



RESTAURANT CONSULTING

REAL EXPERIENCE. REAL SOLUTIONS. MEASURABLE RESULTS.



STRATEGY



OPERATIONS



PEOPLE



PROFITS

*Built
for Restaurants
by a Restaurant Person.*



RESTAURANT & HOSPITALITY CONSULTING PACKAGES

FOR RESTAURANTS, BARS AND HOSPITALITY CONCESSIONS

PEOPLE

FOOD

FOOD



SERVICE

SYSTEMS

GROWTH



PACKAGE 1

ESSENTIALS

\$2,495

OPERATIONAL HEALTH CHECK

Identify opportunities,
improve efficiency and create
a stronger foundation
for long-term success.



CLARITY TODAY.
A STRONGER
TOMORROW.

RockStar XO, LLC

WHAT YOU GET

OPERATIONAL HEALTH CHECK

\$2,495

- **Restaurant operational assessment**
Review day-to-day service, kitchen workflow, and management practices.
- **Food and labor cost analysis**
Evaluate COGS, scheduling, staffing, and opportunities to improve margins.
- **Menu, pricing and vendor review**
Identify pricing gaps, purchasing opportunities, and waste reduction priorities.
- **Cleaning and inspection-readiness review**
Flag operational risks and practical sanitation improvements.
- **Excel tracking tools and written action plan**
Receive useful management trackers and a prioritized roadmap.
- **Social media account review**
Receive five actionable ideas to strengthen your online presence.

REAL EXPERIENCE. REAL SOLUTIONS. MEASURABLE RESULTS.

Scope and timelines are tailored to the restaurant and confirmed in writing.

Third-party services and optional monthly social media support are quoted separately.

PACKAGE 1 | ESSENTIALS

Operational Health Check

Investment: \$2,495 per restaurant location | One-time assessment engagement

A focused, practical assessment for restaurant owners who want to understand what is happening inside their business, identify costly operational gaps, and leave with a clear plan for improvement.

This is an assessment-and-action-plan package, not a complete operational turnaround. RockStar XO evaluates existing practices, explains the findings, and provides tools the restaurant can continue using.

What your investment includes

- Initial owner/GM discovery meeting and operating-goal review.
- Review of available sales, food-cost, purchasing, labor, inventory and menu-pricing information.
- On-site observation of kitchen, bar (if applicable), service, sanitation and daily management routines.
- High-level equipment-care, cleaning and inspection-readiness review.
- Vendor and social-media presence assessments with practical recommendations.
- Four editable Excel management workbooks and an orientation to their use.
- Written findings, prioritized corrective-action plan and final owner/GM review meeting.

Engagement structure: Typically completed over 2-3 scheduled assessment days, plus off-site analysis and reporting. Exact on-site hours and delivery dates are confirmed in the signed scope of work.

01 | DISCOVERY & FINANCIAL REVIEW

We begin by learning how the restaurant actually operates: its concept, revenue mix, staffing model, ownership priorities, current challenges and available reporting.

Food cost / COGS review

- Compare reported food and beverage cost against available sales and inventory records.
- Review purchasing invoices, major product costs, waste and portion-control practices.
- Identify potential causes of unexplained cost fluctuations, including receiving, storage, recipe consistency and pricing.
- Explain the difference between purchases and true inventory-adjusted COGS when records permit.

Labor & scheduling review

- Review labor expense as a percentage of sales, available hours and staffing patterns.
- Compare coverage with busy and slow sales periods and identify avoidable overtime or gaps.
- Assess manager scheduling practices, cross-training opportunities and deployment efficiency.

Menu & pricing review

- Spot-check selected menu items for ingredient cost, selling price and portion consistency.
- Flag possible underpriced products, low-margin items and opportunities for further recipe costing.
- Provide practical pricing and menu-mix recommendations; full menu redesign is reserved for higher tiers.

Required client records, when available: recent POS sales reports, payroll/labor summaries, invoices, inventory counts, current menus, schedules and operating procedures. Missing records are documented rather than estimated as facts.

02 | ON-SITE OPERATIONAL ASSESSMENT

Our assessment looks beyond the numbers. We observe how the restaurant is managed, how the team executes its daily work, and which systems may be contributing to financial loss or inconsistent guest experiences.

Areas evaluated

- Kitchen & preparation: station readiness, storage, labeling, portion control, food flow, waste and production planning.
- Equipment & cleaning: documented cleaning routines, fryer filtration and boil-out schedules, flat-top care, equipment startup/shutdown practices and maintenance logs.
- Sanitation & inspection readiness: observable food-safety and cleaning practices, corrective-action needs and available inspection documentation.
- Leadership & accountability: opening/closing checks, manager handoffs, shift supervision, training records and communication.
- Bar operations (where applicable): beverage controls, product storage, waste, basic pour-cost practices and cleanliness.
- Vendor purchasing: review of selected invoices, supplier consistency and opportunities for competitive quotes or introductions.
- Digital presence: review of Facebook, Instagram and TikTok profiles, imagery, positioning and promotional consistency.

What Tier 1 does not include

This tier does not include employee-wide hands-on training, equipment repairs, professional deep cleaning, hood/exhaust cleaning, a complete menu rebuild, filmed social content or ongoing account management. These may be scoped separately or included in a higher consulting tier.

Safety and compliance: This assessment does not certify compliance, replace licensed inspections or guarantee health/fire department approval. Hood cleaning intervals depend on applicable codes and local authority requirements.

03 | DELIVERABLES & EXCEL TOOLKIT

Each client receives a practical set of editable management tools. The purpose is to help ownership track essential operating measures after the assessment, rather than depend on a consultant for every calculation.

Four Excel workbooks included

Workbook	Purpose / typical fields
1. Daily Sales Tracker	Daily revenue, sales categories, period comparisons and notes.
2. COGS Calculator	Beginning inventory, purchases, ending inventory, sales and food-cost percentage.
3. Labor Percentage Calculator	Sales, labor dollars, hours and labor percentage by period.
4. Cleaning & Inspection Checklist	Daily/weekly cleaning assignments, completion dates, accountability and follow-up items.

Workbook delivery & orientation

- Editable Excel files, with clearly marked input cells and basic formulas.
- One scheduled orientation for the owner or designated manager, covering data entry and interpretation.
- Basic adjustment of headings and categories to fit the client concept, subject to agreed scope.
- The client retains copies of the delivered workbooks for internal business use.

Written report package

- Executive summary: top findings, strengths and priority concerns.
- Financial observations: food cost, labor, selected menu and purchasing opportunities.
- Operational observations: sanitation, equipment, management and guest-service systems.
- Prioritized 30-day action plan with suggested owners, deadlines and tracking measures.
- Social media assessment with five recommended improvements.

VISUAL GUIDE | HOW THE ASSESSMENT WORKS

A simple, transparent process. Owners know what we review, what we deliver and what happens next.

01

DISCOVER

Owner/GM interview

Define concerns and goals

02

REVIEW

Sales, labor, invoices

Understand the numbers

03

OBSERVE

Kitchen, bar, service

Identify operating gaps

04

PRIORITIZE

Risk, cost and impact

Rank corrective actions

05

DELIVER

Report + Excel toolkit

Review next steps

Outcome: A prioritized, realistic improvement roadmap - not an overwhelming list of changes.

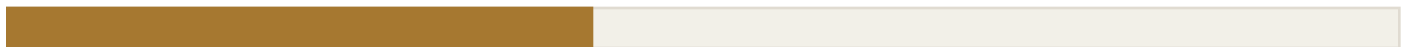
VISUAL GUIDE | FINANCIAL PERFORMANCE TARGETS

RockStar XO preferred operating benchmarks

These are internal planning goals, not universal restaurant industry standards.

FOOD COGS

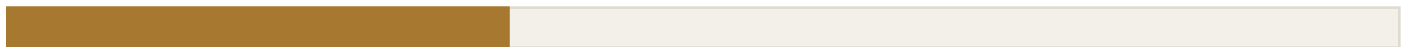
18% - 21%



Preferred range for eligible restaurant concepts; evaluate case by case.

LABOR COST

12% - 18%



Preferred range for eligible restaurant concepts; evaluate case by case.

COMBINED PRIME COST

30% - 39%



Preferred range for eligible restaurant concepts; evaluate case by case.

ILLUSTRATIVE EXAMPLE

20% food COGS + 15% labor = 35% combined cost

Calculation reference

Food COGS % = Food cost / food sales x 100

Labor % = Labor expense / relevant net sales x 100

Prime cost % = Total COGS + labor expense / net sales x 100

IMPORTANT ACCOUNTING NOTE

Food-only COGS and food-sales denominators are not always comparable to total restaurant prime cost. A full calculation also includes beverage COGS and applicable employer payroll burden, on a consistent net-sales basis.

Benchmarks must be adapted to concept, location, service model and margins.

04 | ACTION PLAN & CLIENT EXPECTATIONS

RockStar XO concludes Tier 1 with a structured discussion of findings and a realistic plan for the next 30 days.

Example 30-day improvement plan

Priority	Recommended action	Suggested owner
Immediate	Correct critical cleaning/documentation gaps and assign accountability.	Owner / GM
Week 1	Begin daily sales and labor entry in Excel.	GM
Week 2	Review high-cost items and validate selected recipe portions.	Kitchen manager
Week 3	Implement revised cleaning sign-offs and vendor quote requests.	Department leads
Week 4	Review results, unresolved issues and next-phase priorities.	Owner / GM

Client responsibilities

- Provide timely access to relevant records, personnel and operational areas.
- Identify a decision-maker for discovery, report review and workbook orientation.
- Confirm the scope, site access, confidentiality arrangements and payment terms before work begins.
- Implement recommended changes through its own management team unless additional support is purchased.

Optional next steps - quoted separately

Hands-on BOH equipment and cleaning training; professional deep-cleaning or hood-service coordination; expanded management coaching; advanced Excel tools; vendor negotiations; social media content creation; and transition into Tier 2 or Tier 3.

Optional monthly social media support

Basic	Growth	Premium
4 posts + 1 video	8 posts + 3 videos	12 posts + 6 videos
\$350-\$600 / month	\$750-\$1,200 / month	\$1,500-\$2,500 / month

Scope note: These monthly marketing services are optional and not included in the \$2,495 Tier 1 price. Content deliverables, filming sessions, revisions and account responsibilities require a separate agreement.

05 | SERVICE BOUNDARIES & HANDOFF

We want owners to understand exactly what they are purchasing and what they can expect at the end of the engagement.

Included in the \$2,495 fee

- One-location operational and financial assessment within the agreed review period.
- Owner/manager discovery and final findings discussion.
- Written executive summary and prioritized 30-day action plan.
- Four editable Excel workbooks and one orientation session.
- Social media assessment and five improvement recommendations.

Not included unless separately contracted

- Ongoing operational management, full team retraining or one-on-one owner coaching beyond the agreed orientation.
- Detailed full-menu costing, recipe development or new food/bar menus.
- Third-party vendor fees, supplies, deep cleaning, hood cleaning, fire-suppression work or equipment service.
- Creation of promotional videos, photography, social posts or monthly social media management.
- Guarantees of cost savings, revenue increases, inspection outcomes or vendor discounts.

Final handoff checklist

- ☐ Assessment findings delivered and reviewed.
- ☐ Action plan and priorities explained.
- ☐ Excel files delivered and orientation completed.
- ☐ Owner/GM questions documented; any additional services quoted separately.

Our commitment: Real experience. Practical solutions. Clear next steps. RockStar XO helps owners understand their numbers, recognize operational risks and build a stronger foundation for improvement.

RockStar XO, LLC | Restaurant Consulting | Tier 1 Essentials



PACKAGE 2

OPERATIONAL PERFORMANCE

\$6,995

PROFITABILITY & LEADERSHIP RESET

Hands-on training, systems
and implementation to
improve operations,
strengthen your team and
drive measurable growth.



— ★ —
STRONGER SYSTEMS.
BETTER TEAMS.
HIGHER PROFITS.
—

WHAT YOU GET

PROFITABILITY & LEADERSHIP RESET

\$6,995

- **Everything included in Package 1**
Assessment, financial review, tracking tools, and action plan.
- **Hands-on operational implementation**
Put recommended systems into practice alongside your team.
- **Owner, GM and manager coaching**
Build accountability, scheduling, leadership, and training routines.
- **Kitchen, bar and equipment systems**
Improve consistency, cleaning procedures, and inspection preparation.
- **Expanded Excel management tools**
Strengthen cost, inventory, labor, and operational monitoring.
- **Social media starter content**
Profile optimization, 1 promo video, 5 branded posts, and a 30-day plan.

REAL EXPERIENCE. REAL SOLUTIONS. MEASURABLE RESULTS.

Scope and timelines are tailored to the restaurant and confirmed in writing.

Third-party services and optional monthly social media support are quoted separately.

PACKAGE 2 / OPERATIONAL PERFORMANCE

Build a Stronger Team. Run a Stronger Restaurant.

\$6,995

RockStar XO, LLC | Restaurant Consulting

This chapter defines the services, deliverables, responsibilities, and limitations of the Tier 2 Operational Performance engagement. It is designed for one restaurant location and combines the Tier 1 assessment with practical management coaching and structured implementation.

The purpose

Move from identifying performance gaps to installing repeatable routines: cost tracking, scheduling discipline, equipment care, cleaning accountability, and confident daily leadership.

Included at a glance

- Tier 1 operational and financial assessment, findings report, and prioritized action plan.
- On-site management coaching and selected hands-on kitchen and bar demonstrations.
- Customized cleaning schedules, equipment operating guides, and inspection-readiness procedures.
- Nine editable Excel workbooks and training in their day-to-day use.
- Vendor and purchasing review, social media starter content, and a structured follow-up review.

Scope assumption: a 30-day engagement with one kickoff visit, up to two on-site working days (up to 16 total on-site hours), two remote coaching sessions (up to 60 minutes each), and one final handoff session. Exact dates and hours are confirmed in the signed statement of work.

01 | Discovery, Assessment & Priorities

A practical look at what is happening before recommending changes.

We begin with the Tier 1 operational health check and expand the findings into a working improvement plan. Reviews use the information the restaurant makes available and are not an audit or guarantee of future financial results.

Financial review

- Review recent sales, purchasing, inventory, payroll, schedules, and available profit-and-loss statements.
- Calculate food cost, labor percentage, and relevant prime-cost measures using consistent periods and definitions.
- Review menu prices, portion standards, waste patterns, receiving practices, and purchasing habits.
- Identify opportunities to improve labor deployment without compromising service or safety.

Operations and leadership review

- Observe opening, service, shift transition, and closing routines.
- Evaluate manager delegation, communication, shift checklists, and training consistency.
- Inspect sanitation practices, equipment condition, storage, labeling, and inspection records.
- Identify urgent food safety or equipment concerns for owner action and qualified specialist follow-up.

Deliverable: a written priority matrix showing the issue, impact, responsible person, action, and target completion date.

02 | Management, GM & Owner Training

Tier 2 includes hands-on coaching for the owner, general manager, and designated supervisors. We focus on daily decisions, not just classroom instruction.

Training modules

- Daily business review: reading sales, labor, food cost, and exceptions.
- Scheduling: sales-based staffing plans, productivity, breaks, overtime review, and adjustments.
- Inventory: counts, receiving controls, transfers, waste, and variance follow-up.
- Shift leadership: preshift meetings, station readiness, coaching, delegation, and accountability.
- Guest recovery and service consistency: escalation, follow-through, and service standards.
- Owner oversight: weekly scorecard review, manager expectations, and practical follow-up.

How training is delivered

A RockStar XO consultant demonstrates a procedure, the designated manager practices it, and both agree on a measurable follow-up. Managers receive reference guides and sign-off checklists for the modules completed.

Client receives

- Manager daily operating checklist and weekly leadership meeting agenda.
- 30-day accountability plan with owners, deadlines, and review dates.
- Training attendance record and manager competency checklists.

This package trains designated leaders and a limited number of selected team members; comprehensive one-on-one training of every employee is reserved for Tier 3 or quoted separately.

03 | Kitchen, Bar & Equipment Standards

Training is tailored to the restaurant's actual equipment and operating model. All procedures must follow manufacturer instructions, chemical labels, applicable safety requirements, and approved site policies.

Hands-on demonstration topics

- Fryer startup/shutdown, oil quality checks, approved filtration routines, and cleaning logs.
- Fryer boil-out planning and safety precautions; supervised practical training only when equipment, manufacturer guidance, PPE, and qualified personnel permit.
- Flat-top cleaning and conditioning using equipment-compatible products, including high-temperature cleaner only where specifically approved.
- Cooking-line station setup, portion controls, hot/cold holding checks, and end-of-shift breakdown.
- Bar station readiness, safe beverage handling, inventory control, cleaning, and basic pour-cost discipline.
- Daily cleaning of prep tables, refrigeration exteriors, holding equipment, dish area, and other applicable surfaces.

Written equipment manual

The restaurant receives a tailored BOH quick-reference manual for up to five priority equipment categories, with safe operating checks, approved cleaning steps, frequency, PPE, and sign-off fields. Equipment-specific steps are confirmed against the manufacturer documentation supplied by the client.

Not included: mechanical repairs, electrical/gas work, fire-suppression service, professional exhaust-system cleaning, or hazardous maintenance requiring a licensed contractor.

04 | Cleaning, Compliance & Purchasing

Cleaning and inspection readiness

- Build opening, shift-change, closing, weekly, and scheduled deep-cleaning checklists.
- Assign responsibility by station, supervisor verification, and corrective action tracking.
- Review food safety records, temperature logs, chemical storage, SDS access, and prior inspection findings.
- Review commercial hood cleaning documentation and identify when qualified third-party quotes or scheduling may be needed.
- Coordinate optional professional deep cleaning, hood cleaning, grease services, or other specialists only with owner approval; vendor charges are additional.

Exhaust inspection and cleaning frequency must be determined under applicable locally adopted codes, equipment and cooking conditions, and the authority having jurisdiction. Quarterly service is not a universal Texas requirement.

Vendor and cost-control support

- Review selected invoices and compare prices, pack sizes, delivery charges, and product quality.
- Develop an approved-item comparison sheet and flag high-impact purchasing opportunities.
- Offer appropriate introductions to established industry contacts when available, including foodservice, beverage, and specialty coffee suppliers.
- Help management evaluate proposals; supplier eligibility, pricing, and savings are not guaranteed.

Supplier relationships are not presented as endorsements or guaranteed discounts. Any referral compensation should be disclosed to the client.

05 | Nine Excel Management Workbooks

Editable Excel files are a core deliverable. Eddie’s workbook development can support practical data entry, formulas, variance indicators, and simple dashboards. Training covers where to enter data, what each measure means, and how to use it in a weekly meeting.

Workbook	Purpose
1. Daily sales tracker	Daily sales and period comparisons
2. Food & beverage COGS	Purchases, beginning/ending inventory, and cost percentage
3. Labor cost calculator	Wages, hours, sales, and labor percentage
4. Cleaning & inspection log	Daily/weekly assignments, completion, and corrective actions
5. Inventory & variance	Counts, theoretical versus actual usage where data supports it
6. Labor forecasting	Sales assumptions, staffing hours, and labor budgets
7. Recipe & menu costing	Portion costs, selling prices, and contribution margin
8. Waste & loss tracker	Waste reasons, estimated value, and trends
9. Weekly management dashboard	Key measures, exceptions, and action ownership

Included: one initial customization pass using client-supplied data, a workbook instruction sheet, and one remote training walkthrough. POS integration, automation, and complex multi-location models are separately scoped.

VISUAL 1 | Your 30-Day Improvement Roadmap

Illustrative delivery sequence; dates are finalized with the client.

01

DAYS 1-5 • ASSESS

Review financials, tour operations, observe service, and identify urgent issues.

02

DAYS 6-10 • PRIORITIZE

Agree on cost targets, owners, training topics, and a written action plan.

03

DAYS 11-20 • IMPLEMENT

Coach leaders, demonstrate selected equipment procedures, and install checklists.

04

DAYS 21-27 • VERIFY

Review Excel entries, cleaning logs, staff adoption, and open issues.

05

DAYS 28-30 • HAND OFF

Deliver the toolkit, findings, management scorecard, and next-step recommendations.

A structured handoff is designed to help the restaurant sustain its new routines after the engagement ends.

VISUAL 2 | Financial Controls & Management Dashboard

Illustrative example — not a promise of performance or universal industry benchmarks.

RockStar XO preferred operating targets for suitable restaurant concepts:

Measure	Preferred target	Illustrative actual	Action
Food COGS	18%–21%	23.0%	Review purchasing and portions
Labor	12%–18%	17.0%	Monitor productivity and shifts
Food COGS + labor	30%–39%	40.0%	Review combined controllables

How the numbers connect

INPUTS	CALCULATIONS	MANAGEMENT ACTIONS
Sales, purchases, inventories, wages, hours	COGS %, labor %, trend and variance	Adjust orders, scheduling, portions and training
Waste logs, recipes, invoice prices	Unit cost and contribution margin	Investigate loss and reprice where justified

Important: full restaurant prime cost normally includes total food and beverage COGS plus fully burdened labor (wages, employer payroll taxes, and benefits, as applicable). The 30%–39% figure above is simply the arithmetic sum of the stated food COGS and labor targets, not a universal full prime-cost benchmark. Targets must be tailored to service style, product mix, operating hours, and accounting definitions.

06 | Social Media Starter & Client Deliverables

Included one-time social media starter services

- Review and optimize existing Facebook, Instagram, and TikTok business profiles, subject to account access.
- Create one edited short-form promotional video and five branded promotional posts.
- Provide a suggested 30-day posting calendar and management account-maintenance walkthrough.
- Deliver finished approved files for the restaurant’s continued promotional use, subject to third-party music and asset licensing.

Separate optional monthly content services

Add-on	Monthly deliverables	Suggested price
Basic	4 posts + 1 video	\$350-\$600 / month
Growth	8 posts + 3 videos	\$750-\$1,200 / month
Premium	12 posts + 6 videos	\$1,500-\$2,500 / month

These recurring services are not included in the \$6,995 Tier 2 price. Monthly scope, filming sessions, revisions, posting responsibilities, and paid advertising are defined in a separate agreement.

Final handoff package

- Assessment findings and 30-day improvement action plan.
- Nine editable Excel workbooks and brief instructions.
- Cleaning and inspection-readiness schedules.
- Customized priority-equipment operating and cleaning manual.
- Management training records, checklists, and weekly scorecard.
- Social media starter content and posting calendar.
- Final review meeting and written recommendations for continued improvement.

07 | Terms, Client Responsibilities & Next Steps

What the restaurant provides

- A designated owner/manager point of contact and timely decisions.
- Access to relevant sales, inventory, invoices, payroll, schedules, menus, and inspection reports.
- Safe access to operating areas and equipment manuals, PPE, and approved chemicals.
- Required employee participation and authorized access to social media accounts.

What is not included in the base price

- Third-party cleaning, hood service, repairs, permits, or regulatory inspection fees.
- New equipment, food products, printing, paid advertisements, and vendor charges.
- Unlimited on-site labor, employee coverage, full restaurant redesign, or ongoing account management.
- Guaranteed savings, regulatory approval, inspection outcomes, or profit increases.

Commercial terms

Tier 2 fee: \$6,995 for one location, subject to a written scope of work. Suggested milestone payments: 50% at signing, 25% after the initial assessment and action-plan approval, and 25% at final handoff. Travel beyond the agreed local service area and additional training days require prior written approval and a separate quote.

Engagement closeout

The owner and designated manager receive a final findings review, an agreed accountability schedule, and the complete digital handoff package. RockStar XO provides operational consulting and training; the restaurant remains responsible for its employees, regulatory compliance, equipment operation, and business decisions.

ROCKSTAR XO, LLC • REAL EXPERIENCE. REAL SOLUTIONS. MEASURABLE RESULTS.



PACKAGE 3

COMPLETE TURNAROUND

STARTING AT
\$19,995

FULL-SERVICE RESTAURANT RESCUE

A customized, hands-on partnership to rebuild, optimize and elevate every aspect of your restaurant for long-term, sustainable success.



REAL CHANGE.
LASTING RESULTS.
A MORE PROFITABLE
TOMORROW.

WHAT YOU GET

COMPLETE RESTAURANT RESCUE

STARTING AT \$19,995

- **Everything in Packages 1 and 2**
Full diagnostic, foundational tools, training, and implementation.
- **Intensive on-site turnaround support**
Work directly with leadership and front- and back-of-house teams.
- **Menu development and engineering**
Refine recipes, pricing, food and beverage offerings, and execution.
- **Vendor introductions and advanced training**
Support purchasing relationships, staff skills, and operational standards.
- **Expanded financial systems and follow-up**
Deeper tracking workbooks and three months of follow-up support.
- **Expanded social media launch**
6 edited videos, 12 posts, photography, and a 60-day content calendar.

REAL EXPERIENCE. REAL SOLUTIONS. MEASURABLE RESULTS.

Scope and timelines are tailored to the restaurant and confirmed in writing.

Third-party services and optional monthly social media support are quoted separately.

PACKAGE 3 / COMPLETE TURNAROUND

A Complete Operational Reset

Starting at \$19,995

RockStar XO, LLC | Restaurant Consulting

The premium, hands-on restaurant improvement engagement: financial controls, owner and GM development, kitchen and bar execution, customized menus, vendor strategy, sanitation systems, training manuals, Excel tools, and a structured implementation plan.

The purpose

Move beyond recommendations. Work alongside the restaurant team to install repeatable operating systems, train people to use them, and measure progress over a 60–90-day engagement.

Included at a glance

- Everything in Packages 1 and 2, with expanded implementation and individual coaching.
- On-site operational training for owners, GMs, kitchen leaders, bartenders and designated team members.
- Customized food and/or beverage menu development, recipe costing, and launch coaching.
- 15 editable Excel workbooks, equipment training manuals, and practical employee sign-offs.
- Vendor sourcing assistance, inspection-readiness planning, and restaurant social media content.

Proposed scope: one restaurant location; up to 6 on-site working days (48 hours), 6 remote coaching sessions (up to 60 minutes each), and a final handoff within 90 days. Scope, staffing, filming, travel and milestones are finalized in the signed agreement.

01 | Discovery & Complete Restaurant Diagnostic

We start by understanding the business before changing its systems.

Financial and commercial review

- Review available 8–12 weeks of sales, inventory, invoices, payroll, schedules, menu mix and P&L statements.
- Analyze food and beverage cost, labor deployment, discounts, waste, menu pricing and purchasing variance.
- Compare product costs, vendor terms, portion standards, recipe yields and contribution margins.
- Establish a baseline scorecard and identify urgent, high-impact opportunities.

Operational and leadership review

- Observe opening, peak service, shift handoff, closing, prep flow, bar service and guest experience.
- Review cleanliness, equipment condition, training records, safety documentation and inspection history.
- Interview owner, GM and key leaders to identify accountability gaps and execution barriers.
- Prioritize recommendations by safety, cost, effort, ownership and expected operational impact.

Deliverable: diagnostic findings report, documented baseline and 30/60/90-day action plan.

02 | COGS, Labor & Profitability Systems

Cost management

- Teach inventory valuation, beginning inventory + purchases – ending inventory, and consistent food-cost reporting.
- Review actual versus theoretical usage where recipe and sales data permit; identify waste, shrink, portion drift and overproduction.
- Develop portion controls, production pars, ordering routines and waste tracking.
- Create menu item recipe costing and a practical menu profitability review.

Labor and prime cost

- Train managers to forecast staffing against sales and service needs, monitor productivity and review overtime.
- Build shift scheduling budgets, payroll checks and daily labor reporting habits.
- Use RockStar XO preferred aspirational food COGS of 18-21% and labor of 12-18% only where appropriate to the concept.
- Explain that 30-39% is the arithmetic sum of those two preferred ranges, not a universal full prime-cost benchmark; beverage costs, taxes and benefits may change the calculation.

Outcome: an owner and GM who can explain their numbers and act on trends, not just read a report.

03 | Owner, GM & Management Development

Individual leadership coaching

- One-on-one owner coaching: interpreting financial reports, setting standards, vendor oversight and holding managers accountable.
- One-on-one GM coaching: daily priorities, shift planning, delegation, coaching conversations and follow-through.
- Kitchen and bar leadership coaching: pars, recipes, production pacing, quality control and staffing.
- Train-the-trainer practice so supervisors can consistently onboard and evaluate new employees.

Operating cadence

- Install daily manager walks and shift checklists with clear responsible owners.
- Create weekly financial review meetings with action items, due dates and accountability.
- Establish performance scorecards, coaching records and corrective action follow-up.
- Review hiring, onboarding, cross-training and skills verification processes.

Deliverable: customized manager routines, coaching templates and a leadership development plan.

04 | Hands-On Kitchen, Bar & Equipment Training

Kitchen and equipment

- Train safe opening, operation, shutdown and cleaning of the restaurant's specific equipment.
- Demonstrate fryer filtration and oil-care routines; conduct supervised boil-out training only where permitted by equipment and chemical instructions.
- Demonstrate flat-top care using manufacturer-compatible products, including approved high-temperature cleaners where applicable.
- Cover refrigeration checks, hot holding, dish machines, prep equipment, ovens and other equipment in scope.
- Provide equipment-specific illustrated SOPs and individual employee skills sign-offs.

Bar and beverage

- Train standardized recipes, measured pours, beverage costing, responsible service and station setup.
- Coach bartenders on mise en place, speed, consistency, inventory counts, shrink prevention and cleaning.
- Develop opening/closing checklists and bar manager controls.
- Offer hands-on practice for approved new drinks and bar menu rollouts.

Safety note: hot oil, heated surfaces and caustic chemicals require appropriate PPE, equipment-specific procedures, SDS access and trained supervision. Licensed repair and regulated work are not included.

05 | Menu Engineering, Pitmaster & Vendor Strategy

Food and beverage menu development

- Review current concept, brand positioning, guest preferences, production capacity and item-level contribution margin.
- Develop an agreed selection of costed food and/or cocktail recipes with portion specifications and preparation methods.
- Provide a recommended pricing strategy and rollout plan, including staff tasting and training.
- Identify opportunities for signature items, seasonal promotions and operationally efficient menu choices.

BBQ & pitmaster specialization (when relevant)

- Review smoker operation, fuel use, meat selection, trim, yields, seasoning, cooking consistency and holding.
- Train on product handling, portioning, waste control and barbecue menu profitability.
- Adapt instruction to the client's smoker, food safety requirements and cooking model.

Purchasing and vendor relationships

- Review food, spirits, wine, coffee, supplies and service pricing; compare suitable alternatives.
- Where appropriate, facilitate introductions through existing professional relationships, including Sysco, Twin Liquors, Republic wine distribution contacts and a Boerne-area coffee supplier.
- Provide an Excel vendor comparison and estimated savings tracker.

Vendor eligibility, licensing, availability, pricing and discounts are determined by suppliers; no savings or endorsement is guaranteed.

06 | Sanitation, Inspection Readiness & Cleaning Programs

Practical facility standards

- Develop daily, weekly and periodic deep-cleaning assignments for BOH, FOH, bar, storage and restrooms.
- Train employees and supervisors on safe cleaning, chemical labeling, separation and verification.
- Review temperature logs, labeling, storage, sanitation procedures, pest-prevention practices and corrective action tracking.
- Create cleaning manuals, photo-based standards where feasible and an Excel preventive maintenance calendar.

Specialized service coordination

- Review existing hood and exhaust cleaning documentation, fire-suppression service records and equipment maintenance logs.
- Assist with third-party quotes and scheduling for hood cleaning, deep cleaning, grease services or repairs.
- Confirm service intervals based on applicable code, cooking operations, qualified contractor guidance and the local authority having jurisdiction.

Third-party cleaning, hood service, equipment repairs, permits and official inspections are separate client-approved expenses. RockStar XO does not certify code compliance or guarantee an inspection result.

07 | Digital Marketing & Restaurant Relaunch

Included content development

- Review and optimize Facebook, Instagram and TikTok business profiles with authorized client access.
- Plan one scheduled content session covering the restaurant, team, food, drinks and new menu highlights.
- Produce six edited short-form videos suitable for Reels or TikTok and twelve branded promotional posts.
- Provide a customized 60-day content calendar and one-on-one owner/manager training.
- Deliver final promotional assets for continued restaurant use, subject to third-party music and media licensing.

Optional monthly social media support (not included)

- Basic: 4 posts + 1 video per month — \$350-\$600/month.
- Growth: 8 posts + 3 videos per month — \$750-\$1,200/month.
- Premium: 12 posts + 6 videos per month — \$1,500-\$2,500/month.

Monthly add-ons are separately quoted. Paid advertising, recurring posting, additional filming and extended edits are excluded unless agreed in writing.

08 | Client Deliverables: 15 Editable Excel Workbooks

Foundation tools	Expanded management tools	Executive tools
1. Daily sales tracker 2. Food & beverage COGS calculator 3. Labor cost calculator 4. Cleaning & inspection checklist	5. Inventory & variance 6. Labor forecast & schedule budget 7. Recipe costing & profitability 8. Waste & loss tracker 9. Weekly management dashboard	10. Restaurant P&L tracker 11. Bar pour-cost analysis 12. Menu engineering 13. Vendor price comparison 14. Training & certification 15. 30/60/90-day scorecard

Handoff and training

- Editable Excel files with basic instructions, input definitions and protected formula guidance where applicable.
- Live coaching on how to enter data, interpret dashboards and troubleshoot common issues.
- Restaurant-specific equipment and cleaning SOP manual, owner/GM checklists and employee competency sign-offs.
- Menu costing sheets, vendor comparison summary, content files and final implementation scorecard.

Workbooks are management aids, not an accounting, payroll, tax or regulatory certification system. Client data accuracy and ongoing entries remain the client's responsibility.

09 | Visual Roadmap | 90-Day Turnaround

A one-page implementation overview for the owner and leadership team.

Stage	Typical timing	What changes	Evidence of progress
Diagnose	Days 1-15	Baseline, interviews, operations review, financial analysis	Findings and priority matrix
Build	Days 16-30	Excel tools, SOPs, manager routines, recipe costing	Tools installed and staff assigned
Train	Days 31-60	On-site kitchen/bar coaching, menu testing, cleaning standards	Competency sign-offs and checklists
Stabilize	Days 61-75	Correct gaps, coach managers, monitor cost and service trends	Weekly KPI review
Handoff	Days 76-90	Final review, materials transfer and next-step plan	Owner action plan and scorecard

Three accountability checkpoints

30 DAYS	60 DAYS	90 DAYS
Systems established Leaders assigned	Staff training underway Trends reviewed	Tools handed over Next-quarter priorities

Illustrative sequence only. Actual implementation order depends on restaurant readiness, data access, staffing and agreed scope.

10 | Visual Dashboard | Financial & Operating Controls

Illustrative management scorecard. These are not actual client results.

Metric	Illustrative actual	RockStar XO planning reference
Food COGS	20.0%	Preferred 18-21% where appropriate
Labor (defined basis)	15.0%	Preferred 12-18% where appropriate
Food COGS + labor	35.0%	Simple subtotal; not full prime cost
Waste logged	\$620	Monitor trend and causes
Training completed	18 of 24 staff	Target full assigned completion
Preventive maintenance	8 of 10 tasks	Close overdue tasks promptly

How the dashboard is used

- Enter current-period sales, purchases, inventories and payroll using consistent definitions.
- Review exceptions weekly; investigate root causes rather than reacting to one isolated number.
- Assign one manager and a due date to every corrective action.
- Compare trends before and after changes; never promise a specific increase in profit.

A full prime-cost measure normally includes all relevant food and beverage cost of goods sold plus the chosen fully loaded labor-cost definition. Targets vary significantly by concept.

11 | Engagement Terms, Boundaries & Final Handoff

Proposed working arrangement

- Base investment starts at \$19,995 for one location; final quote reflects restaurant size, operating hours, travel, filming and training requirements.
- Up to 48 on-site hours and six remote coaching sessions over 60–90 days, subject to written scheduling and availability.
- Suggested payments: 40% at signing, 30% at midpoint and 30% before final delivery; final terms are contractual.
- Client supplies timely records, site access, authorized decision-makers, employee participation and safe working conditions.

Not included unless specifically contracted

- Physical remodeling, equipment purchases or repairs, certified hood cleaning, specialized contractors, permits or official inspections.
- Unlimited staffing coverage, daily restaurant management, payroll processing, accounting attestations or legal/regulatory advice.
- Ad spend, continuous social posting, unlimited creative revisions or guaranteed vendor discounts.
- Guaranteed profit improvement, regulatory approval or business recovery.

Final handoff package

- Before/after operating scorecard, action status log, prioritized next-quarter plan and manager accountability calendar.
- 15 Excel workbooks, SOP and equipment manual, training records, menu costing materials and final approved media assets.
- Final owner/GM review meeting with documented remaining responsibilities and recommendations.

RockStar XO, LLC | Real Experience. Real Solutions. Measurable Results.