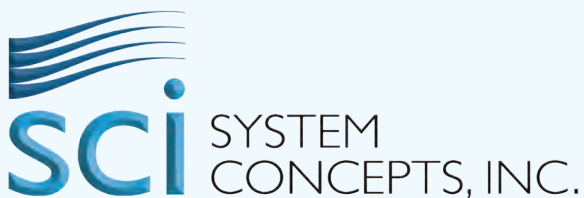




FOOD COST *SMACK-DOWN*

**A One-Day Program for Immediate, Sustainable
Improvement in Food and Beverage Profitability**



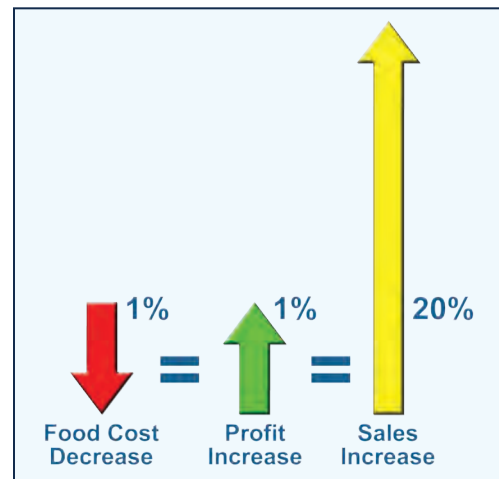
15900 N. 78TH STREET, SCOTTSDALE, ARIZONA 85260
Sales: (800) 553-2438 Fax: (480) 951-2807
www.foodtrak.com E-Mail: ftsales@foodtrak.com

FOOD COST SMACK-DOWN!

▶ Pinning Down the Problem

Wrestling with food and beverage costs has always been exhausting. But in today's world of flat or declining revenues, tight control of F&B costs is the best way to improve profitability. SCI's Food Cost Smack-Down is the fast, inexpensive way to experience immediate reductions in food and beverage costs. And for an operation with a 5% F&B profit margin, a one-point reduction in food costs has the same impact on profits as a 20% increase in sales! This one-day program, conducted at your site, provides you with a list of specific recommendations you can implement to get an immediate and lasting reduction of F&B costs.

There has never been a better time to gain control of your food and beverage operation. The Smack-Down will arm you with the proper knowledge to address and correct organizational structures, procedures, checks and balances and other key elements of F&B control. Bill Schwartz, our CEO, personally performs the on-site F&B evaluation, working with various members of your management team and staff. He'll discuss the challenges you are currently facing and provide steps for rapid profitability improvement. Unlike typical consulting engagements, the Smack-Down is fast, painless and can pay for itself in a matter of days.



Achieving a 20% increase in sales is difficult these days, however, lowering food costs by another point or two is easily attainable through SCI's Food Cost Smack-Down and provides the same impact on profits.

"Our CFO and myself met with Bill for a one day review of our Club and how we could improve the operation. I have worked with outside consultants for a myriad of reasons over a 30 year hospitality span and have always had misgivings concerning the process. I could not have been more impressed with Bill's one-day site visit. Very thorough and informative. To the extent that we came up with several new improvement initiatives and updated our organizational chart. From the purchasing and marketing initiatives to the front of the house and back of the house organizational structure to the physical layout and movement of goods to authorization and integration, Bill was right on in every case and the plan was designed around our specific property. I would highly recommend this one-day site visit to any Club or Resort business."

- George White, CEO of The Lodge at Ventana Canyon in Tucson, Arizona

The Lineup

The Smack-Down is comprised of a structured day of meetings, designed to size up the entire food and beverage control process. Meeting with individuals from various departments and specialties, we get a comprehensive picture of the operation, from which we can make observations and recommendations. It always begins with a walk-through of the facilities. The walk-through is followed by a series of meetings:

C-Level Executive Meeting

Other Meetings:

- Purchasing
- Accounting
- F&B - Chef
- F&B - Front of House
- Catering
- Marketing
- Information Technology
- Security

C-level Wrap-up Meeting

Complete Coverage

The topics we review in these various meetings include:

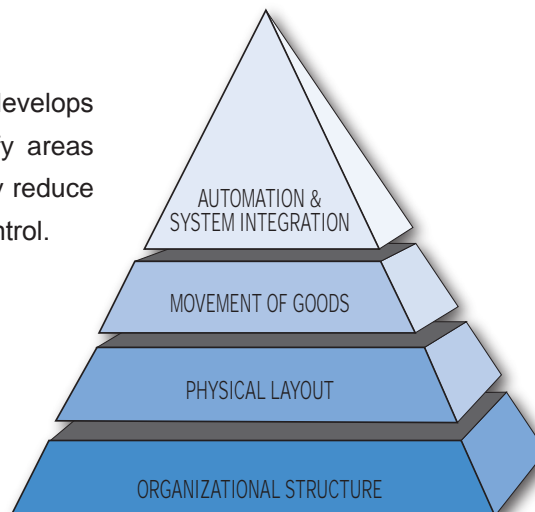
Organizational structure, accounting, checks and balances ordering, receiving, storage, inventory, requisitions, transfers, employee meals, catering sales, pricing strategies, menu engineering, automated systems (POS, accounting, catering, inventory, recipe, spreadsheets, distributor ordering), security, waste tracking, fabrication tracking, variance tracking, production forecasting, specials, returns, management reports.

The Smack-Down

As a result of the meetings and walk-through, Bill develops a structured set of recommendations that identify areas where improvements can be made to substantially reduce food and beverage costs and keep them under control.

The report will include an overview of the visit along with targeted objectives for your:

- Organizational Structure**
- Physical Layout and Inventory**
- Movement of Goods**
- Automation**



In Your Corner



Bill Schwartz, CHTP, is the CEO and founder of System Concepts, Inc. Since its inception in 1980, SCI has specialized exclusively in consulting and systems associated with food and beverage management. Bill, creator of the “Bulletproof F&B” approach, is widely known as one of the industry’s leading experts and on the topic of food and beverage inventory management, as well as the use (and misuse) of available technologies as they relate to F&B management.

Bill was also instrumental in the development of the FOOD-TRAK System, a combination of software and techniques used to create tight controls on food and beverage usage. The FOOD-TRAK system has proven F&B success for more than 10,000 clients around the world.

A graduate of Michigan State University, a Certified Hospitality Technology Professional and a noted speaker for more than 25 years, Bill has developed and presented seminars for the Club Managers Association of America (CMAA), Hospitality Financial and Technical Professionals (HFTP), National Golf Course Owners Association (NGCOA), Canadian Society of Club Managers (CSCM), National Indian Gaming Association (NIGA), National Restaurant Association (NRA), the American Hotel and Motel Management Association (AHMA) and other associations across the country and throughout the world. Through his seminars and articles, he revolutionized the process by which food and beverage inventory is managed.

“Bill Schwartz’s approach is great. He brought to the table many ideas and prefaced it with a hard look at the functions of the F&B Department. He has given me and my team a lot to think about, plan and implement.”

- Ron Banaszak, General Manager/COO of St. Francis Yacht Club in San Francisco, California

Schedule the Smack-Down!

Professional Services Terms and Conditions

System Concepts, Inc. will provide professional services to your organization as described in this brochure. Should you desire additional professional services, at your direction we will undertake to provide those services in order to advance your interests with respect to such matters as you may assign to us and we may accept on a periodic and/or ad-hoc basis. The following terms and conditions apply to both the Smack-Down and any additional services you may desire.

Professional Undertaking: Our goal is to provide you with quality consulting services, on schedule and at a reasonable cost. Using our professional judgment, we will endeavor to assign work on your behalf to those consultants, analysts and developers that we deem appropriate under the circumstances. Although we will do our best to serve you effectively, we cannot guarantee success on any given project or endeavor. Nor do we guarantee that any particular result will be attained by us.

Hourly Fees: The professional services fee for the Smack-Down is \$2,500. In most other cases, our fees for services are calculated based upon the applicable hourly rates for those professionals who perform the work-at-hand. Our schedule of hourly rates for such personnel is based on experience, education, training and level of professional attainment. Currently, our hourly rates range from \$175 to \$250 for professionals, and for staff support, including individuals involved in data entry, from \$40 to \$125.

Costs: In the course of rendering services to your organization, it may be necessary for us to incur expenses for items such as long-distance telephone calls, special delivery services, travel, lodging and meals. The actual expenses may vary depending on the type of services that we provide to your company. Certain expenses may include an adjustment, above cost, to cover our expenses in providing the billed service or product. However, expenses paid entirely to third parties (such as travel and lodging expenses) will be billed to you at our "out-of-pocket" cost.

Invoices: The \$2,500 professional service fee for the Smack-Down is due in advance of the project. In most other cases, our invoices are prepared and mailed as services or expenses are incurred. Our invoices are payable in U.S. dollars upon presentation and are overdue if not paid by the Due Date set forth on the invoices.

Advances: With the Smack-Down and most other consultative services, we require an advance payment before commencing work on your behalf. For most consultative projects, a cover letter to you will specify the amount of any such advance required by our firm.

Warranties: During the course of the engagement, we may recommend the purchase and installation of computer or technological hardware, software, communication devices and/or services by your company. Warranties, to the extent they exist, are provided solely by the manufacturer/vendor of those products and we specifically disclaim all warranties, expressed or implied, including the implied warranty of merchantability and fitness for a particular purpose associated with these products or services.

Termination: You have the right to terminate our services at any time. We have the same right, subject to a professional and ethical obligation to give you reasonable notice to arrange for alternative support.

Please acknowledge your agreement with the terms and conditions set forth by signing below.

Company: _____

Billing Address: _____

By (Printed Name): _____

Signature: _____

Title: _____

Payment Method

Check Enclosed

Visa/Mastercard #: _____

CVC #: _____

Exp: _____ Billing Zip Code: _____

Name on Card: _____

Signature: _____

Mail a completed copy of this form and your payment or credit card information to:

System Concepts, Inc.

Attn: Food Cost Smack-Down
15900 North 78th Street
Scottsdale, AZ 85260

If paying by credit card, simply fax this form to (480) 951-2807.

