

CASE STUDY: TURF PARADISE

Managing Inventory & Purchasing for Multiple Outlets



Background

Turf Paradise is a thoroughbred horse racing venue located in Phoenix Arizona. The facility opened its doors fifty years ago in 1956 as Phoenix's first racetrack. To enhance the experience of their daily live racing and year-round simulcasting events, Turf Paradise has a full food service staff dedicated to conferences, events, casual to fine dining experiences and catering for groups from 20 to as many as 13,000. Paul A. Grogger is the Director of Food & Beverage for Turf Paradise. Since 2000, he has been responsible for maintaining an efficient and profitable food service operation while providing a quality experience for guests.

The Catalyst: Track Inventory and Costs for Multiple Outlets

Turf Paradise has a significant and diverse food and beverage operation. It includes two full service dining venues that offer elegant meals or casual fares. In addition, multiple bars and concession outlets are situated throughout the entire racing complex. Turf Paradise also has a terrace venue that accommodates up to 300 people and offers unique banquet opportunities with facilities that accommodate parties of up to 1,000 to 5,000 people. According to Paul Grogger, "In a facility with as many diverse venues as we have, keeping track of inventory, movement of goods and the associated costs were major challenges. We needed an efficient approach to managing and maintaining this information."

The Solution: The FOOD-TRAK System for Effective Inventory & Purchasing Control

After evaluating several food and beverage systems, Turf Paradise selected the FOOD-TRAK® Food & Beverage Management System, developed by System Concepts, Inc. (SCI) and purchased the software in October 2000. "Inventory in our facility has been difficult with two full service restaurants, 10 bars and 10 concessions outlets as well as group sales, banquets and a host of other activities," Grogger continues. "We implemented the FOOD-TRAK software almost immediately and began concentrating on the inventory management features first."

The Plan: Gradual Approach-Control Inventory & then Requisitions & Transfers

Grogger goes on, "We implemented the software and concentrated on only our inventory for most of the first two years. The next step was to implement the requisition and transfer capabilities of the FOOD-TRAK System. This enabled us to monitor the differences between outlet areas as well as increase our overall controls. More efficient inventory and purchasing capabilities combined with a real-time ability to monitor the movement of goods and control inventory at all outlets, increased our profitability immensely. We now handle the purchasing and inventory of 2 storerooms, a warehouse and 4 liquor and beer storerooms as well as the product movement to all locations effortlessly and timely."

The Results: Improved Pricing from Vendor Partners for Increased Purchasing Power

Grogger attributes a six-figure reduction in cost of goods (over previous ownership) to implementing the FOOD-TRAK System at Turf Paradise. "During this past summer, we focused on reviewing purchasing data and price history," states Grogger. "The information that the FOOD-TRAK System generates in this area has provided us additional leverage with distributors and product lines, enabling us to secure sponsorships and partnerships. In addition to realizing the benefits of improved pricing, we have created vendor partners, brand partners and sponsors for the many events held at the race track. Turf Paradise has improved pricing, purchasing power and more importantly, created partners in our business."

"The team at SCI provided a step-by-step implementation plan and provided on-site assistance when we needed it."

*-Paul Grogger
Director of Food & Beverage*

The SCI Advantage: Customer Support, Training and Ease-of-Use

Grogger continues, “The team at SCI provided a step-by-step implementation plan and provided on-site assistance when we needed it. We didn’t find that level of professional services in any of the other inventory packages on the market. Most vendors only sell their software and offer no onsite support services. SCI’s professional services made the difference in our success with the system. In addition, SCI’s training offerings combined with the FOOD-TRAK System’s ease-of-use has greatly benefited our organization. With the high employment turnover associated with the food service industry, the fact that the FOODTRAK System is very easy-to-learn has played a huge role in keeping the “down time” of new employees to a minimum.

About Turf Paradise

Celebrating its 50th year in business, Turf Paradise is the home to Arizona’s first pari-mutuel racing venue and offers both live racing and year-round simulcasting. A recent \$5 million renovation provides an enhanced racing experience with quality dining and entertainment ambience. The facility offers two race book-style betting carrels, with 80 private terminals each. In addition, to a main track and turf course, the stable area contains an equine swimming pool for state of the art horse therapy for over 2,200 thoroughbreds. For more information, call 602-942-1101 or visit www.turfparadise.com.

About System Concepts, Inc.

System Concepts, Inc. (SCI) is the developer of the FOOD-TRAK® System and is one of the world's first companies to specialize in the field of food and beverage management automation. Now celebrating its 25th anniversary, the company provides software and consulting services designed to help all types and sizes of food service operations maximize food and beverage profits. SCI utilizes a project approach, incorporating a diverse set of documented steps and procedures customized for each client to help ensure success. Headquartered in Scottsdale Arizona, the company has more than 10,000 clients in over 18 countries. For more information, visit www.foodtrak.com

FOOD-TRAK is a registered trademark and a registered service mark of System Concepts, Inc.