

How A Multiple Location Operator Lowered COGs by 3% with MarketMan

Tackling the complexities of operating multiple locations



Customer name

Taco Del Mar

Industry

Quick Service

Website

tacodelmar.com

Integrating with Suppliers

"We switched from a competitor to Performance Food Group and the switch was very easy as MarketMan integrates with multiple suppliers. That's the beauty of MarketMan, it integrates with any supplier."

Brian Scott, Owner & Operator of 3 Taco Del Mar Locations



About Taco Del Mar

Taco Del Mar was launched in Seattle 30 years ago by brothers James & John Schmidt. The Colorado-based Mexican fast-casual restaurant chain pioneered serving authentic coastal Mexican cuisine. The chain is approaching 100 locations and employing over 1,400 across the U.S. and Canada

Brian Scott owns and operates three locations in the state of Washington: Ellensburg, Moses Lake, and Ritzville. Brian's restaurants are traditionally among the chain's best-performing locations and are often used as on-site training and education centers for new Taco del Mar franchisees.

The Challenge

- Strained communication as supply lines extended
- Rapid supply chain adaptability, attention to recipe profitability, and the elimination of food waste
- Real-time analytics and reporting in multiple locations required intense attention to detail, and time-consuming manual accounting tasks

MarketMan Solution

Taco Del Mar discovered cloud-based, tablet-ready, and mobile-friendly MarketMan. Replacing manual spreadsheets with an automated, easy-to-use inventory platform made an immediate impact.

- Faster and easier accounting & reporting with Revel POS and QuickBooks integrations
- Cost-effective and user-friendly, making the locations more nimble and more profitable
- Help battling additional stresses: inflation, ongoing labor shortage, increasing minimum wage, and increased salaries retain top Managers
- Reduce costs, lessen employee workload, and increase team productivity

Automating Profit-Draining Manual Tasks

- Recipe Costing Tools helps identify ways to reduce food costs & increase per-dish-profit.
- Easy Inventory Control enables inventory counts whenever, wherever, on any device.
- Streamlined Inventory Ordering reduces order time, controls budgets, and tracks costs to prevent overspending.
- ...and more!

Integrating with Suppliers: Performance Food Group

Given Taco Del Mar's use of fresh inventory, Performance Food Group's wide selection of products – notably the fresh seafood – and competitive pricing with fast, convenient delivery were attractive.

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Other integration partners include: Square, Toast, Lightspeed, Clover, Revel, Quickbooks, Sage, TouchBistro, SAP, and many more.

Lowering Cost of Goods by 3% with MarketMan

Efficient inventory management lowers the Cost of Goods (COGs) by:

- Reducing waste and spoilage
- Preventing overordering, overstocking, and stockouts

“MarketMan has lowered our cost of goods because it is very easy to check the data in MarketMan. Based on the data, I adjust our pricing accordingly. I would say MarketMan lowered our overall COGs by at least 3%. Some items more and some less, but on average at least 3%.” — Brian Scott

“We previously had Managers doing weekly inventory, manually on spreadsheets.

And updating prices on the spreadsheets, comparing them to invoices, where the risk of inputting incorrect data is high.

But after MarketMan, our Managers went from 1 ½ hours per week doing inventory to 20 minutes and improved data input accuracy.”

Brian Scott, Owner & Operator of 3 Taco Del Mar Locations