

Food & Beverage: **Brek**

**BREK**  
I feel food.®

**Brek [Cibis SpA]**

*Cibis is one of the main players in the Italian foodservice industry. It operates three brands, the most important of which is Brek, a "free flow" concept with more than 30 outlets in Italy and one at the Singapore airport. The company also owns Italian bars and Pizzerias in the city centers and important commercial malls. Cibis is part of Gruppo PAM, a large retail company with more than 2 billion euro turnover.*

[www.brek.com](http://www.brek.com)

*"Through use of the tool we gained knowledge and control of the company data, coordination of the internal activities, and reorganization of functional areas, based on a unique interface. We took advantage of the guaranteed support and training on this software. 'A flexible implementation in any company area.'"*  
**Gilberto Vendramin - CEO**

Luna is the Corporate Performance Management software enabling the Brek Restaurants optimization

**The Goal**

The primary goal was optimizing the organization and the business processes to pursue the excellence of the Brek Restaurants.

**The key initiatives**

- Standardization of the food menu for all the restaurants in Italy
- Guarantee the quality of recipes and freshness of the ingredients
- Economic & financial assessment

**The business targets**

- A top-down Menu Planning that also consider recipe variations according to the local traditions
- A bottom-up Budget for servings for the incoming week
- A Centralized Procurement for the recipe ingredients
- A perfectly timed Logistic Chain to deliver fresh ingredients, assuring top quality and avoiding over-stocking
- A Margin Analysis to harmonize the effectiveness of quality and ROI
- A Customer Satisfaction survey collected on a real-time basis at any Restaurant

**The business drivers**

- The need to monitor all Points of Sales to reduce overhead costs and optimize revenue
- The need to exchange top-down and bottom-up Budget sales figures
- The wish to access updated and certified business information
- The wish to have output data already grouped in a hierarchical way, for the ROI determination

“Within one year 6 modules are operating: Sensitivity & Margin Analysis, Menu Planning, Cash Monitor, Material Planning, Income Statement Negotiated Budget, Consolidated P&L and BS”.

**Stefano Brazzale - Senior Controller Cibis S.p.A.**

## The modules implemented

### Sensitivity and Margin analysis

Customized Key Performance Indicators, Stock Keeping Units, Point of Sales OS, Data Categories, Days, Turn Over, YTD

### Menu Planning

Cost of ingredients, recipe instructions, visual hints to effective display food, menu printout

### Cash Monitor

Daily monitor of cash logs on 7 year history

### Material Planning System (MPS)

Data collection on assumptions of servings sold, in a top-down triggered process; Transformation of servings into components of P/L budget; Existing stocks for ingredients, replenishment, delivery; New order feed into MRP

### Income Statement Negotiated Budget

Collection and negotiation of assumptions of costs and sales; Assessment and simulation of impact and sustainability; Freeze budget after iterative bottom-up/top-down bargaining process.

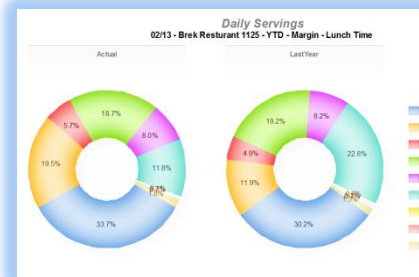
### Profit and Loss/ Balance Sheet Consolidation and Sensitivity

Budget, LY Sensitivity analysis on the consolidated restaurant and other Point of Sales data



The customer experience

“The first project was a Turn Key one. Thereafter, we gained confidence with the Luna Tool, and we are able to perform modifications and improvements to the model ourselves and also to create new modules”



## The total cost of ownership

“The system can be used by our management and by our restaurants all over Italy, and it allows direct key-in of actual and forecast values. The system is easily customizable by ourselves.

We rely on consultants only for advice on new models, or for implementing new tricky cases. We did not have to purchase any server nor increase the RAM in order to run the tool. The use of hardware resources is very limited and did not mean any additional costs”

