

PAPA GINO'S

Situation:

Papa Gino's Inc. & D'Angelo sub shops- a 400 unit plus quick service restaurant chain, needed a R&D management resource.

Their Need:

Chef Services Group was hired to manage the menu and product development process for this leading chain leader in the Northeast



Primary Services Provided:

- Bench-top testing of new products
- Organoleptic review with supporting analytical data of current versus new product offerings
- Continued support of new product development that supports the operations platform in both brands
- Equipment review, evaluation and recommendations
- Product presentation support for in-house training
- Developed product specifications and work with manufacturers to maintain product integrity
- Support in development of training materials for new product rollout
- Food styling and photography for major ad campaigns for television and print ads

Results:

CSG successfully rolled-out several programs in both programs which are still in the concepts to date. The units in the chain continue to grow.



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