

CASE STUDY: KOURY CORPORATION Reacting to an Obsolete F&B Inventory Management System

KOURY CORPORATION

GRANDOVER RESORT & SHERATON FOUR SEASONS

Background

Koury Corporation is a privately-owned builder, developer, owner and manager of a diversified real estate portfolio. With nearly 50 years of experience, Koury Corporation's portfolio of holdings consists of hospitality ventures, retail space, office space, industrial and apartment projects. The majority of these holdings were built by the company's construction division, making Koury Corporation an innovative leader in real estate development in Greensboro, North Carolina.

The Catalyst: Outdated F&B Cost Control Software

In 2005, Koury Corporation's Hospitality Division Controller, Dennis Stephens, was notified that the firm's existing food and beverage automation system was going out of business. This situation left the corporation in desperate need of a viable replacement. The management company struggled to control F&B costs wherever possible. However, with outdated software and the addition of their new **Grandover Resort** property, it was evident the staff did not have a dependable system for gathering information.



"One of our properties, the **Sheraton Four Seasons**, had been using ReMACS F&B software for at least 15 years or longer. One day, the company just stopped supporting the software and we were in need of something that was more robust," explains Stephens. "We've also added an additional property, the Grandover Resort. That property had not been using a food and beverage control product at all, and we received several recommendations for FOOD-TRAK."

The Sheraton Greensboro Hotel at Four Seasons is the premiere meeting and convention center in the Southeast. Offering elegant rooms with 13-foot ceilings, 250,000 square feet of meeting space, 100,000 square feet of exhibition space and an on-site business center, it is the largest hotel and convention center in the Carolinas.

Grandover is a world class resort dedicated to service and accommodation. Whether an intimate business retreat or a larger annual conference, their 45,000 square feet of meeting space and 1,500 acres of landscaped grounds accommodate the most extraordinary events.

The Solution: The FOOD-TRAK System for Accurate F&B Cost Control

When Stephens began his search for a more robust F&B inventory management system, flexibility and experience in the industry were important factors in his decision. The FOOD-TRAK System proves its reliability through its use in nearly 70 hotels and resorts around the world. "Flexibility paired with SCI's client list helped me make the decision to go with FOOD-TRAK. It was important for us to understand that this product has actually been in place and in use in properties of comparable size. The Sheraton has 1,000 rooms with 230,000 square feet of meeting space, so we had to make sure that it was a product with enough horsepower to do that," comments Stephens. "The ability to control our costs a little closer is always a good thing. I think it became even more important to get a handle on what we are paying for products as the economy deteriorated to the point that it is now."

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Dennis Stephens
Hospitality Division Controller

The Plan: Experiencing FOOD-TRAK in Action

The FOOD-TRAK System distinguished itself from the competition in part by its numerous client referrals. The Hilton Sandestin Beach Resort in Destin, Florida was an ideal example of this. The Hilton's F&B Analyst not only recommended the FOOD-TRAK system to Stephens, but actually invited him out

to experience it in action. "I actually went to Florida and took a look at it in use at another property about a year ago, and the timing was just right," recounts Stephens of his trip to the Hilton Sandestin Beach Resort.



Following Stephens' trip to Florida, SCI Senior Consultant, Barry Norton visited Koury Corporation's properties to evaluate the property management company's current F&B processes. "I spent quite a bit of time with Barry during the planning process to make sure that we had everything we needed," states Stephens.

"The implementation and training is the best I've seen, especially the training process. Actually having someone on-site was extremely helpful for us. Their implementers became familiar with our product and were also familiar with the way hotels operate," notes Stephens. "SCI held our hands during training when it was necessary and that worked out great for us."

The Results: Educated Decision Making

Prior to implementing the FOOD-TRAK System, Koury Corporation was simply trying to maintain tight controls on all of their purchasing, requesting competitive bids from their vendors and reducing inventory as much as possible. Once the system was implemented in their hotel and resort properties, Koury Corporation found that day-to-day operations became more systematic and the staff was finally making educated food and beverage decisions based on reliable data produced in FOOD-TRAK reports.

"Our two food and beverage controllers are excited to finally have a useful tool that allows them to do their jobs properly and efficiently. The executive chefs are also making better decisions about menu selections and food costing," concludes Stephens.

About Koury Corporation

Koury Corporation is a locally owned real estate development and management company with strong loyalties to Greensboro, North Carolina. Founded by Joseph S. Koury, the company has quietly been a pioneer in developing, constructing and managing office buildings, retail developments, industrial facilities, hospitality and recreational facilities, multifamily properties, and single family residential subdivisions. By carefully managed diversification, the company has become one of the most successful local real estate development organizations in the United States. For more information, visit www.kourycorp.com.

About System Concepts, Inc.

System Concepts, Inc. (SCI) offers a wide range of services to assist clients control food and beverage costs. Developer of the FOOD-TRAK® System, SCI is one of the world's leading specialists in the field of food and beverage cost control and management. Since its founding in 1980, more than 10,000 clients worldwide have turned to SCI for consulting services, software automation solutions, system implementation and support. SCI is headquartered in Scottsdale, Arizona. For more information, visit www.foodtrak.com.

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

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