

MODERN STEAK +

Gordon
RESTAURANT PRO
POWERED BY [me] marginedge



A CLOSER LOOK...

LOCATION

Calgary, Canada

TYPE

Steakhouse

TOTAL RESTAURANTS

3

TECH STACK

TouchBistro, 7shifts, QuickBooks

KEY FEATURES

Financial Reporting; Invoice
Processing; Recipe Costing

The Goal

ModernSteak, a rapidly expanding culinary brand led by Chef Tony Pittoello, faced significant challenges in maintaining efficient and profitable operations across their three locations.

The Solution * * *

Chef Tony started using Gordon Restaurant Pro (GRP) to bring all of their financial details together. Now, with profitability and performance at his fingertips, Chef Tony can track every steak sold and every dollar spent in real-time so his team can make menu adjustments on the fly. No more waiting until the end of the month to see if the numbers add up.

CASE STUDY

ModernSteak streamlines financials and **stampedes towards success** with Gordon Restaurant Pro

What do you get when you combine a contemporary restaurant with its own brand of prize-winning, Alberta-raised, Kobe-certified, Black Angus beef? ModernSteak, of course. As the name suggests, ModernSteak infuses classic steakhouse traditions with innovative cooking techniques to create an unparalleled dining experience in Calgary, AB and has been doing so since they started in 2018.

At the helm of this gastronomic haven is corporate chef Tony Pittoello, whose visionary leadership and culinary expertise have been

instrumental in sculpting both ModernSteak and their seafood-focused concept, ModernOcean's, identity.

When Chef Tony first started with the ModernSteak team five years ago, they had just one restaurant – now they have three. He tells us, “It’s been a long ride with ModernSteak and I’m proud to have helped to build a lot of what we have today.”

As corporate chef, Tony’s role is to train and mentor all their chefs, as well as be responsible for the culinary department and menu planning. Essentially, Tony is uniquely responsible for keeping ModernSteak’s menu and culinary processes profitable – which any restaurant professional knows is no small order. Keeping three busy restaurants’ cost of goods sold (COGS) and margins on track requires the right skills, and the right tech stack to be able to see everything at once. Thankfully, they have an end-to-end restaurant management software solution, Gordon Restaurant Pro powered by MarginEdge (GRP).

We sat down with Chef Tony to learn more about ModernSteak, his role as corporate chef and how Gordon Restaurant Pro has



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Gordon
RESTAURANT PRO

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Tony Pittoello

Corporate Chef

streamlined its financial information into one place, solidifying the platform as an integral part of its operations.

Finding their top choice without all the bull

There are a lot of options when it comes to choosing the right all-in-one platform for restaurant management, and not all of them are created equally. Referrals and word of mouth are great ways to not only grow your restaurant business but also learn about new tools. And when that referral comes from one of your trusted vendors, it's worth a listen – at least Chef Tony thought so.

He tells us, “We have an amazing Gordon Food Service rep and they were the ones who brought us this technology. We've been with them for a couple of years now and it was just nice to see that they were partnering with somebody who knew what they were doing with this system. I'm extremely happy with what Gordon Food Service has brought to the table for us and this was an added thing on top of that.”

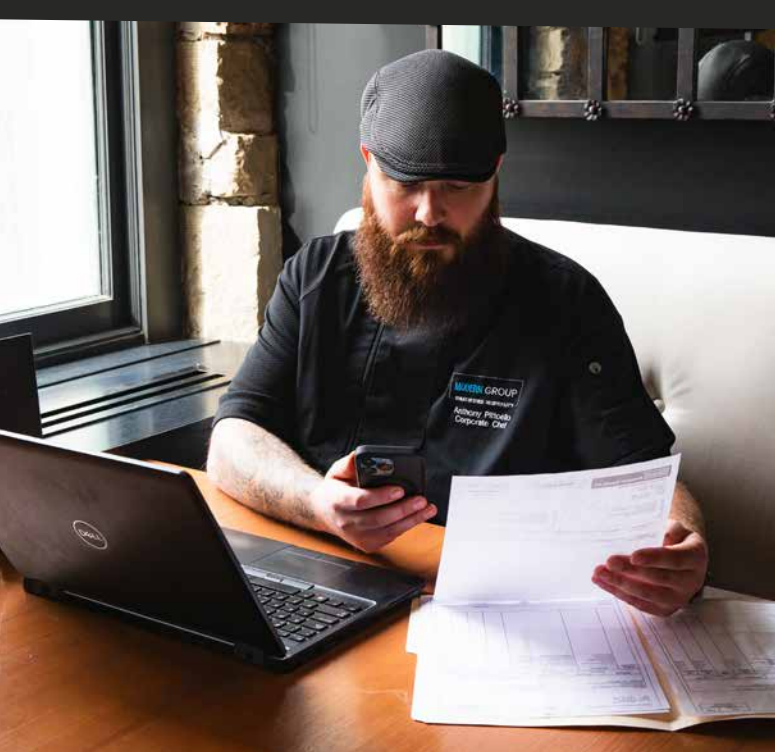
Initially, the ModernSteak team was looking for a place to have all their financials in one spot. They'd built a system over the years consisting of Excel sheets and things that other chefs and general managers had built for their processes.



Chef Tony notes, “I think realistically we were looking for something that was an all-in-one tool. We've used products in the past and found that what they offered wasn't what truly worked and with GRP the program does what they said it would – which was great! We have very specific needs as a multi-unit business, so many things played into our decision to go with them. But the software doing what they said it was going to do was a huge one for us.”

No more waiting till the COGS come home

Chef Tony utilizes GRP as a pivotal tool in tracking and managing his team's COGS at Modern Steak and Modern Ocean. One feature he highlights as particularly beneficial is the performance tab, which offers him a clear, real-



time view of daily sales. This functionality not only allows Chef Tony to keep a close eye on financial performance but also enables him to hold his chefs and managers accountable for their numbers effectively.

He explains that this is a game-changer because, “My chefs are accountable for their numbers every day, not just at the end of the month, so if they’re out on their COGS we see that immediately.”

And when you can see your data in real-time, it allows you to act in real-time. Tony tells us, “It definitely opened my managers’ eyes to see what a slow night or a busy night will do to the numbers. When you see numbers being populated in real-time, you can manipulate them in real-time, so that really helps our managers.”

While getting store managers to learn a new system can often be a headache, it’s thankfully been smooth sailing getting everyone on board. Chef Tony notes, “As far as the training goes,

it’s a very simple and easy system to navigate. I spend a minimal amount of time with my chefs explaining how the system works. There was a bit of a learning curve at the start, but now that I’m well-versed in it, I don’t have any issue with sharing information or training my team on it. There just aren’t a whole lot of ways to mess things up once you get into the program. So it’s nice to be able to steer people in that direction and let them run with it.”

Eliminating mis-steaks one invoice at a time

ModernSteak can see their COGS immediately thanks to GRP’s integration with their TouchBistro POS system, automatically pulling in sales data nightly, while Chef Tony’s teams easily upload invoices through just a snap of a photo or without even touching a button for Gordon Food Service orders.

This combination gives them real-time performance and COGS insights within 48 hours of uploading invoices.

Getting everyone on board with a new process can be a headache, but the transition to GRP was simple for Chef Tony’s teams. He notes, “Before, we had to code everything by hand. Now we snap a picture and somebody else takes care of that for us. We still double-check everything, but daily, it has saved a lot of time.”

Seeing financials all in one place

Having all of ModernSteak’s financial information centralized through GRP has been a game-changer for both the culinary and accounting teams. This streamlined approach has significantly simplified financial oversight,



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Corporate Chef

allowing for more efficient collaboration between departments.

Chef Tony explains, “Our teams can react quicker with GRP. Before, we wouldn’t see the invoices for a while because they’d go to our accountant and it would take them anywhere from a week to two weeks to update all the information. With GRP, I’ve rarely ever seen it take more than a couple of days. Even our front of house can track labor through GRP so it’s a one-stop shop to be able to see everything.” Being able to tightly manage food and labor costs means better Prime Costs and higher profits.

The ability to access real-time data on financial reports like COGS, a daily P&L, inventory and recipes from a single platform has not only enhanced decision-making but also fostered a more cohesive operational strategy across the board. “We have an accountant that takes care of invoicing at the end of the period and

it’s been much easier for them as well. We have many different suppliers in our restaurants so it’s a lot to track. This makes it so much easier,” Tony says.

Moo-lah matters, and so does menu pricing

Even before a plate is sold, GRP saves Chef Tony time while providing him with crucial information. Before GRP, he used to plan out new menus using Excel spreadsheets and spent hours pulling information from multiple sources. That’s no longer the case with GRP. Chef Tony tells us, “I save the most time just by having everything all in one place. When I’m building a recipe, I just start typing in the first few letters of a product and it populates for me.”

He continues, “I find that GRP saves most of my time when I’m getting down to the nitty-gritty of costing out menus because the product data is all right there at your fingertips.

I would say on average it's saved me 10 hours of work on costing out a new menu just because it's already all there for you."

With that extra time in his day, Tony can tackle his other tasks further ensuring his teams are staying profitable and on track. He explains, "It allows me to spend more time with my chefs. I'm not watching over their shoulder or anything, but I can just be there to support my chefs."

Just like how Chef Tony invests his time in strengthening his team, Gordon Food Service has invested in the success of their clients beyond just providing quality products – and GRP is an example of that.

Chef Tony tells us, "I trust them when they bring me stuff that could actually make the business run smoother, better and more efficient. So with how successful GRP has been for us, I do have more trust in the information and products that Gordon Food Service offers."

So what's next for ModernSteak?

Looking ahead, ModernSteak is strategically concentrating on refining and maximizing the profitability of its two prominent locations in Calgary. Their immediate focus is not on expansion but rather on optimizing the operations and financial health of their current establishments. This approach includes leveraging the advantages offered by GRP, which has been instrumental in streamlining financial tracking, cost control, and enhancing daily profitability.

Chef Tony says, "I absolutely would recommend GRP to other operators. It has been a timesaver and a tool for accuracy. Realistically, there are



a lot of options out there for these types of programs. But in my opinion, GRP is the most honest one that I've used, and I think it can really affect people's day-to-day life and make their jobs easier."

The software's ease of use and accuracy have been pivotal in saving time and supporting the managerial and chef teams more effectively. Their long-term vision does include eventual expansion beyond the provincial borders. Yet, for the near future, the emphasis remains firmly on strengthening the foundation of their existing locations to ensure sustainable profitability and operational efficiency, setting a solid groundwork for future growth. Tony notes, "You've got to take care of the restaurants you already have and that's our focus right now: dialing in making sure we're always profitable and that's where GRP comes in, allowing us to keep up." ■