

PSL ASSIST THE TOWN HOUSE ACHIEVE SUBSTANTIAL COST SAVINGS THROUGH SMARTER PURCHASING AND MENU ENHANCEMENT

Background

The Town House is a sophisticated restaurant and bar in Solihull, West Midlands, which provides its guests with a diverse selection of creative modern European-style dishes.

Established in 2006 they have gained a reputation for using fresh ingredients of the finest quality.

The owner had worked with PSL for over 15 years during his senior management roles in major corporate hotel groups, and had no hesitation in asking PSL to work with his and his wife's new venture.

Delivering the profits

PSL was brought in to work with management and the team of kitchen staff from the outset. The restaurant now serves over 500 covers per week.



Rob Wear, Head Chef at The Town House said, “We simply could not get better prices and service from our suppliers if we did it all ourselves. PSL constantly check and agree prices with suppliers, armed with their knowledge of past, current and anticipated trends. They also ensure suppliers meet our needs by carrying out spot checks and back door validations; checking quantity, quality and delivery times – things we just would not have time to regularly do ourselves as we are a team of just six in the kitchen.”

With UK food costs increasing by around 25% in under a year, pubs and restaurants such as The Town House have had a more difficult task in ensuring their menus remain profitable whilst also attracting a greater number of guests. PSL has helped its clients to better manage these increases without affecting their bottom line or disappointing diners by escalating menu prices.

Rob Wear continued, “The market reports PSL provide us with are invaluable. They enable us to buy more efficiently, take full advantage of seasonality, and adapt our menus accordingly. This maintains every dish delivers the profits we need to run the business effectively, whilst ensuring there is no detriment to quality or ingenuity. PSL are also very pro-active in providing advice and suggestions in this area.”

Effective sourcing

Through PSL's focus and ability to gain best market price for food produce, its clients are assured they are getting the best possible price for quality goods on a day-to-day basis.

However its focus also enables PSL to foresee issues and alert its clients to future problems, enabling them to make changes before they become affected.

Rob Wear explained by offering an example, "We used to have quite a selection of beef dishes on our menu but PSL were able to advise us that prices were about to soar due to anticipated reduced availability in the marketplace.

"We therefore had the opportunity to change our menus, incorporating other meat and poultry. PSL also worked with us to see how we could use different cuts of beef and then establish innovative and interesting recipes to encompass such cuts.

"As a result we were not shocked by the rising prices and had already taken the necessary precautions to ensure these rises did not have a detrimental impact on our profitability."

Turning Greener

The Town House face stiff competition in the area from a variety of restaurants and good quality gastro pubs.

To differentiate themselves they are working with PSL to further increase and promote their use of fresh local produce across their menus.

With consumers' desire becoming increasingly 'green' guests not only want to experience local delicacies but also enjoy the satisfaction that the food they are eating has not travelled halfway across the world to arrive on their plate.

PSL embrace such desires and have assisted many of their clients nationwide in the sustainable sourcing of quality local ingredients.

Matt Tough, Sales & Marketing Director of PSL summarised, "We are delighted to have the opportunity to work with such a stylish, forward-thinking restaurant. We are continually working with them to develop ways in which they can make savings whilst further developing their focus on the sourcing of high class local produce.

"The dining industry has had a very difficult 18 month period but by working with PSL our clients, including The Town House, have been able to adopt ways to achieve savings without any adverse affect on customer perception and satisfaction."



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