



# FOOD & BEVERAGE OPERATIONAL REVIEW & CONCEPT PLANNING

## SEAGULLS – CATERING REVIEW

### OVERVIEW

Located in the beautiful Tweed, the Seagulls Club has long been an entertainment institution with a reputation for playing host to thousands of members and visitors to the local area.

### SITUATION

In July 2005, RT Hospitality Solutions was engaged to review the Seagulls catering operation. Strategically Seagulls were refining their Master Plan and in so doing, wished to take a holistic approach to assessing all operational areas of the venue.

The objectives of the review were to improve the profitability of the area, determine potential opportunities in the local market for a point of difference dining offering and provide input into implementing processes and key performance indicators into the catering operating environment.

### SOLUTION

#### “THE LOADED DISH”

#### WATERFRONT BUFFET

Each of the catering options were analysed, and after implementing the recommendations made by RTHS as part of the review process, the following outcomes have been achieved:

In early 2006 the venue moved from an in-house catering operation to appointing an external contractor.

RTHS was then heavily involved in the planning and design stage of the new catering concept “The Loaded Dish” that would replace the incumbent catering operation.

“The Loaded Dish” catering concept retained the buffet presentation and introduced a cook to order component as well as expanding the menu selection.

RTHS provided the operational plan that was used during the construction phase in order to still maintain a catering option for the venue during this period, and assisted in the transitioned opening of the new area.

On behalf of the newly appointed caterer, RTHS prepared and documented a comprehensive operations manual for “The Loaded Dish”.

The Loaded Dish is now doing in excess of 6,000 covers per week.

General Manager of Seagulls, Wayne Kendrigan, has seen a direct correlation between the successful catering operation and on-flow to other areas of the Club “I can not emphasise

enough the importance of getting the quality, presentation and efficiency of the catering department running correctly. It is quite simply one of the major attractions that draw customers to our Club.”

As part of the Club’s master plan, the next stage of the redevelopment of the Club will incorporate a new dining experience based on an al fresco area on the ground floor.

### THE BENEFITS OF CHOOSING RT HOSPITALITY SOLUTIONS

With a wealth of experience in the food and beverage consultancy arena, RT Hospitality Solutions can offer their clients an in-depth, detailed review of food and beverage outlets that will identify operational efficiencies and financial improvements that can be made.

RT Hospitality Solutions are skilled facilitators in the implementation of change within food and beverage operations and offer their expert services as your first choice for Catering Planning and project management.

