Pizza sales mix and food cost

Clifton entered the costs and actual sales quantities in this working analysis. Private unit counts and the date header are redacted. Item cost, price, food-cost percentage and sales share remain visible.

Sales Mix Category - Pizza

Date Prepared: [redacted]

Menu Item	Quantity Sold	Popularity %	Item Cost	Item Sales Price	Item Food Cost % (red means high FC%)	Item Margin (red means low margin)
Special Pizza	[redacted]	2.9%	$5.40	$20.00	27.0%	$14.60
10" Cheese		27.9%	$3.09	$12.00	25.8%	$8.91
16" Cheese		51.9%	$3.55	$15.00	23.7%	$11.45
Manakish		12.5%	$5.41	$17.00	31.8%	$11.59
Lahmacun		4.8%	$4.28	$15.00	28.5%	$10.72

Source: Sales_Mix_Form_v6.xlsx / Pizza!B1:H19

Historical source excerpt. Original files preserved.

Entree costing inputs

Historical item-cost and selling-price inputs for the bistro's entrees. Identity and date headers are redacted.

[redacted]

Sales Mix Category - Entrees

Date Prepared: [redacted]

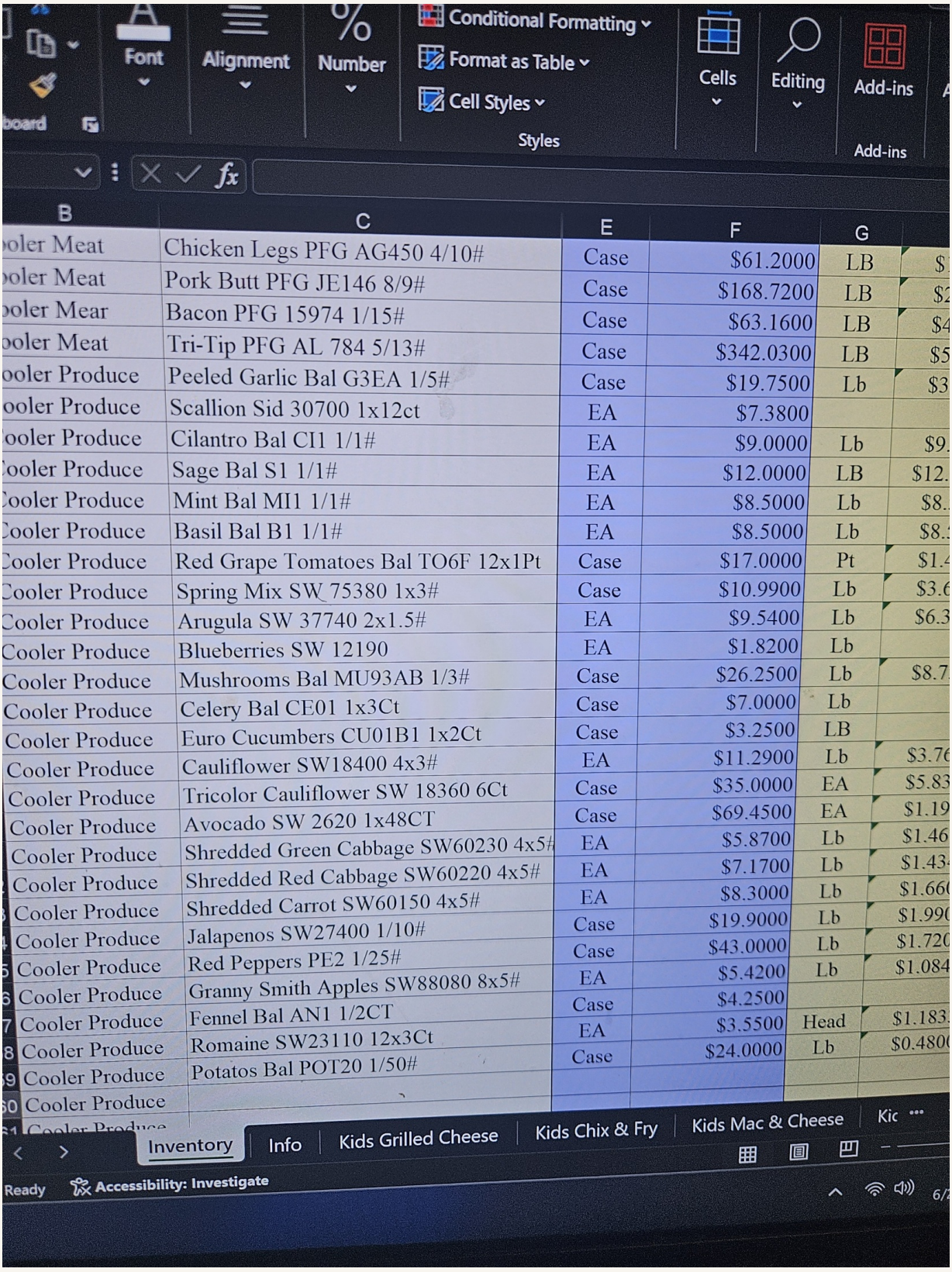
Menu Item	Quantity Sold	Popularity %	Item Cost	Item Sales Price	Item Food Cost % (red means high FC%)	Item Margin (red means low margin)
The DM			$4.59	$16.00		
Storm Crow			$1.94	$14.00		
Please Don't Bahn Mi			$4.52	$15.00		
Beef Brisket Grilled Cheese			$3.91	$14.00		

Source: Sales_Mix_Form_v6.xlsx / Entrees!B1:H19

Historical source excerpt. Original files preserved.

Ingredient inventory and purchase costs

An archived photograph of an ingredient worksheet showing pack units, purchase costs and unit conversions.



B	C	E	F	G	
ooler Meat	Chicken Legs PFG AG450 4/10#	Case	$61.2000	LB	$
ooler Meat	Pork Butt PFG JE146 8/9#	Case	$168.7200	LB	$2
ooler Mear	Bacon PFG 15974 1/15#	Case	$63.1600	LB	$4
ooler Meat	Tri-Tip PFG AL 784 5/13#	Case	$342.0300	LB	$5
ooler Produce	Peeled Garlic Bal G3EA 1/5#	Case	$19.7500	Lb	$3
ooler Produce	Scallion Sid 30700 1x12ct	EA	$7.3800		
ooler Produce	Cilantro Bal CI1 1/1#	EA	$9.0000	Lb	$9.
ooler Produce	Sage Bal S1 1/1#	EA	$12.0000	LB	$12.
ooler Produce	Mint Bal MI1 1/1#	EA	$8.5000	Lb	$8.
ooler Produce	Basil Bal B1 1/1#	EA	$8.5000	Lb	$8.
ooler Produce	Red Grape Tomatoes Bal TO6F 12x1Pt	Case	$17.0000	Pt	$1.
ooler Produce	Spring Mix SW 75380 1x3#	Case	$10.9900	Lb	$3.6
ooler Produce	Arugula SW 37740 2x1.5#	EA	$9.5400	Lb	$6.3
Cooler Produce	Blueberries SW 12190	EA	$1.8200	Lb	
Cooler Produce	Mushrooms Bal MU93AB 1/3#	Case	$26.2500	Lb	$8.7
Cooler Produce	Celery Bal CE01 1x3Ct	Case	$7.0000	Lb	
Cooler Produce	Euro Cucumbers CU01B1 1x2Ct	Case	$3.2500	LB	
Cooler Produce	Cauliflower SW18400 4x3#	EA	$11.2900	Lb	$3.76
Cooler Produce	Tricolor Cauliflower SW 18360 6Ct	Case	$35.0000	EA	$5.83
Cooler Produce	Avocado SW 2620 1x48CT	Case	$69.4500	EA	$1.19
Cooler Produce	Shredded Green Cabbage SW60230 4x5#	EA	$5.8700	Lb	$1.46
Cooler Produce	Shredded Red Cabbage SW60220 4x5#	EA	$7.1700	Lb	$1.43
Cooler Produce	Shredded Carrot SW60150 4x5#	EA	$8.3000	Lb	$1.66
Cooler Produce	Jalapenos SW27400 1/10#	Case	$19.9000	Lb	$1.99
Cooler Produce	Red Peppers PE2 1/25#	Case	$43.0000	Lb	$1.720
Cooler Produce	Granny Smith Apples SW88080 8x5#	EA	$5.4200	Lb	$1.084
Cooler Produce	Fennel Bal AN1 1/2CT	Case	$4.2500		
Cooler Produce	Romaine SW23110 12x3Ct	EA	$3.5500	Head	$1.183
Cooler Produce	Potatos Bal POT20 1/50#	Case	$24.0000	Lb	$0.480
Cooler Produce					
Cooler Produce					

Source: 20240624_195603.jpg

Historical source excerpt. Original files preserved.

Red-envelope return-visit campaign

Clifton's promotion asked January diners to return with their sealed envelope during February 2023 to reveal a prize.



Source: Screenshot 2023-07-20 034006.png

Historical source excerpt. Original files preserved.

Spring menu: product and price

Clifton's menu artwork connects the comic-book setting, named dishes and price structure.

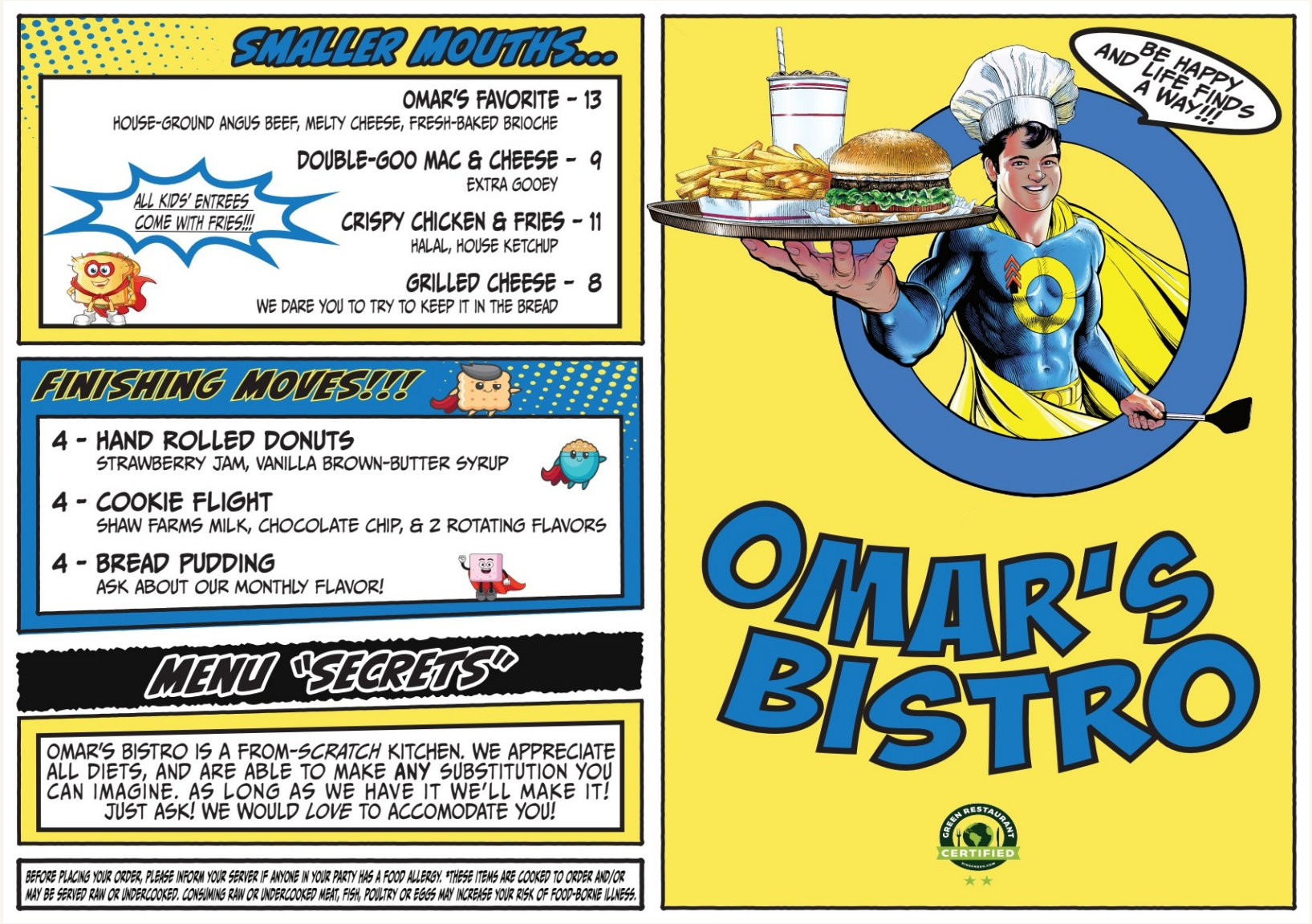


Source: springfinalinside.pdf / page 1

Historical source excerpt. Original files preserved.

Spring menu: brand and navigation

The outside menu panels extend the same visual identity across the guest's experience.



Source: outsidespringfinal.pdf / page 1

Historical source excerpt. Original files preserved.

Spring menu poster

A poster format applies the restaurant's identity to a larger promotional surface.

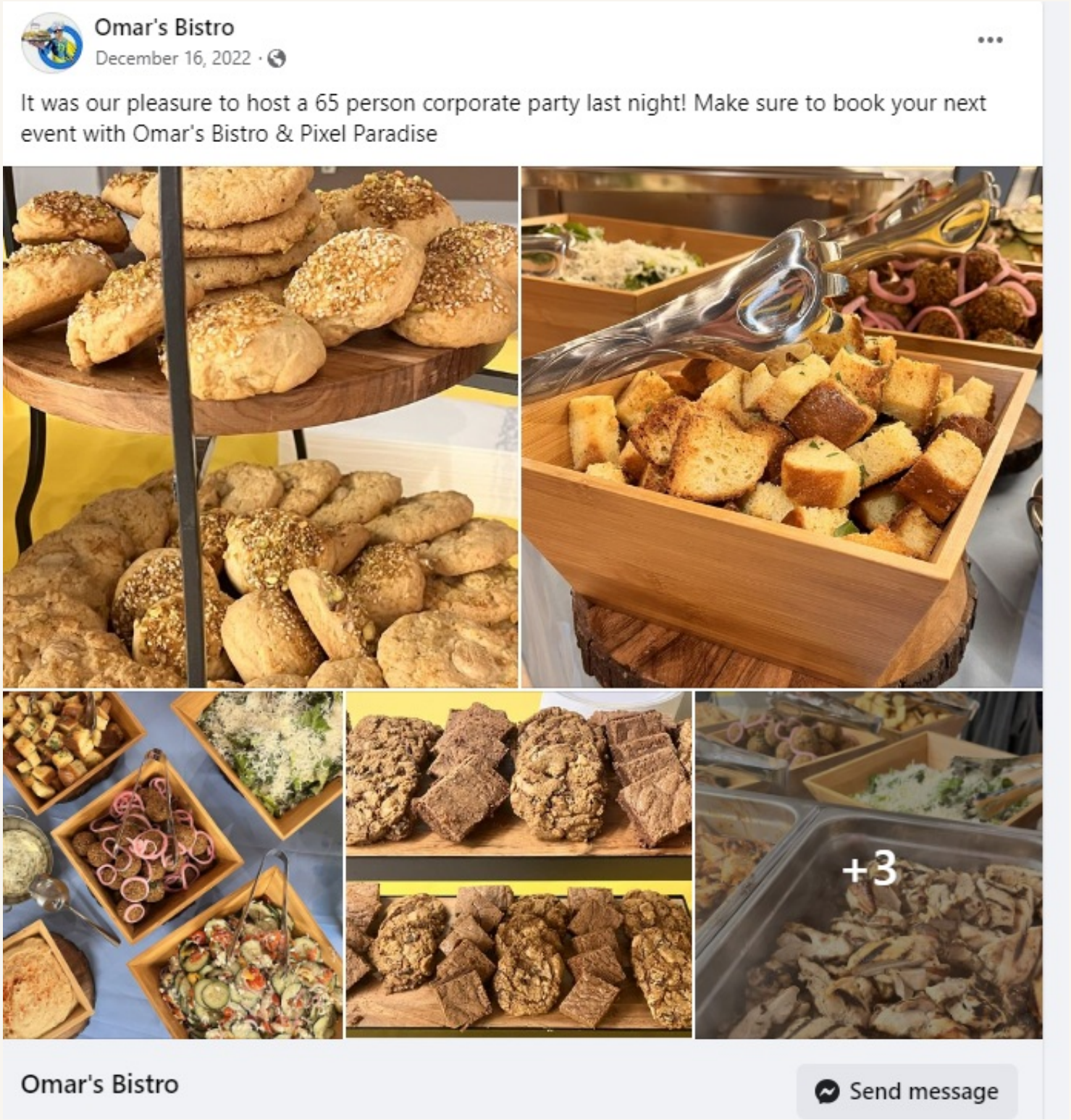


Source: springposterfinal.pdf / page 1

Historical source excerpt. Original files preserved.

Scratch-production marketing

An archived bistro social post uses production photographs to explain the food.



Source: Screenshot 2023-07-20 034129.png

Historical source excerpt. Original files preserved.

Menu strategy: the original memo

Clifton's September 2022 memo addresses ingredient crossover, purchasing, bread production and owner feedback.

Menu – Explanation + PreV1 – 09/07/22

Here is a very very very early mock up of a possible menu. Mostly just to get an idea of what your vision for the food at Omar's is and what you think will and won't work. Like with your mock up menus the prices will fluctuate based on the deals you are getting from Sysco/if I can talk our rep into locking in the price on our top 10. They should be pretty close +/- $1-2, though. Once we are all satisfied with the menu I'll send it through publisher for a cleaner look and cook up the entire menu so that everyone can try it and if we have to go back to the drawing board that's not an issue. I know lot's of people see cooking shows and Gordon Ramsey and think we are a bunch of prima-donnas but that's not me. Any and all questions, comments, criticisms are welcome and won't upset me.

A little bit about my menu theory: With a small place it's best for cost & labor to keep the menu short and tight. That means lot's of crossover – using the same products to make multiple different items. Some examples on the following menu: using house-made mayo to make a few different aiolis, using a house-made tomato base that can be split off into marinara, pizza sauce, and ketchup. (Of course we would still have Heinz & hellman's for the children/die-hards. Making the majority of our pizza toppings stuff that is already on the menu. Of course you need to have the classics, like pepperoni etc. This is where the creation of the week comes in. Having a special of the week allows you to use up stuff like that before it goes bad, use up stuff from catering (deli-case will also help with that). Basically the name of the game is bringing in as few products as possible but making it look like we have a wide variety and wasting as little as possible. Making stuff from scratch really helps as well. I've been thinking and I think if we only have a few bread types it would be easier to just do it ourselves. I think it's absolutely doable as well. Deck ovens are actually great for rolls etc and if you look at my possible staffing document bringing on-board a morning baker now/eventually would help even more. We are already bringing in the flour and a stand mixer and you're talking about $.10-15 per roll hand made or $1+ bought from suppliers. I went with brioche instead of sesame, as sesame will be added to the Big 8 list of allergens come Jan 1st. This doesn't include the kids menu but it would all be adapted from this one, i.e. the chicken burger would be cut into thirds, re-dipped on the cut side, and fried. Fries are always sold separately. Sorry for the ramble, here's the menu, and as always all comments and questions are welcomed (if it's in yellow it means I'm not sold on it):

Historical source excerpt. Original files preserved.

Catering: packages and minimums

Historical catering packages define the food, minimum guest counts and advance notice. The footer contact line is redacted.



CATERING MENU 2022

(PLEASE ALLOW A 72 HOUR NOTICE FOR ALL CATERING ORDERS)

Slider Station - Available as "Build your Own" or Composed

On Our-Own Brioche Buns. Served with Pickles, Garlic Aioli, Ketchup, & Arugula.

- Fresh-Ground Certified Angus Beef Burgers
- Buttermilk Brined Crispy Chicken
- BBQ Chopped Beef Brisket
- Falafel
- BBQ Grilled Chicken
- Contact Us to Create Your Own!

$15 for Two Sliders Per Person – Min 10 People

Bistro Grill - Available as "Build your Own" or Composed

- Grilled Herb Chicken with Garlic Mayonnaise, Melted Mozzarella, Arugula, & Pickled Red Onions on Fresh Brioche Buns
- Our-Own Roast Beef on a House Baguette with Au Jus Aioli & Emmentaler
- Falafel Patty Melt on Our Pullman Loaf with Smoked Gouda
- Vegetarian & GF Options Available

$16 Per Sandwich – Min 10 People

Omar's Bistro - 20 Waltham St, Lexington MA
Omarsbistro.com
[redacted]

Source: Omars In-House Catering Menu 2022.docx / page 1

Historical source excerpt. Original files preserved.

Catering: management scope

The historical catering offer states a management fee and names the work it covers. The footer contact line is redacted.

Catering Management Fee - 18%

Applies to Catered Events of 50 Guests or More. The Catering Management Fee Covers: Staffing, Insurance, Event Set-Up, Fuel & Transportation, Planning Meetings, Administrative Costs, Vendor Management, Use of Company Owned Equipment and Supplies.
Calculated on Food Pre-Tax, Service Pre–Gratuity & Third-Party Vendor Management

Thank you for Calling Omar's Bistro

Omar's Bistro - 20 Waltham St, Lexington MA
Omarsbistro.com
[redacted]

Source: Omars In-House Catering Menu 2022.docx / page 5

Historical source excerpt. Original files preserved.

Off-site staffing and logistics

Historical staffing and event-service terms from Clifton's off-site catering menu.

STAFFING

Only Applies to Certain Event Styles

Service & Support Staff - Includes Set-Up and Clean-Up @ $25/hr

Gratuities - Guests May Provide Gratuities at Their Discretion.

RENTALS

We can Handle all of Your Rental Needs. We Work with Several Rental Companies and can Acquire any Needs for Special Events.

PRICING

Prices Vary According to Menu Selection, and Market Costs.

We Will Work with You to Plan an Event Within your Budget.

Massachusetts State Food Tax @ 6.25% Applies to Final Food Cost.

Lexington Food Tax @ 0.75% Applies to Final Food.

Catering Management Fee - 18%

Applies to Catered Events of 50 Guests or More. The Catering Management Fee Covers: Staffing, Insurance, Event Set-Up, Fuel & Transportation, Planning Meetings, Administrative Costs, Vendor Management, Use of Company Owned Equipment and Supplies.

Calculated on Food Pre-Tax, Service Pre–Gratuity & Third-Party Vendor Management

Thank you for Calling Omar's Bistro

Omar's Bistro - 20 Waltham St, Lexington MA

Omarsbistro.com

Phone #

Historical source excerpt. Original files preserved.

Written production method

A page from the working recipe book records dough quantities and sequenced methods.

Doughs

Pizza Dough

- 00 Flour – 3000g
- Water – 1860g
- Honey – 60g
- Salt – 60g
- Bobs Wheat Gluten – 13.5g
- Active Dry Yeast – 15g

1. In the stand mixer with dough hook attached combine all ingredients
2. Mix until incorporated
3. Mix on medium for 5 minutes
4. Rest 10 minutes
5. Mix on medium for 5 minutes
6. Window-pane test
7. Lightly oil with canola
8. Reserve in bread boxes with today's date and date of use, labeled

Brioche

- Whole Milk – 1035g
- Water – 675g
- Instant Yeast – 72g
- Bread flour – 4320g
- Eggs, liquid – 1710g
- Butter, Whole – 1080g
- Sugar – 675g
- Salt – 108g

1. In a stand mixer with a dough hook dissolve the yeast in the milk & water on low speed
2. Add eggs & flour on low speed
3. In a separate bowl combine sugar & salt
4. Starting with butter, alternate adding butter and sugar & salt mix in 5 additions on medium
5. Mix on Medium high
6. Ferment 1 h & fold
7. Ferment 2 h & punch
8. Proof 2h
9. Divide

Historical source excerpt. Original files preserved.

Boston Globe feature

Kara Baskin, December 15, 2022. Supplied article clipping. Photography: Lane Turner / Globe Staff.

AD


QUICK BITE

At Omar's Bistro, the ultimate comfort food

The restaurant offers vocational training for the disabled community.

By Kara Baskin Globe Correspondent, Updated December 15, 2022, 4:03 p.m.



Omar Masood (left) and chef Clifton Gill. Omar's Bistro offers food, while Omar's World of Comics and Hobbies offers comic books, and Pixel Paradise offers video and VR gaming, all under one roof. LANE TURNER/GLOBE STAFF

Source: Screenshot 2023-07-20 034421.png

Read the original article

Lexington Observer feature

Sophie Culpepper, December 2, 2022. Supplied article clipping discussing the bistro and its menu.

Omar's older sister, Laila Masood, has been a passionate gamer since age three, leading her to take advantage of the new space and open Pixel Paradise upstairs last year. Since the building already had a kitchen, the move created a natural opportunity to open the bistro, too. But it took the Masoods roughly another year to renovate the kitchen and find their chef, Clifton Gill.

Henry Neill Jones, Laila's husband, hails from Austin, Texas, and praised Gill's authentic fried chicken and brisket. "I haven't had this quality food since I moved up to Mass," he said, adding that Gill lived in Austin for several years.

At Omar's, "the burger is definitely my pride and joy, my baby," Gill said.

LexObserver sampled the "Storm Crow," or richly flavored buttermilk-brined crispy chicken on a homemade brioche bun with hand-cut fries, as well as generously caramelized bread pudding for dessert. Mona insisted LexObserver also take her personal favorite dish, the falafel bowl, to go.



The "Storm Crow," hand-cut French fries and formidable servings of bread pudding are just a few of the offerings at Omar's Bistro. (Sophie Culpepper / LexObserver)

Source: Screenshot 2023-07-20 034216.png

Read the original article

Restaurant sustainability recognition

Omar's Bistro: 2 Star Certified Green Restaurant, February 6, 2023.



Source: Certificate.jpg

Historical source excerpt. Original files preserved.