THE CODE 66

EXECUTIVE BRIEF | 2026

Food & Restaurant Performance + AI Transformation

Sales can grow while profit still leaks every day.

Reduce waste. Control purchasing. Protect food cost. Know what makes money. See every branch.

For restaurant groups, QSRs, cafés, bakeries, cloud kitchens, caterers and other food-service businesses.

Food businesses rarely lose margin in one dramatic event. It usually disappears through dozens of daily decisions - recipe cost drift, portion and yield loss, wastage, supplier price movement, stock differences, discount leakage, delivery-channel economics, staffing mismatch and branches operating differently. The challenge is not more reports. It is knowing what deserves action today.

THE FIRST QUESTION IS NOT "DO WE NEED AI?"

The first question is: where are we losing margin, control or opportunity? We identify the business issue first, strengthen the process and controls, then use data, automation or AI only where it improves the outcome.

WHERE RESTAURANT MARGIN COMMONLY DISAPPEARS

Can you see these issues clearly today?

Recipe cost vs actual food cost
Standard recipes look profitable, but actual consumption tells a different story.

Portion, yield & kitchen wastage
Over-portioning, trim loss, spoilage, expiry and preparation waste quietly raise cost.

Supplier prices & urgent buying
Price changes, limited quotation comparison and emergency purchases reduce buying power.

Stock differences & transfers
System stock, physical stock, branch transfers, staff meals and breakage may not reconcile.

Discounts, voids & complimentary items
Sales may look strong while uncontrolled discounts, refunds, voids or comps dilute margin.

Delivery-platform economics
Commissions, promotions, discounts and refunds can make channel profitability very different from headline sales.

Menu mix & pricing
Popular items are not always the most profitable; pricing may lag behind ingredient-cost movement.

Staffing vs actual demand
Schedules based on routine can create overstaffing in quiet periods and poor service at peaks.

Branch inconsistency
One outlet protects margin while another performs differently without management knowing why.

Data without an owner view
POS, inventory, accounting, HR, delivery apps, calls, WhatsApp and CCTV remain disconnected.

YOU DO NOT NEED TO REPLACE YOUR ENTIRE SYSTEM TO START.

We can begin with one problem, one branch or one management priority. Existing POS, inventory, accounting, CCTV and operational data are assessed first. Integration or replacement is recommended only where the business case justifies it.

OUR PRINCIPLE

Fix the operating problem first.

Technology should strengthen the business - not make a weak process faster.

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EIGHT OUTCOMES | ONE CONNECTED APPROACH

Where We Improve the Business

From margin leakage to management control.

Each area can be reviewed independently, but the strongest results come when food cost, demand, purchasing, inventory, people and management information are connected.

01

Protect Food Cost & Margin

- Recipe / standard cost vs actual food cost
- Portion control, yield, trim and preparation loss
- Wastage, expiry, staff meals, breakage and stock adjustments
- Discounts, voids, refunds and complimentary-item controls
- Supplier purchase-price variance and branch-level margin review

Owner outcome: Know where food margin is moving and why.

02

Control Purchasing End-to-End

- Demand / stock need before purchase request
- Supplier RFQ and quotation comparison
- Approval matrix and authority limits
- PO, receiving / GRN, quality and quantity checks
- Invoice match, price variance, supplier performance and payment traceability

Owner outcome: Buy with discipline, evidence and better supplier visibility.

03

Buy, Prepare & Staff to Likely Demand

- Sales and menu-demand forecasting by relevant period / branch
- Expected footfall and peak-period planning
- Translate expected demand into purchasing and preparation needs
- Align staffing with likely service load rather than habit

Owner outcome: Make tomorrow's operating decisions before tomorrow arrives.

04

Sell More of What Makes Money

- Menu item popularity vs contribution / margin
- Price changes vs ingredient-cost movement
- Promotion and discount effectiveness
- Channel profitability: dine-in, takeaway, direct delivery and aggregators
- Identify items that sell well but contribute too little

Owner outcome: Use menu and channel decisions to protect contribution, not only sales.

05

Control Inventory & Every Branch

- Physical vs system stock and unexplained variance
- Transfers, receiving, consumption and stock movement controls
- Branch scorecards and like-for-like comparisons
- Exception alerts for food cost, stock, supplier prices and key KPIs

Owner outcome: See which branch needs attention without chasing reports.

06

Understand Customers & Service

- Footfall, customer movement, peak periods and zone use
- Customer paths / heatmaps where camera analytics are suitable
- Calls, complaints, reviews, WhatsApp and recurring issue analysis
- Customer-service patterns and selected conversion opportunities

Owner outcome: Improve staffing, service, layout and customer response using evidence.

07

Build a More Productive Workforce

- Recruitment screening and hiring workflow
- Workforce planning and schedule discipline
- Role clarity, accountability and performance reporting
- Management readiness for AI-enabled ways of working

Owner outcome: Put the right people in the right place with clearer accountability.

08

Modernize, Secure & Scale

- POS / ERP / accounting / HR / delivery integrations and APIs
- Owner dashboards, data pipelines and management-ready datasets
- Custom software where a real gap exists
- Cloud, cybersecurity, access controls and resilience
- AI governance, risk controls, executive AI strategy and training

Owner outcome: Build only the digital foundation the business case requires.

Commercial note: Targets should be agreed after a baseline is established. We do not present fixed percentage savings as guaranteed outcomes before diagnostic and feasibility review.

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FROM PROBLEM TO MEASURABLE ACTION

How It Works in Practice

ILLUSTRATIVE OWNER SCENARIO

“The branch is selling well - so why is profit falling?”

Instead of asking management to guess, we trace the economics from selling price to what actually reaches the bottom line.

01	02	03	04	05
Selling price & mix	**Recipe & purchase cost**	**Yield & wastage**	**Channel & labour**	**Stock & controls**
What sold, at what price and in what mix?	Did ingredient cost or supplier price move?	Did portion, trim, spoilage or waste increase?	Did discount, commission or staffing dilute contribution?	Do usage, transfers, stock and adjustments reconcile?
Sales vs plan ON TRACK	**Food-cost variance** REVIEW	**Stock difference** CHECK	**Supplier price movement** COMPARE	**Peak-hour staffing** ADJUST

TECHNOLOGY AVAILABLE WHEN THE BUSINESS CASE REQUIRES IT

Outcome first. Technology second.

Forecasting & planning

Sales, menu demand, footfall, purchasing and staffing forecasts using historical and relevant contextual data where available.

Relevant technology: MealTech / predictive analytics

Workflow & procurement automation

RFQs, quote comparison, approvals, POs, receiving, invoice/document checks and exception routing.

Relevant technology: FlowGrid-style multi-agent workflow architecture / document automation

Customer & physical-location intelligence

Footfall, movement, heatmaps, service patterns, AI chat, digital support, call analysis and sentiment.

Relevant technology: Viewlytics, RagTics, Dialtics and conversational AI

Workforce technology

Candidate screening, recruitment workflow, scheduling analytics and workforce information.

Relevant technology: Talina / workforce analytics

Data, software & integration

POS, inventory, procurement, accounting, HR and delivery-system integration; dashboards, APIs and purpose-built tools.

Relevant technology: Data engineering, analytics and custom software

Secure AI-enabled transformation

Cloud, cybersecurity, responsible AI controls, AI use-case prioritization, roadmap, ROI / feasibility and leadership enablement.

Relevant technology: The Code 66 + Techtics.AI

HOW ENGAGEMENT STARTS

01	02	03	04
Confidential review	**Diagnostic & baseline**	**Priority plan**	**Implement & measure**
Understand the owner’s priorities.	Review process, controls, data and selected transactions.	Separate quick fixes from technology and larger transformation.	Deliver agreed changes and track whether they work.

START WITH A 20-MINUTE CONFIDENTIAL FOOD BUSINESS REVIEW

Tell us where the business is hurting - food cost, wastage, purchasing, inventory, menu profitability, staffing, branch performance, delivery-channel economics or management visibility. We will focus the first discussion only on what matters to you.

Confidential. Focused. No obligation. No detailed preparation required for the first conversation.

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www.thecode66.com/food-restaurant-transformation/

WHATSAPP THE CODE 66

Scan and send:

“I want a Food Business Review.”

Business diagnosis, governance and controls by The Code 66. AI and technology implementation with Techtics.AI. Final scope depends on diagnostic findings, feasibility, data availability and agreed implementation requirements.