

LONGHORN STEAKHOUSE

Situation:

LongHorn Steakhouse was in need of new product innovation, fresh ideas and culinary muscle.

Their Need:

Chef Services Group was hired to develop innovative steak, Surf & Turf and appetizer Limited Time Offer (LTO) concepts.

Primary Services Provided:

- Menu ideation based on current concept and offerings
- Full culinary presentations with evaluation sheets for LongHorn top executives
- Gold Standard Recipe Development
- Ingredient Procurement



Results:

An opportunity for unique concepts in LongHorn’s LTO portfolio, recipes and scale-up production formulations for their partner manufacturer.



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A TOTAL CULINARY & OPERATIONAL SOLUTIONS PROVIDER