

BETTY CROCKER

Situation:

Betty Crocker wanted to take its strongest retail brand to test in the food service market place.

Their Need:

Operations & Product Development

Primary Services Provided:

- Develop menu, products and services
- Design and create all recipes
- Coordinate all related operational procedures to deliver the brand integrity
- Develop total systems operational infrastructure from guest service to product preparation and production management
- Coordinate development of the menu board
- Coast all recipes and develop retail pricing
- Establish theoretical food and operations costs
- Provide design direction
- Approve and review equipment selection and layout
- Develop all internal system operator guides
- Write all manual procedures covering all pre-opening and opening process
- Design and deliver training to 3 sites
- Work with staff to ensure execution of branded products and services
- Conduct after-opening site assessments to measure operator compliance and system procedures
- Developed Roll-out strategies to support the insurance of quality execution
- Provided site management and pre-opening assessment of facilities

**Results:**

The Betty Crocker kitchen had a seamless opening at the University of Southern California and successfully operated in the student union for over 5 years.



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