

# Hospitality Group ATFC, Ltd. Battles Rising Food Costs With MarketMan

Powerful reporting capabilities give ATFC instant insight into menu profitability and supplier costs



## Customer name

ATFC

## Industry

Casual

## Locations

20+

## Powerful Reports

“MarketMan delivers a powerful reporting capability. I really like the pricing- and profitability-based reports. From COGS, Actual vs. Theoretical (the Variance Report), Recipe Costing, Menu Profitability, Waste Report, Irregular Prices, Purchase by Items, and Count Value, every report I use gives me the data I need to do my job... Every single MarketMan report that I use helps make my job easier.”

**Paul Sarlas, Managing Director at ATFC, Ltd.**



## About ATFC, Ltd.

Since its inception in 2003, ATFC Ltd. has emerged as a key player in the highly competitive food service industry of London. The company has expanded by acquiring multiple restaurant brands and developing notable establishments such as Steak and Company, Angus Steakhouse, Ochre, and Muriel's Kitchen. It now operates over 20 thriving locations across prime areas of central London, serving more than 12,000 customers weekly. Consequently, ATFC's workforce has grown to encompass over 600 employees.

## The Challenges

- Lack of integration with their existing POS system hindered seamless operational and analytical functions.
- Manual processes for critical operations like recipe costing and inventory management were time-consuming and cumbersome.
- Increases in food prices significantly impacted ATFC's operations, making cost control more difficult.

## MarketMan Solution

MarketMan, for over two years, has been a central part of ATFC's technology ecosystem of POS, inventory management, HR apps, staffing & scheduling software, and more. Replicating a stable technology stack for four unique brands at 20+ locations employing 600+ employees was a key goal of ATFC's technology evolution.

- Access to insights and critical profitability data at 20+ locations with inventory control and enhanced reporting and analytics.
- Automation allows for a quicker reaction time to rising food costs for high-volume ingredients.
- Streamlined FOH and BOH operations with seamless POS integration to improve communication, analytics, and reporting.
- Reduced time spent on inventory counting by about 80%.