

Chi Town Eatery

Situation:

The Chi Town Eatery team was created to provide a casual all day gourmet eatery experience, in an upscale business area of Chicago. Focusing on upscale comfort food with breakfast offerings all day; Chi Town Eatery utilized bold and unique flavor combinations to provide their patrons with continuous offerings. The idea was to open a new kind of foodservice establishment focused on great food without sacrificing cost, or flavor; where the casual counter ordering style with food runners instead of wait staff would allow customer's time and budget concerns to come first.



Their Need:

The overall goal was to bring the Chi Town Eatery concept to life. Their need was the creation and implementation of a flavorful but comfortable menu that fit into the casual counter order set up. They needed to be lead into the foodservice industry so that their idea of a fresh new foodservice establishment providing convenient, fast, budget conscious comfort food would be possible.

Primary Services Provided:

- Menu Creation
- Recipe Development
- Nutritional Assessment
- Design Direction
- Sourcing and Specification of Raw Materials
- Developed Custom-Written Detailed Operations Manual
- Kitchen and restaurant design direction which included floor plan and equipment selection
- Directed the Training of Staff and opened the restaurant successfully.

Results:

Chi Town Eatery concept was an instant success in the West Loop of Chicago, with customers waiting for it to open. Their complete operations and facility designs functioned properly and their success is shown in the high volume of sales.



CHEF SERVICES GROUP
food innovation

42 Westwood Road - Lincoln, RI 02865 - Voice: 401-722-2727