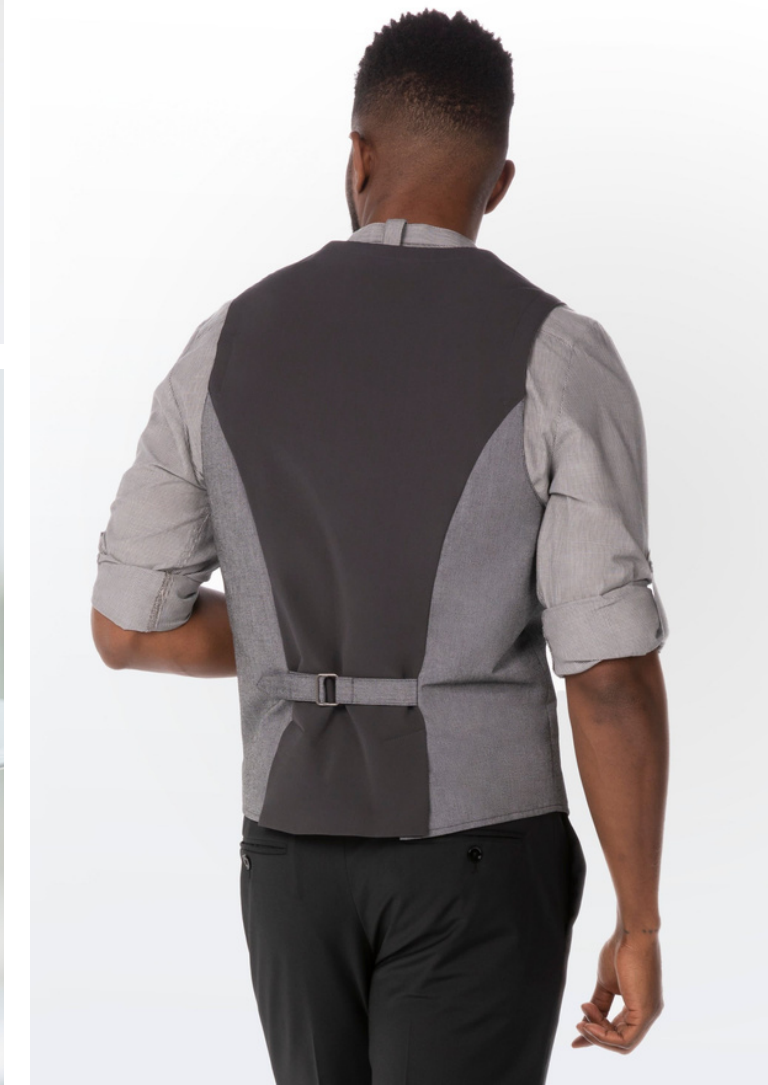
### TO DO:

- Thorough evaluation of space to make sure the robots can move about without restrictions
- Decide on qty of robots. 2 are recommended to see how they work side by side
- 4 weeks advanced notice for deployment

# 10 SERVER UNIFORMS

# SERVER UNIFORMS

## MOOD BOARD





THANK  
YOU.

