



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.