CASE STUDY

AGAVE AZUL
MEXICAN KITCHEN & TEQUILA BAR

CHALLENGES

- **Inconsistent Menu Management:** The client's multi-location restaurant group (MLM) experienced discrepancies in menu offerings across different locations. Menu changes made at one location wouldn't always reflect at others, causing confusion for both staff and customers.

- **Lack of Centralized Control:** The absence of a designated "Master" menu, coupled with versioning based on non-standardized parent menus, hindered centralized control and consistency.

- **Uncontrolled User Access:** An excessive number of users with editing permissions in the Toast back-end contributed to unauthorized menu modifications and unintended consequences across locations.

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SOLUTIONS

- **Standardized Menu Structure:** We conducted a comprehensive menu rebuild, establishing a single, centralized "Master" menu for the entire MLM restaurant group for consistency across all locations.

- **On-Site Implementation and Testing:** Our team was present at all locations during the menu swap-over to ensure a smooth transition, providing on-site testing and troubleshooting.

- **Enhanced User Access Control:** We implemented a tiered user access control system within the Toast back-end to prevent unauthorized menu modifications. Location managers' permissions were adjusted for limited and controlled changes, ensuring alignment with the centralized menu strategy.

- **Streamlined Location Onboarding:** For future scalability, we established a new protocol for adding locations to the MLM. All menu edits and versioning will now require prior approval, guaranteeing consistency from the very beginning.

CONCLUSION

By collaborating with SORA Partners, Agave Azul successfully addressed the inconsistencies and inefficiencies plaguing the menu management of its multi-location restaurant group.

Key Achievements

- Established a unified menu across all locations, ensuring consistency and clarity for staff and customers.
- Streamlined menu rollouts with on-site support and troubleshooting, minimizing disruption and ensuring a smooth transition.
- Enhanced control over menu changes through a tiered user access control system, preventing unauthorized modifications.
- Implemented a future-proof process for adding new locations, guaranteeing consistent menu management.