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**Objectives for Today:**

1. Explain budget management needed by the dining teams to be successful in a middle-market community.
2. Identify the training fundamentals needed for culinary support in middle-market community dining programs.
3. Describe the key elements for leveraging dining for effective marketing and occupancy growth.

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The industry is focusing on "lifting up" the middle market.

This includes a culture shift for existing communities that are shifting their business model, as well as new developments.

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### Budget Management in an Everchanging Environment

1. Get more from your food budget.
  - Develop a through Order Guide to match budget expectations.
  - Develop purchasing standards.
  - Review velocity reports
  - Keep convenience items to a minimum.
  - Spend tracking – review costs daily, weekly, monthly
  - Waste management
  - Portion control

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### Budget Management in an Everchanging Environment

2. Leverage labor for effective coverage
  - Smart food prep planning
  - Using utility workers for more than utility work
  - Dept. Heads working the dining room
  - Cross-training
  - Runner system in dining room

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### Culinary Basic Training – Fundamentals to Keep Costs Down and Quality Up

- Focus on wholesome, fresh foods
- Create Efficient Menus
- Provide hands-on support to develop the community dining team's culinary skills and techniques

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**Culinary Basic Training – Fundamentals to Keep Costs Down and Quality Up**

Focus on wholesome, fresh foods

- Local sourcing
- Keep it simple
- Keep it seasonal
- Communicate with your suppliers

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**Culinary Basic Training – Fundamentals to Keep Costs Down and Quality Up**

- Tighter Menu = More Variety
- Tighter Menu = Increased Quality
- Tighter Menu = Enhanced Presentation
- Tighter Menu = Easy to Add Last Minute Requests from Residents

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**Culinary Basic Training – Fundamentals to Keep Costs Down and Quality Up**

Create Efficient Menus

- Menu size and scope
- Daily balance
- Prep requirements
- Farm to Table...Tell the Story

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### Culinary Basic Training – Fundamentals to Keep Costs Down and Quality Up

Provide hands-on support to develop the community dining team's culinary skills and techniques

- Fundamental cooking skills are necessary for success
- Kitchen talent gives you more solutions and options
- Hands-on approach is required!

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### Leveraging Dining for Effective Marketing (Increased Occupancy)

- Focus on presentation - always
- Tell the Story...the community's commitment to Great Food

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### Set Your Community Apart In the Middle Market Arena

**Presentation is critical**

- Action in The Dining Room
- Carving Stations ...Turkey, Corned Beef, Chicken
- Salads – Caesar, Waldorf
- Noodle Station
- Lemonade Station
- Amuse Bouche

**Tell the Story!**



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**Presented by:**

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