

PSL HELPS THE METROPOLITAN SIGNIFICANTLY REDUCE FOOD COSTS DESPITE RECORD ESCALATING FOOD PRICES

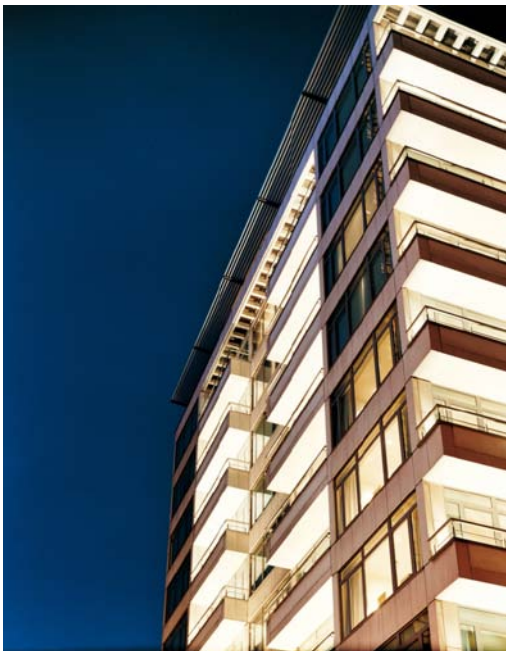
Background

The Metropolitan is a 5* hotel in central London and part of Como Hotels and Resorts, a worldwide name in luxury hotels.

Under the management of Tom Orchard sister hotel, The Halkin, brought PSL in to work with them in 2001. So when Tom moved to take responsibility of The Metropolitan in 2004 he had no hesitation in bringing PSL in there too, to assist in reducing food costs as well as improving quality of ingredients used.

Tom explained, "I initially worked with PSL during my days with The Savoy Group and recognised the benefits they bring to establishments in the hotel and catering industry. I am also acutely aware that it takes specialist knowledge to tackle the reduction of food costs whilst boosting quality at the same time.

"I brought PSL in not just from a cost perspective, however, but also for its product quality capability and ability to train and implement initiatives effectively."



Concerns over external support quashed

As with many establishments the Group's chefs were initially somewhat reticent about external support being brought in. Tom said, "They thought PSL were going to come in and tell them how to do their job – something no chef wants!

"It didn't take long for them to see that we have in fact brought in a service that is there to help, advise and support them. They are very happy with the produce and suppliers PSL have introduced and our chefs can see the results for themselves. PSL provide recommendations and consultancy support to our chefs; they work closely with them, ensuring any new ideas are put into operation smoothly."

Customer satisfaction improved

The Metropolitan is unusual in that it does not have its own restaurant. The cuisine offered to guests includes breakfast, room service, a diverse menu selection in their Met Bar and a variety of menus through their Events Department. Nevertheless the Hotel provides an average of 250 covers per day which have to meet the superior standards expected by guests.

Tom added, “We are well known for the quality of our breakfasts. We used to offer buffet style but when we brought PSL in we went à la carte. We now have a far better product and better costs of produce through using PSL’s suppliers.

“We are a 5* establishment and customer expectations are high. Since using PSL our customer satisfaction has actually improved, raising our reputation even further.”

Maintaining savings and meeting targets

The last 12 months have been particularly difficult for the food industry as food prices have risen more quickly and steeply than has been seen for several decades.

Since implementing the changes recommended by PSL, The Metropolitan’s Food Cost of Sale has been significantly reduced and is now in the region of 20% which, for a 5* property, is an impressive figure.

Tom commented, “Achieving such savings in the current climate is an exceptional result. Our aim now is to try and maintain this figure as I do not believe we could reduce it further within a 5* environment without an adverse effect on quality.

“We could never have attained such a level without PSL’s help. We also recognise the importance of their continued support as we strive to constantly maintain this level. Having PSL focus on ways to achieve this means that our chefs can get on with their key role of meeting customers’ high expectations, secure in the knowledge that financial targets and quality of food produce are also being met.”

Beneficial impact

Matt Tough, Sales & Marketing Director of PSL summarised, “We are proud to be working with The Metropolitan in ensuring they improve their stringent quality levels whilst reducing their costs.

“That their customer satisfaction levels have noticeably improved too is a perfect example of how a good working partnership brings success not only to the areas initially pin-pointed and targeted but also has a beneficial impact on those around.



Met Bar

“We look forward to entering our ninth year of working with the UK Hotels in the Group and further building upon our successes with them.”

For further information please contact Matt Tough, Sales & Marketing Director on: 07778 285321.