

# TGI FRIDAYS

## Case Study



### About

The first TGI Fridays opened in New York in 1965 as a place for young people to get together. Today it has more than 900 outlets in more than 60 countries, serving authentic American food and legendary drinks. It employs nearly 74,000 members of staff.

TGI Fridays takes its social responsibility seriously and works closely with suppliers to source safe, sustainable, high-quality ingredients from farm and sea.

Kevin Miller is senior director of culinary and beverage development for TGI Fridays' international division. He manages 500 restaurants, with responsibility for developing all new menu items. As he says, "If something exciting is out there, it's my job to bring it to you."

### Fourth and TGI Fridays



TGI Fridays has been using Fourth's Recipe & Menu Engineering solution since 2015."

### Quick-fire with Kevin Miller: Why Fourth?

- I'm a huge believer in the Fourth product. They know the business even better than we know it.
- It's literally designed for a chef. We understand it from end-to-end.
- It has changed the way we do business.
- The reason my team is successful is that we have a product like Fourth's.
- I can't say how much the Fourth team mean to Fridays. They deliver time and time again.

### The Journey

TGI Fridays needed to revitalise its recipe management process. Its existing system was essentially a standard tree structure of Word documents held on a server. It wanted something that was more secure, easier to manage, faster and improved communication internally and with franchisees.

It was also important to keep menus fresh by reviewing and refining classic recipes, adding new ingredients and trending ideas, and updating photography.

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### The Solution

Kevin Miller explains what happened next: "We went through a full review of pretty much everybody that was out there. Time and time again, one system kept on coming up – and it was from Fourth."

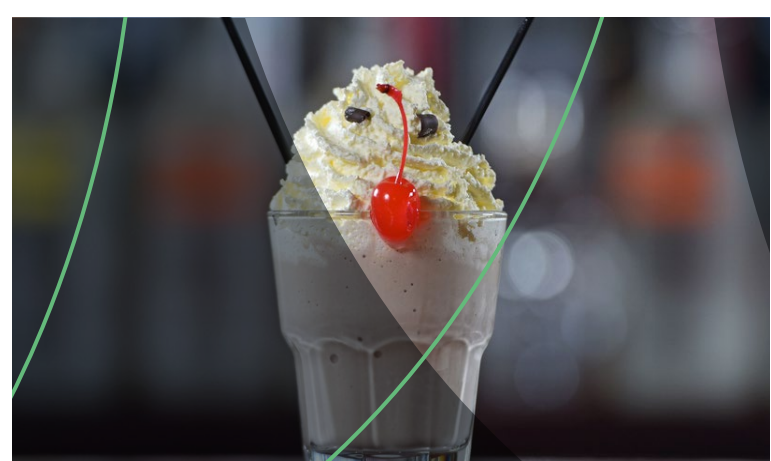
With the support of the Fourth team, Kevin and his colleagues input ingredients into Fourth's Recipe and Menu Engineering solution, then used them to build prep and serving recipes. He says, "All of a sudden, once we started getting the foundations laid, it got easier and easier."

So, what does the new system do? Chef Kevin explains: "It immediately connects us with our franchisees and our marketing team, so they can see what we're developing. Before, it would take them hours to search folders for all the prep recipes. Now it's just one click."

The key to any restaurant business is delivering a dish to the table exactly as it came out of the test kitchen. Fourth allows TGI Fridays to provide franchisees with all the information they need to get it right. Kevin says, "They're getting an accurate, up-to-date recipe and they're excited because they can see and taste it first. Fourth allows us to communicate our vision and new ideas and enables them to be turned into real items on the menu all over the world."



A project that used to take 80 man hours took less than an hour."



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### The Results

Fourth’s Recipe and Menu Engineering solution has revolutionised recipe management at TGI Fridays. It has transformed the way new recipes are communicated with franchisees, provided complete control over costs and dramatically cut the administration workload.

However, Chef Kevin maintains that the most important thing Fourth gives TGI Fridays is time: “Time is so essential and so costly and the Fourth solution has literally saved us hours. For example, we did a project for one of our new restaurant openings, which would

previously have taken us about 80 man hours. With the Fourth solution it took us less than an hour.”

In turn this has allowed Kevin and his team to be far more productive and creative in the kitchen. “In the past we have produced a few new items in each category. I’m proud to say that last year alone we developed more than 130. We have more time in the kitchen, so we also can work on new tools, new training material, new visual aids – everything we can do to support our franchisees.

### The Benefits Reach Right Across the Business

- **Cost** – the development team can tweak recipes in real time to include cool, trending flavours while still meeting the target price
- **Replacement ingredients** – it’s easy to see the impact on cost, presentation and flavour when you substitute an ingredient that may not be easily available in a particular territory
- **Allergens and nutritionals** – the company can conform to different regulations around the globe



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