



# Axis Purchasing – Manage Food Quality to Maximize ROI



**White Paper  
Manage Food Quality to Maximize  
Return on Investment**

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**axis**  
PURCHASING

The logo for Axis Purchasing features a stylized graphic above the word 'axis' in a lowercase, sans-serif font. The graphic consists of a central dot with two curved lines extending from it, resembling a signal or a stylized 'A'. Below 'axis' is the word 'PURCHASING' in a smaller, uppercase, sans-serif font.

The goal of every foodservice operator is for their patrons to have a wonderful, unique dining experience that prompts them to return again and again. Even better, if customers are impressed enough, they will tell friends and family or write up a favorable evaluation to share on Yelp or another review website.

To achieve this lofty goal to provide an experience of favorable service, ideal ambiance and of course, delicious cuisine, restaurants spend an exorbitant amount of time on the crucial areas of service and menu choices.

Arguably, the food is the key ingredient to maximize customer satisfaction. Think of the infamous “soup Nazi” from the Seinfeld sitcom. The restaurant had no ambiance and customer service was highly negative, but the line for the soup was around the block. In addition, consider the attraction of food trucks – no physical attraction, but some are churning out unforgettable pork buns and Philly Cheese Steak sandwiches. In contrast to these lower-end markets, think of a fine dining steak house where “Prime” is the primary draw.

Overall, there should be no skimping on the food quality and preparation to guarantee a favorable experience. To be sure, the quality of every menu item needs to be highly scrutinized in order to satisfy the target patrons and bring them back for more.

Our contention at Axis Purchasing is that not everyone views quality through the same lens. It is important to link the exact product specification for the intended use of each menu item. We have also found that some foodservice operators do not develop product specifications or as bad do not follow them.

As a result, operations spend unnecessary money overbuying and serving “over-specified” foods. This can lessen the per plate cost budget that could be used for higher quality ingredients that would provide a greater impact on the customer experience.

In other words, if you choose to invest in higher “quality” specifications, you had better be certain they drive higher customer satisfaction and prompt return visits. Like all businesses, it is all about Return on Investment (ROI). For greater clarification, let us look at a few real-world examples.

### **The “Perfect” Prime Rib**

A chef wanted his restaurant’s reputation to be THE best place for prime rib. Consequently, he ordered prime ribs with a special trimming of the fat roll around each one. Specifically, he wanted the fat roll trimmed by an extra one-eighth inch. That was his image of the perfect cut of prime rib.



The supplier – aiming to please the customer – went out of his way to trim the fat and deliver the “perfect” piece of quality meat. The obvious problem with this out-of-spec request had the opposite effect on the cost: his good-looking prime ribs did not add fat to the bottom line.

Did customers appreciate the meat with the slimmer fat band around it? Likely not. This ego-driven decision added nothing to the customer satisfaction ... the ROI was zero.

### **The Appeal of an Orange**

We have come across a number of restaurants that hope to impress customers with fruit salads that contain a wide variety of fruits with vibrant colors and juicy tastes. They want the best fruit they can buy. So when they spec out the oranges for the fruit salad, they select a US Fancy orange, which is a fruit with delicious, sweet taste on the inside and has perfect skin – nice roundness, few flaws, and more orange than green.

Why pay the extra cost for a US Fancy when you are going to peel off the skin. The customer will never see the attractive outside – it is going into the garbage. Again, the ROI on this extra expenditure is zero. The customer would have been equally satisfied with the no. 2 orange spec that offers a delicious fruit, but less than perfect outward appearance of the skin.



### **Too Many Chickens in the Kitchen**

We recommend to clients that we review the complete product specifications at least once a year. Menu items change, portions altered ... you never know what has evolved in the kitchen to affect the need for a different spec.

One of our customers used a lot of chicken. In fact, their group had 15 different sizes and manufacturers of chicken tenders. Looking closer at the products, every chef and kitchen manager had a different opinion on the correct product to use in the same recipe.

During the review, we finally got everyone to agree on the same product offerings. Now, this group maximizes the use of a standard chicken breast in a program available across the system. Of course, the savings were substantial.

### **Summary**

At Axis Purchasing, we focus on increasing your purchase and operational efficiencies. This includes working closely with you to bring the right product at the lowest cost with the best distribution agreement to your operation.

In addition to the substantial savings we bring our customers, Axis Purchasing offers in-depth analysis of your purchases. We are in a position to offer options and help you meet your quality needs without

paying too much. Our customers maintain control of supplier, product choice and their operations. Axis support brings significant savings without increased administrative burden.

Give customers what they want and expect; if you spend more on products, make sure the customer notices and the investments lead to greater customer satisfaction.

At Axis Purchasing, we feel there is only one thing more rewarding than serving quality food.... serving it at a lower cost.

## **About Us**

Axis Purchasing focuses on increasing your purchase and operational efficiencies; we bring the right product, at the lowest cost with the most efficient vehicle to your operation.

We offer a \$10 billion group-purchasing portfolio built on 350 foodservice manufacturers – many that you use right now. Our program includes rebates, contract pricing and a deep analysis of your purchases so we can offer options. You maintain complete control, keep your distributor and there are no out of pocket expense. If we save you money, we keep a small percentage as an administrative fee.

We are a consortium of experts that complement your existing staff. Our advanced skills include food, disposable and equipment purchasing, multi-level distribution (systems, broad-line and produce), and operations.

Our happy customers appreciate our true value, not just cheap prices. That is why we have quickly grown to thousands of foodservice locations. Find us at [www.axispurchasing.com](http://www.axispurchasing.com) or call TODAY to learn what you have been missing.