

CASE STUDY



GOLDEN CORRAL CORPORATION - RECIPE VIEWER

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SITUATION OVERVIEW

For more than 40 years, Golden Corral has been building upon its reputation as America's No. 1 buffet and grill in the family restaurant segment. Sustaining this requires a complicated, continuously updated menu that's virtually endless in its breakfast, lunch and dinner offerings.

The Golden Corral dinner buffet includes grilled-to-order steaks, hand-cut daily at the restaurant, pork, seafood, shrimp, chicken and fresh salads. Lunch includes pot roast simmered for 12 hours and made-from-scratch meatloaf and mashed potatoes. Breakfast includes made-to-order omelets, pancakes, and French toast. Breads, rolls, cakes, and pies are baked fresh on the premises daily.



That's a lot of recipes to manage across 500 locations – about 800 different cooking procedures as a matter of fact (1,600 when you include the Spanish translations).

Unhappy with the monumental task of updating and changing recipes to all of its stores with the use of printed recipe books, Golden Corral's Vice President of Information Technology Ann Perez turned to Recipe Viewer, a digital recipe management system from Custom Business Solutions (CBS). Perez knew Custom Business Solutions' positive reputation for serving the technology needs of the hospitality industry with solutions like POSitouch, one of the leading restaurant point of sale systems.

CBS recommended its NorthStar Recipe Viewer digital recipe distribution system, which would give Golden Corral the ability to centrally manage recipes, cooking procedures and training information with one easy-to-use and secure program.

According to Perez, Recipe Viewer was chosen for its ease of use and dependability. "To accommodate our specific needs, CBS made system enhancements that increased the Recipe Viewer's value to our restaurant," said Ann Perez.



IMPLEMENTATION

The team at Golden Corral used the Recipe Viewer templates and tools to more easily enter the recipes into the digital solution. CBS assisted by handling the data entry on one-third of the recipes. Ultimately, the entire central database was loaded onto the cloud and accessible at the kitchen workstations where they are needed the most.

Once the recipes were in the system in both English and Spanish and verified, Golden Corral then announced its plans to introduce and roll out the new system and cease the sending of recipes in hard copy.

Training provided by CBS was thorough, both initially at Golden Corral headquarters and then onsite. Every Golden Corral location also has access to ongoing 24/7/365 phone support.



RESULTS

Recipe Viewer has enabled Golden Corral to be sure its recipes are current across all locations and that its food is being prepared consistently and to specifications. With numerous limited-time and seasonal offerings, consistency is paramount for delivering a quality and uniform flavor experience for guests across all 500 locations. This had been virtually impossible with a paper system.

The company also is finding product development and market tests easier to execute using the new system.

“Our product development tests are more successful now because operators can access the recipes immediately on Recipe Viewer and changes can be communicated instantly to test markets,” Perez said.

Eventually, Golden Corral plans to tap Recipe Viewer’s full potential by automating training of staff and cooks in each working space.

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“In the past we found that [a cook] might not now know a recipe but wouldn’t admit it because it was too much work to get out the recipe book. Having a digital solution took away the excuses to not get the product right,” explains Perez.

“Recipe Viewer puts the most current and accurate recipe in the hands of the operators in a timely fashion. Having a single entry point for all recipe information is critical for accuracy and accountability,” added Perez.



CBS

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