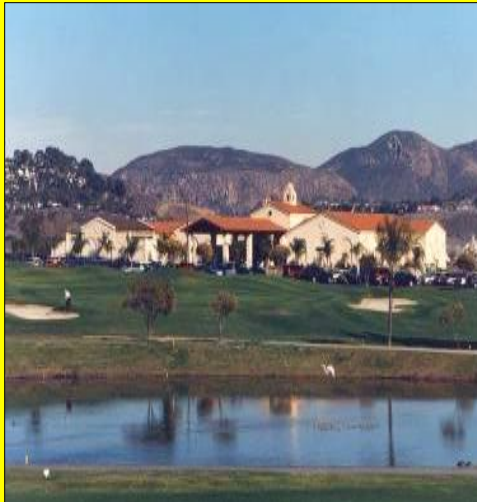




N925 Dining Services

NRSW Community Support Programs **N925 Dining Services** ***“Yesterday, Today, and Tomorrow”***





N925 Dining Services

Rethink

Reconcept

Renew





N925 Dining Services

What do these companies have in common?





Practices of Successful Companies

Corporate Standards

- Established and adhered to provide system consistency on food products, service levels, training and overall operation
- True to original concept

Menu Development

- Managed by Corporate office vice local stores
- Corporate Chefs provide R&D and Corporate Support
- Creative menu with variation (signature products, new trends and flavors, right balance and options)

Financial Accountability

- Quarterly, if not monthly, financial reviews by Corporate team
- Local managers monitor daily financial reports
- Corrective action plan



Success Road Map

Business Plan

- Strategic plan with goals and objectives
- Timeline

Human Resource and Training

- Teams lead by Food and Beverage experts with experience and exposure to industry
- On going training
- Hiring the right person for the job
- Corporate support (check and balance)
- Customer service training

Marketing / Branding

- Marketing plan developed with local operator
- Distribution / Medium (Social Media / Smart phones/ email)
- Target Market and understanding your consumer wants and needs



Regional Dining Services Update

Reimage

- New look
- Redesign facility
- New strategy / approach
- Introduce new menu
- Marketing campaign

Manager and Employee Incentive Program

- Reward system

Having the right tools

- Keeping up with new technology
- Investing in new efficient equipment



Struggling Companies



RubyTuesday





Challenges of struggling Food and Beverage Companies

- Not forward thinking to remain ahead of competition
- Companies are being bought out by investment bankers who do not have food and beverage expertise
- Dependent on Franchisee fees
- Corporate standards to include food safety are not met (poor customer service and food quality)
- Deviate from standard products and menu
- Lack of strategic planning, execution and follow through goals and objective
- Does not react to changing demands of new and old customers
- Market saturation
- Management structure
- Minimal management and employee incentives
- Lack of training
- “Old” systems of technology and equipment
- Lack of training
- Do not invest in high quality hire
- Lack of financial oversight



Financial Snapshot 10 Years ago

Sea of **RED** and **BLACK** ink

Yesterday

\$ -335,584

Overall 2004 Loss



Today

\$ 598,000

Overall 2014
YTD profit



Almost **\$1,000,000**

improvement in 10 years





Strategic Innovation and Resources

- **Starbucks Licensed Store and We Proudly Serve Starbucks**
- **DineOntheGo.com**
- **Equipment and Technology**
- **Take 5 latest brand**
- **Marketing**
- **Catering**



Starbucks Licensed Stores



- NRSW contract with Starbucks
- Only full service licensed Navy MWR owned
- Starbucks at three locations:
 - NB San Diego opened March 21, 2010
 - NAS North Island opened September 1, 2011
 - NSA Monterey opened August 8, 2013





Starbucks “We Proudly Serve”

Before “We Proudly Serve” there was “We Proudly Brew”

Opened in lower volume locations and combined with food service operation. Offers basic Starbucks beverage with limited product lines.

- **Flight line Café and Rec Center – NBVC Point Mugu**
Opened April 2010
- **Flight line Grill and Bar – NAS Fallon,**
Opened March 2011
- **Flying Bean – NAWS China Lake**
Opened May 2011
- **Take 5ive Coffee Bistro – NAF El Centro**
Opened February 2014
- **19th Hole Café and Lounge – NBVC Port Hueneme**
Opened May 2014





Starbucks Operations

- **Starbucks Full License Stores**

- Starbucks District Manager and MWR Regional support

- **Starbucks programs**

- Customer Voice
- Ecosure Inspections
- La Boulange

- **Hiring/ Training/ Job Fairs**

- **We Proudly Serve Program**

- Brand Manager support
- Licensed Starbucks Manager opening support
- Training- Customer service, role play, beverage knowledge, beverage certification
- Food innovation
- Marketing, Grand Opening & continued support





Internal Brands

NAWS China Lake



NAF El Centro



NAS Fallon



NBVC Pt. Mugu



Main Base Pt. Loma



NAS Fallon





Liberty Rec NAFEC

Lounge Seating





Take 5ive





Take 5ive Project Feb 2014

Electronic Menu Board



Reclaimed Wood Design





2014 Projects

19th Hole Café and Lounge with “We Proudly Serve” Starbucks NBVC Port Hueneme





Dining





Lounge Area





Functional Design

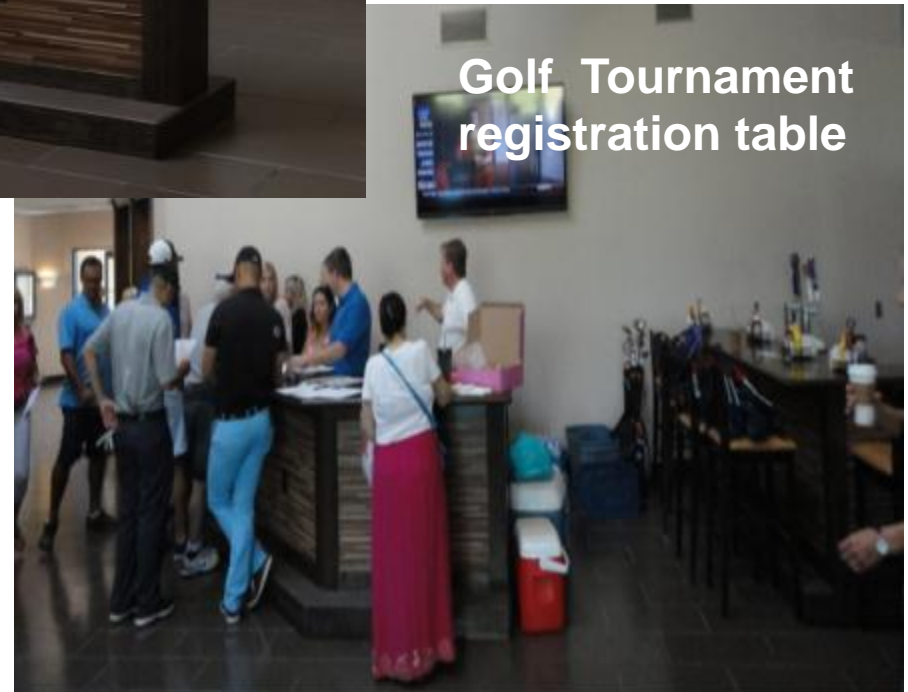
Double sided bar height counter



Community / Gathering Table



Golf Tournament registration table





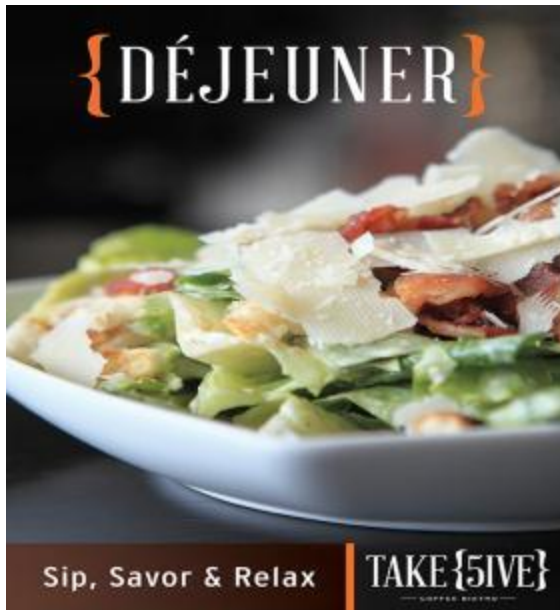
Marketing and Promotion

- Facility, menu and event promotion
- Annual Calendar
- Materials (menu board, banners, poster boards, business cards size, etc.)
- Medium and distribution points



Marketing and Brand Promotion

TAKE {5IVE}
— COFFEE BISTRO —





Equipment / Tech



Combi Oven



Hand held POS



**Fast Bake Pizza oven
by Lincoln**



Open display case



Electronic Menu Board





DineOnTheGo.com



DineOnTheGo.com
Your smart solution to eating on the run. Ready, Click, Go!

- Food ordering system – NRSW owns domain
- Pre-order/ Pre-pay , Pick up and Delivery
- Catering/ Family package/ Group order /Room Service
- Efficiency in ordering process with customer and employee
- Facebook and smart phone apps integration
- PCI compliant

Live at the following locations:

- ✓ NBSD – Brewhouse January 2014
- ✓ NASNI – Pizza Parlor June 2014

More locations to follow.....





Dine on the go.com





DineOnTheGo Website

Navylifesw.com

Restaurants | San Diego Navy Community Support Programs - Windows Internet Explorer

http://navylifesw.com/san-diego/dining/restaurants/

Favorites: NAF Human Resources Fe...
FastSaka Impinger Consp... The ChonNew Tablet It's... DineOnTheGo.com - Boe... Restaurants | San Diego...

Restaurants

Naval Base San Diego

- River's Edge Café & Bar at Admiral Baker Clubhouse
- Ketchikan Catering & Conference Center
- Budweiser Brew House, Waterfront Recreation Center - DineOnTheGo.com

Located in the Waterfront Recreation Center, the Budweiser Brew House has 4 new bps and new menu, with specials of the week. Come in and enjoy the new atmosphere and great food! See below for delivery hours.

Budweiser Brew House Hours

Budweiser Brew House now delivers!

Visit DineOnTheGo.com or call 619-556-0400 to place your order. FREE delivery with a \$10 minimum. View the menu below! Brewhouse Delivery Customers! You can earn 2 free items of food when you complete our short, on-line survey. Details are in your next delivery order.

Order online at DineOnTheGo.com

Budweiser Brewhouse Delivery Menu

Location: Naval Base San Diego (NBS) Bldg. 45, Floor 2

Stay Connected

Dining Services

Please feel free to contact us with any questions that you may have about our services. For general questions, please call 619-556-0400 or email catering@navylifesw.com

Catering Magazine

Catering

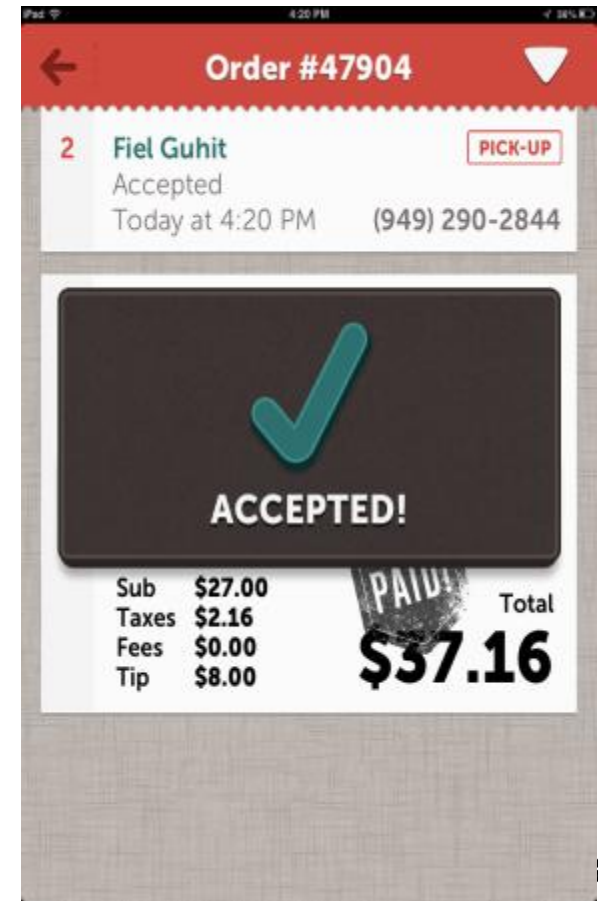
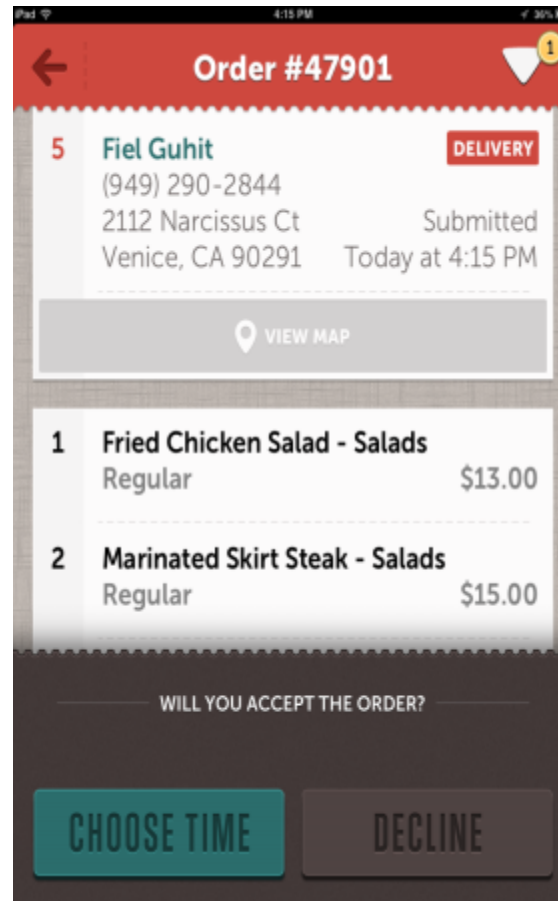
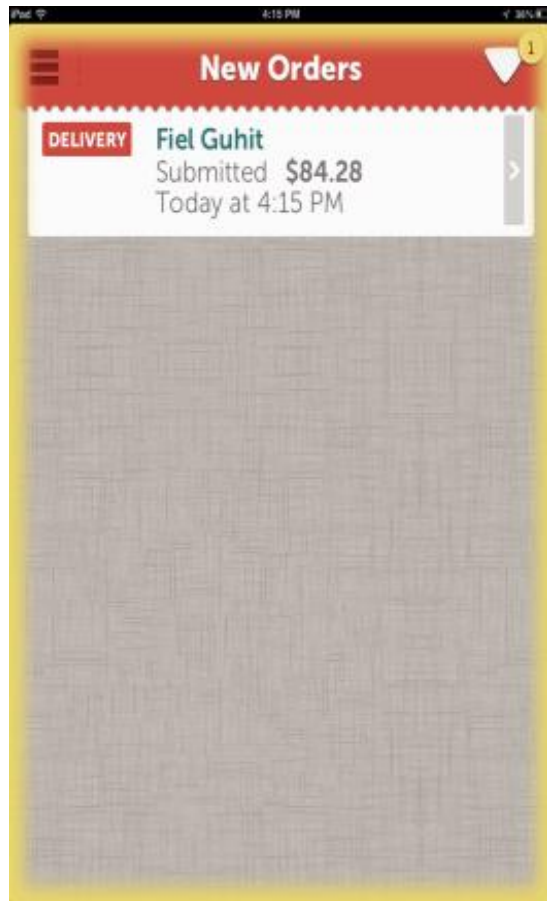
SPONSORSHIP ADVERTISING & SUPPORT OUR TROOPS

Internet | Protected Mode On 33.75 5/22/2014



DineOnTheGo Tablet

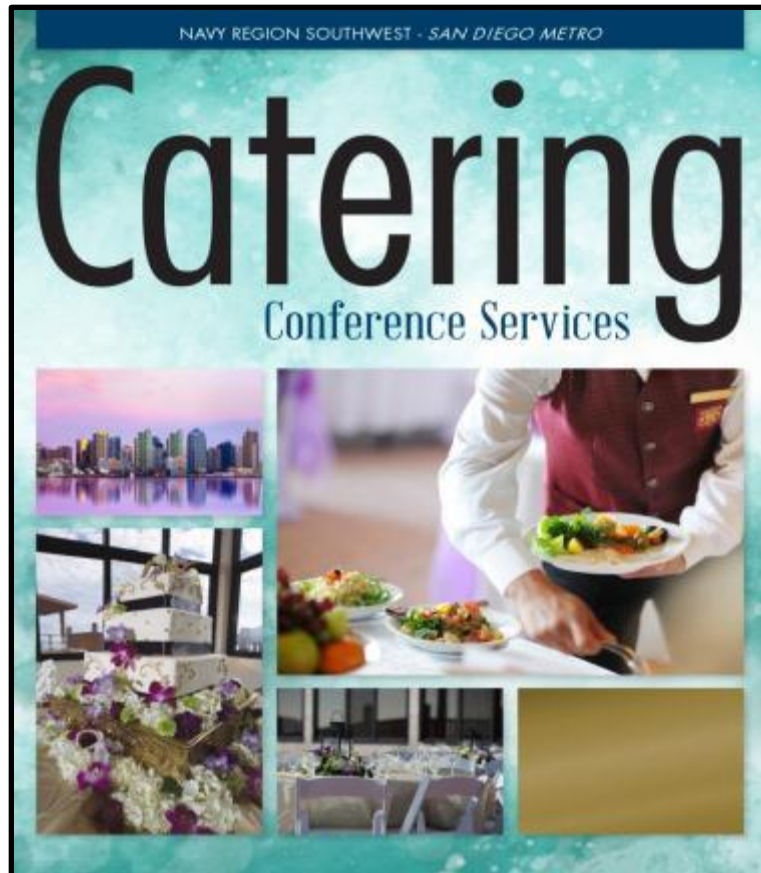
How it works.....



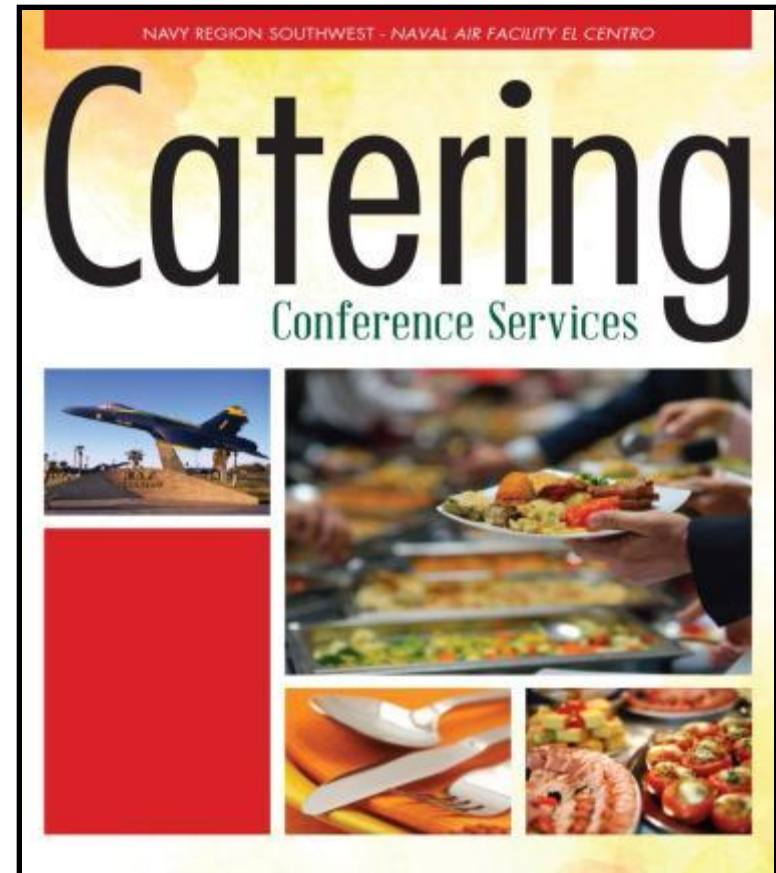


Catering Magazine

NBSD



NAF El Centro





Catering Support

- Catering Magazine / Vendors
- Works with US Food's Corporate Chef on catering magazine
- Caterease/ POS / Contract Reconciliation
- Coordination of special events
- Catering service manual



Revenue Generator Program

Holiday Brunches

Easter, Mother's Day, Father's Day, Thanksgiving

Special Events

Air Shows, Car shows, Bridge Run, Beer and Wine Tasting

Catering

- Individual Installation Catering Magazine / Ads
- Catering Fair



Holiday Brunches

Easter Buffet

April 20, 2014

Affordable elegance for the whole family!

Admiral Baker Clubhouse

Mission Gorge

*Reservations: 619-487-0016

Admiral Kidd Catering & Conference Center

Naval Base Pt Loma, NMAWC

*Reservations: 619-524-6287

*Reservations are required by April 17, 2014.

www.navylifesw.com



Sunday, May 11

MOTHER'S DAY

— BUFFETS —

Affordable elegance for the whole family!

Adults: Active Duty/Retired Military: \$25.95/ Civilian: \$27.95

Children 4-10 years old: Active Duty Dependents: \$14.95/Civilian/DoD Children: \$16.95

Admiral Baker Club House

Mission Gore

* Reservations: 619-487-0016

Admiral Kidd Catering & Conference Center

Naval Base Pt Loma, NMAWC

* Reservations: 619-524-6287

Reservations are required by May 1, 2014. Parties of 8 or more will be charged 18% gratuity.

Celebrate Dad on his special day!

FATHER'S DAY BUFFET



Sunday, June 15, 2014

Admiral Baker Club House • Mission Gorge

*Reservations: 619-487-0016

Adults:

Active Duty/Retired Military \$25.95

Civilian \$27.95

Children 4-10 yrs:

Active Duty Dependents \$14.95

Civilian/DoD Children \$16.95

*Reservations are required by June 6, 2014. Parties of 8 or more will be charged 18% gratuity.