

WEEKLY MEAL
PICK-UP

Supper Club

"GIVING HOME-COOKED A WHOLE NEW MEANING"

THE CLASSIC CENTER
ATHENS, GEORGIA



SUPPER CLUB BUSINESS CASE

1

OBJECTIVE

With convention center business down due to COVID-19, our partner, Paul Cramer, asked that Levy and The Classic Center teams work together to provide a meal pick-up service for their Cultural Foundation Members and Season Ticket Holders in order to generate new revenue.

2

FINANCIAL AGREEMENT WITH PARTNER

To assist us with keeping the price down for the member, we negotiated a lower commission with the partner. I.e 15% for a minimum of 50 orders and increasing the percentage up to 30% for 100 orders or more.

3

PROGRAM DETAILS

With many other restaurants in the area providing meal pick-up services, we wanted to give people a unique experience with the Supper Club. This program includes a monthly virtual cooking demonstration with our chef, a wine giveaway once a month, as well as the sharing of our recipes. Meals are prepared from scratch and portioned for each person on property, and packaged with heating instructions for a seamless pick-up.

4

STRATEGY IN THE SELL

Members are incentivized to order four meals a month by offering price reductions. Which in turn, provides us with guaranteed sales for accurate production. An email was sent to all Cultural Foundation Members and Season Ticket Holders with a link to sign up. Email reminders are sent out as we get closer to the cut-off time for ordering. Additional social media posts have been made, giving other residents in the Athens area the option to participate in the program as well.

THE PROCESS...

Overview

1

At this time, meal pick-up is offered once a week. With each week, members have the ability to make online selections from our chef prepared, made-from-scratch, meal offerings

2

Members also have the option to include in-house selected bottle of wine, to pair with their meals

3

Pick-up instructions are emailed to members providing directions and a telephone number to call once they are on property

4

A PPE compliant Levy Team Member brings the neatly & individually packaged meals, along with heating instructions, out for curbside pick-up. This eliminates the need for anyone to get out of their car



Giving "home cooked" a whole new meaning

AUGUST 6, 2020

Starters

CLASSIC CENTER SALAD

field greens, grape tomato, cucumber, grilled onion, spicy pecans, and bell pepper vinaigrette

SESAME BREAD STICKS

Entrée choose one

BRAISED SHORT RIB

served with crushed corn, summer beans, and mushrooms

ROSEMARY-ROASTED CHICKEN

served with garlic mashed potatoes and bistro vegetables

Dessert choose one

PECAN PIE

CHOCOLATE-RASPBERRY CAKE



THE NUMBERS...

Overview

DYNAMIC PRICING

Members are incentivized to order four meals a month by offering price reductions. Which in turn, provides us with guaranteed sales for accurate production

PRICING STRUCTURE

Meals are purchased at \$20pp per meal for four weeks, and increases to \$25pp for two weeks, and \$28pp for one week

FOOD COSTS

We have calculated, this program will average a food cost of 28% per meal (including disposable ware), and would require a minimum of 50 orders

ORDER MINIMUM

Having a required minimum of 50 orders, helps with the ordering process and with waste reduction

ONE FINAL DAY TO PLACE YOUR ORDER FOR THIS WEEK'S SUPPER CLUB!



SUPPER CLUB PROFORMA

	GUESTS 50			GUESTS 65			GUESTS 100		
Sales	\$	1,000	100.0%	\$	1,300	100.0%	\$	2,000	100.0%
Cost of Sales	\$	280	28.0%	\$	364	28.0%	\$	560	28.0%
Gross Profit	\$	720	72.0%	\$	936	72.0%	\$	1,440	72.0%
Total Variable Labor	\$	-	0.0%	\$	104	8.0%	\$	200	10.0%
Payroll Taxes	\$	-	10.0%	\$	10	10.0%	\$	20	10.0%
Benefits	\$	-	8.84%	\$	9	8.84%	\$	18	8.84%
W/C	\$	-	4.15%	\$	4	4.15%	\$	8	4.15%
Total Payroll	\$	-	0.0%	\$	128	9.8%	\$	246	12.3%
Business Insurance	\$	10	1.0%	\$	13	1.0%	\$	20	1.0%
Directs/Indirects (Paper, cleaning, etc.)	\$	50	5.00%	\$	65	5.00%	\$	100	5.00%
Operating Income	\$	660	66.0%	\$	730	56.2%	\$	1,074	53.7%
Rent	\$	150	15.00%	\$	299	23.00%	\$	600	30.00%
Operating Income	\$	510	51.0%	\$	431	33.2%	\$	474	23.7%

