

# CASE STUDY



# LAZY DOG

# RESTAURANT & BAR -

# RECIPE VIEWER

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# SITUATION OVERVIEW

Lazy Dog Restaurant & Bar opened its first location in 2003, fulfilling founder Chris Simm's dream of serving a variety of delicious food in an energetic atmosphere with a focus on warm hospitality. Today there are 16 locations and the brand is growing. Lazy Dog's full menu of more than 100 items includes appetizers and small plates, salads, sandwiches and homemade soups, pasta, pizza, burgers, chicken, ribs and steaks, fish and house made desserts.

For years, the recipes for each of these dishes was contained in a binder with new sheets of paper added for every update and change. While this system was visual, it was inefficient.

A digital solution would offer efficiency and visuals, and so much more. Having experience with Recipe Viewer in the past, Anthony Mejia, Vice President of Information Technology at Lazy Dog Restaurant & Bar, turned again to this digital recipe system from Custom Business Solutions.



## IMPLEMENTATION

Mejia appreciated how CBS worked with him to handle the chain's hybrid kitchens, some were bump bars and some used touch screens. CBS created a hybrid to adjust to both hardware options.

The actual implementation took less than one day. Recipe Viewer is now integrated into the kitchen, not just the prep area, and provides photos of the menu item alongside the build.

"Recipe Viewer is so easy and intuitive, you don't need training. Log in and all the items are where you need them," explains Anthony Mejia.



## RESULTS AND VALUE

Mejia knew exactly how it would streamline information and solve kitchen issues for Lazy Dog, and Recipe Viewer lived up to its billing.

Lazy Dog restaurants use Recipe Viewer to link the bar and kitchen providing menu item photos to ensure consistency. The system flags items that are gluten-free or vegetarian, two important considerations these days. The Recipe Viewer alert system also notifies the restaurant of updates. Updating menu items, build changes and so much more can now be handled above the restaurant level rather than manually.

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A big plus, Mejia noted is the ability to pre-load and train on new menu items prior to the beginning of a promotion. When the LTO starts, the kitchen is more than ready.

The visuals and clear instructions provide an instant tutorial that allows a new team member to join the line on the fly and quickly and accurately prepare items.

Recipe Viewer is pretty thorough, adds Mejia.

"Clearly it's an industry leader as far as product line goes," he says. "I give it a solid A."



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