



DEPARTMENT OF THE NAVY
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CNICINST 1710.4
N9
22 Jul 15

CNIC INSTRUCTION 1710.4

From: Commander, Navy Installations Command

Subj: CNIC MORALE, WELFARE, AND RECREATION, FOOD AND BEVERAGE
INTERNAL BRAND SUPPORT INITIATIVE

Ref: (a) CNICINST 1710.3

Encl: (1) CNIC MWR F&B Brand Support Guidance

1. Purpose. To provide standards in the establishment and operation of dining facilities under the Commander, Navy Installations Command (CNIC) Morale, Welfare, and Recreation (MWR), Food and Beverage (F&B) Internal Brand Support Initiative.

2. Background. Per reference (a), CNIC operates MWR F&B activities throughout the worldwide enterprise. Currently, these CNIC Fleet & Family Readiness (N9) F&B activities are not cohesively branded. CNIC intends to create and grow internally developed, high quality F&B brands.

3. Policy. This instruction applies to Installations operating CNIC developed internal brands. Participation in the brand initiative is optional.

a. CNIC N92 is creating and promulgating a portfolio of brands within industry recognized service styles, including, but not limited to, kiosk, fast food, fast-casual, casual, themed, tavern/saloon, brew pub, catering, and fine dining. Use of these brands will provide consistency in program delivery and standardized processes, take advantage of industry and internal resources, provide oversight for the supply of prepared foods, condiments, and beverages for specified recipes, and provide on-site compliance evaluation and support to assure the highest level of food service quality. The current CNIC F&B fast-casual styled brands are:

- (1) Rustic Crust Pizza & Wings (pizza)
- (2) Bombers Fresh-Mex (Mexican)
- (3) Gourmet Bean Cafe (coffee and pastries)

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- (4) Better Burger and Fries (burgers)
- (5) BLENDZ-Custom Fresh Food (sandwiches)
- (6) SPINZ-Hand Crafted Food (variety-bowling alley fare)

b. Additional brands may be developed, or current brands may be revised, based upon customer demand and market conditions or as determined necessary or appropriate by CNIC N92.

c. Brand specific benefits and support will include use of the following: name, logo, trade dress, operating methodology, design, layout, menu, recipes, point of sale (POS) architecture and reports, nutritional analytics, training materials, on-site training assistance, station guides, business processes, labor models, uniforms, product specifications, supplier agreements, order guides, inventory sheets, cost cards, marketing materials and programs, grand opening support, quarterly business plans, site visit reports and other miscellaneous documents and processes to fully support and protect brand integrity.

4. Responsibilities

a. CNIC N92 is responsible for:

(1) Reviewing brand request applications, requesting any additional information or performing on-site visits, as required to determine viability of the branded business opportunity.

(2) Approving or denying requests for the establishment of branded locations.

(3) Providing the applicant with a brand support package that outlines specific details and supporting documents.

(4) Providing guidance and direction regarding proper procedures in operating the branded locations, including the issuance and publication of program-wide and brand-specific Standard Operating Procedures (SOPs).

(5) Ensuring and monitoring site compliance with brand standards and reviewing individual requests for modifications, waivers, or changes regarding the topics outlined in enclosure (1) .

(6) Suspending or revoking site authority to operate the brand due to non-compliance with established standards and SOPs.

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b. Region Commanders (REGCOMs) are responsible for providing oversight and support to the Installations, as necessary.

c. Commanding Officers (COs) are responsible for:

(1) Preparing and submitting brand request applications, including installation and facility analysis, market competition survey, sales estimates, and other critical installation and facility data. The brand request application is located on the CNIC G2 Site at:

<https://g2.cnic.navy.mil/tscnichq/N9/N92/N23D/default.aspx>

(2) Ensuring completion of the Pre-opening requirements, which includes signing CNIC N92 required brand agreement(s) and securing adequate funding.

5. Action. REGCOMs and cos shall:

a. Coordinate with CNIC N92 regarding setup, design, and assembly of the branded location.

b. Comply with all logistical standards and requirements, as identified in the enterprise-wide contract for branded food and service support.

c. Ensure compliance with program and brand guidance and SOPs.

d. Follow additional guidance provided in enclosure (1).

6. Records Management. Records created as a result of this notice, regardless of medium and format, shall be managed in accordance with SECNAV M-5210.1 of January 2012.

Vice Admiral, U.S. Navy

Distribution:

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<https://g2.cnic.navy.mil/CNICHQ/Pages/Default.aspx>

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CNIC MWR F&B Brand Support Guidance

1. General. The purpose of this guidance is to provide standards in the establishment and operation of dining locations under the Commander, Navy Installations Command (CNIC) Morale, Welfare and Recreation (MWR) Food and Beverage (F&B) Internal Brand Support Initiative. Participation in the brand initiative is optional.

2. Contracts. In support of this initiative, CNIC N92 (Fleet Readiness) may award an enterprise-wide contract to one or more private sector companies to provide branded food, beverages, condiments, and service support including but not limited to location consulting, design, training, and marketing support under the direction of CNIC.

3. Fees. CNIC N92 does not charge any initial fee, franchise fee, or ongoing royalty fees to the activity for the use of these brands. However, the Regional or Installation activity must budget and fund the operation.

4. Employees. The Installation will be solely responsible for hiring and discharging employees, setting their wages, and determining terms of employment. These employees do not work for CNIC N92. The facility must at all times be staffed with qualified and trained employees in conformity with the CNIC minimum staffing requirements as mutually determined during the brand activity development process and must be managed by a fully trained and designated manager, directly involved in the day-to-day operations. Initial management and employees must be hired before training is scheduled to begin and all employees must wear uniforms designated by CNIC N92, while working in the business.

5. Reports. The facility must maintain timely and periodic reports, information, and records of facility performance provided to CNIC N92. Since the information is time sensitive, F&B management is required to provide the performance data according to a specified schedule, utilizing CNIC N92-provided documents.

6. Updates and Revisions. Changes in federal law and in Department of Defense or Department of the Navy can result in the need to make immediate changes to current policy and procedures set forth in this instruction. When such changes are required, CNIC N92 Policy Update Notices will be numbered,

Enclosure (1)

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published, and placed in Appendix A of this instruction. All CNIC N92 Policy Update Notices take effect upon publication and placement in Appendix A and remain in effect until cancelled or incorporated into revisions of the basic instruction.

Participants agree to comply with all current and updated promulgated CNIC N92 brand standards and operating procedures without modification, alteration, or exception unless approved by CNIC N92 in writing.

7. Modifications. Requests for waivers of any CNIC policy contained in this enclosure that are not contained in higher level regulations or codified in law must be submitted to CNIC N92. The waiver request must include justification for the waiver. All waivers shall be granted for a specified time period, not to exceed three years. CNIC N92 will work with the Region and Installation to develop a site specific business plan tailored to the unique needs of each location. As a result, changes and modifications should be minimal. Requests for modifications, waivers, or changes relating to any of the following will require prior written approval from CNIC N92 before changes may be implemented:

- a. Menu additions or subtractions
- b. Change of authorized supplier or specifications
- c. Menu pricing of primary products
- d. Change of labor model/staffing or service style
- e. Point-of-Sales modifications
- f. Decor/trade dress
- g. Days or hours of operation
- h. Use of marketing materials or brand affiliation
- i. Production or distribution of logo or brand in any media

8. Funding Details

a. Pre-Opening: CNIC N92 does not offer a prototypical design at this time. As a result, the initial investment to convert an existing MWR activity to one of the CNIC F&B brands will vary. Depending on brand selected, facility conditions,

existing equipment, and prevailing construction costs, the expense to open a brand location could range from \$75,000.00 to more than \$400,000.00 and would usually include the following expense categories:

- (1) Training
- (2) Real property
- (3) Equipment, fixtures, other fixed assets, construction, remodeling, facility improvements, and decorations
- (4) Initial inventory
- (5) Deposits, licenses, and any pre-paid expenses
- (6) Any training labor and travel expenses, if required (operations, POS, other)
- (7) Additional funds such as store banks

b. On-going: The Installation or Region shall fund all operations of the branded location, including but not limited to food & beverage costs, equipment, supplies, transportation, utilities, labor, services, and all other necessary expenses.

9. Roles and Responsibilities

a. CNIC N92 is responsible for:

- (1) Administering the Internal Brand Support Initiative and the provisions of this instruction through the activity manager.
- (2) Reviewing, revising, and issuing changes to this enclosure.
- (3) Reviewing and making determinations on requests for waivers to the provisions of this enclosure as set forth above.
- (4) Overseeing NAF financial management functions.
- (5) Approving or denying waiver requests.
- (6) Implementing policy contained in this enclosure and updating as required.

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b. Region Commanders (REGCOMs) are responsible for:

(1) Administering the provisions of this instruction in support of the CNIC N92 F&B Internal Brand Support Initiative, at Region and Installation levels.

(2) Reviewing waiver requests from within the Region and forwarding to CNIC N92 for consideration.

(3) Implementing policy contained in this instruction and ensuring compliance with policies for all subordinate commands.

c. Commanding Officers (COs) are responsible for:

(1) Administering the provisions of this instruction in support of the CNIC N92 F&B.

(2) Preparing Installation waiver requests and submit to REGCOMs.

(3) Implementing policy contained in this instruction and ensuring compliance with policies for all Installation activities.

d. Installation Activities are responsible for:

(1) Obtaining required permits and approvals for construction.

(2) Ordering/receiving/installing specified equipment, trade dress, and related materials.

(3) Hiring qualified management and staffing to satisfy the labor model.

(4) Facilitating and conducting food safety, alcohol, and sanitation training, as prescribed by CNIC instructions and other guidance.

(5) Providing in-progress and final photo history of the location.

(6) Providing a complete schedule of pre-opening project costs.

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(7) Complying with all promulgated brand standards and operating procedures, without modification, alteration, or exception, unless approved in writing by CNIC N92.

(8) Purchasing specified food items and other supplies, only from the CNIC-designated supplier.

(9) Preparing and serving approved menu offerings (includes local preference items), using recipes, products, procedures, and portions specified by the approved and established brand standards.

(10) Offering pre-approved products for sale, including any menu extensions and special offers.

(11) Participating in the approved marketing program, including proper use of materials/images/messages/offers, as determined by CNIC N92.

(12) Providing periodic reports and data, as determined by CNIC N92.

(13) Utilizing a CNIC-approved Point-of-Sales system.

(14) Developing and executing action plans to correct deficiencies.

(15) Complying with the labor model/staffing guidelines, as developed jointly.

(16) Complying with staff uniform standards as described in the brand support package.

(17) Assuring fully trained and qualified staffing.

(18) Properly displaying and utilizing the brand logo.

(19) Following the quarterly marketing plan.

(20) Providing additional data and reports, as required by CNIC N92.

(21) Obtaining REGCOM concurrence, where necessary.

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