

The School Chef

Graduate to a Higher Standard of Food Service



About The School Chef



We're dedicated to bringing **quality food service** to corporate and educational environments at an **affordable price** to both client and customer. Our kitchens are designed to prepare and serve exceptional food while **promoting activities that create stronger communities.**

We are committed to continuous improvement and are focused on **reinventing the traditional café experience** while providing you with high quality food choices and creative ideas.

We work for food.

Background

- ◆ A California corporation headquartered in San Jose
- ◆ More than 50 million meals served over the past 54 years
- ◆ An industry leader in corporate food service and schools
- ◆ Long-standing reputation for quality and excellence
- ◆ We have the **stability**, **experience**, and **expertise** to provide cutting edge, reliable solutions

An Innovative Program



The cornerstone of our program is the multi-tiered **working partner concept.**



Benefits

- ◆ No subsidies with a minimum or management fees
- ◆ Customized and flexible programs & menus
- ◆ Guaranteed customer satisfaction

Our Partners Are Chefs



- ◆ All of our partners are hand-selected
- ◆ We only partner with trained chefs
- ◆ We provide our owner/chefs with additional training through a program with a Professional Culinary Institute-trained chef
- ◆ The bottom line: our owner/chef partners are consummate food professionals who bring deep passion and dedication to their job

We Provide Cutting Edge Food Options



- ◆ Customized menus for each café
- ◆ Menus changed seasonally
- ◆ Locally grown produce
- ◆ Extensive catering menus and service
- ◆ We continually strive to improve our menus through:
 - ◆ Personal interaction with the guests
 - ◆ Online surveys
 - ◆ Comment Cards

More Than Just A Place To Eat



Our cafés are focused around the communities they serve and strive to enhance them through:

- ◆ Café Design Services and Café Art
- ◆ Special Holiday Promotions and Monthly Contests
- ◆ Events like “Name That Sandwich” and “Celebrity Chef”
- ◆ Weekly or Monthly Barbecues
- ◆ Company-Wide Meals
- ◆ Catering from sandwiches to sit-down dinners
- ◆ Continuous coverage from opening to closing
- ◆ Ability and experience to operate cafés, bistros, coffee cards and barbecues

Beyond the Café



We're committed to providing food and beverage services in the most efficient and innovative ways possible, and our experience allows us to consider, where appropriate:

- ◆ Table service by reservation
- ◆ Kiosks
- ◆ Satellite locations
- ◆ Co-Branding
- ◆ Espresso & cappuccino beverages

Assessment



Kitchen Design

- ◆ A space and facility designer will evaluate the kitchen space and work with company facilities to determine new design and equipment needs, as necessary. The School Chef will facilitate ordering, delivery, and installation of new equipment.

Servery Design and Décor

- ◆ A designer will assess the facility use and equipment needs. The School Chef will work with the client to order and arrange delivery and setup of new equipment and features.

Dining Room Design and Decor

- ◆ The seating plan is redesigned to present a more comfortable atmosphere to enhance customer communication and enjoyment.

Personnel



Owner/Chefs

- ◆ Selected by The Corporate Chef
- ◆ Supported by operations

Personnel and Café Staff

- ◆ Staff are employees of the chef/owners and are all pre-qualified by The Corporate Chef.
- ◆ The client has no responsibility for hiring or firing, payroll, payroll taxes, workers compensation, or associated record-keeping.

Management Support



The School Chef provides ongoing support for our owner/chefs, including:

- ◆ Training in food preparation, menu design, and menu customization
- ◆ Support in establishing standard operating procedures
- ◆ Development and implementation of marketing ideas and concepts
- ◆ Client interface
- ◆ Customer satisfaction surveys

Café Installation and Setup



The School Chef manages the installation and setup of each café, including:

- ◆ Supervision of delivery and installation of new equipment
- ◆ On-site training and ongoing supervision of café staff and owners
- ◆ Establishment of specifications for the bridge between the client and The School Chef
- ◆ Working with the client to ensure smooth rollout and understanding of the system
- ◆ Training in the areas of transaction entry and posting, monthly and year-end reporting and closing procedures, and periodic backup procedures
- ◆ System testing the kitchen and café to assure proper functionality

Menus



- ◆ Every café receives a custom-designed menu that is regularly updated.
- ◆ We will continue to offer our special menus, which include stir fry, salad toss, and hofbrau - all to order.
- ◆ We will be further emphasizing healthy foods.
- ◆ We will implement a program in which we use recipes from local restaurants and give these restaurants/chefs the credit.
- ◆ We will showcase our new dessert program which follows a new trend toward having "dessert shots." These are small tastes of desserts to satisfy a sweet tooth without having to eat "the whole thing."

We Mind Our Peas and Cucumbers



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The School Chef offers a whole new approach to school café food, providing school lunches that are healthy, delicious, and affordable.

Building on the core principles and values of The School Chef, The School Chef seeks to:

- ◆ **serve students what they enjoy**
- ◆ **provide healthy and nutritious meals**
- ◆ **make meals look delicious and enticing**

Thank You



We appreciate your time and look forward to creating a customized café solution that will provide your customers with **delicious food** and a **great place to eat**- all at a competitive price and through our unique and client-friendly system.

For more information, please contact **Lloyd Russell** at **408-348-4849** or lloyd russell@gmail.com.

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