

NorthStar Recipe Viewer Serves Up a Tasty ROI

Multi-dimensional software from CBS serves up recipes, training and more to the places where they are most needed and in the process, serves a healthy portion of ROI for multi-unit operators.

Summary

Recipe Viewer gives you the ability to centrally manage your recipes, cooking procedures and training information through an easy-to-use program based in your corporate office. All information is instantly available to the field via a web-based portal and accessible by touch-screen terminals where it is needed the most -- in your kitchens, prep areas and manager offices.

Manage Recipes and Secure Your Most Valuable Assets

Recipe Viewer puts you in control of your company's most valuable and proprietary information including recipes, cooking procedures, prep instructions and more. All information is securely managed and easily updated from your corporate office, then accessed directly by each restaurant. Because Recipe Viewer is a secure web-based portal, versus traditional ink on paper or CDs, it's almost impossible for your information to end up in the hands of a competitor.



Delivers valuable benefits:

- ✓ Instant Deployment of Menu and Prep Changes.
- ✓ Recipe Management and Security
- ✓ Consistency of Product and Guest Experience
- ✓ Cost Savings
- ✓ Training
- ✓ Communications and Alerts



IBM AnyPlace Kiosk

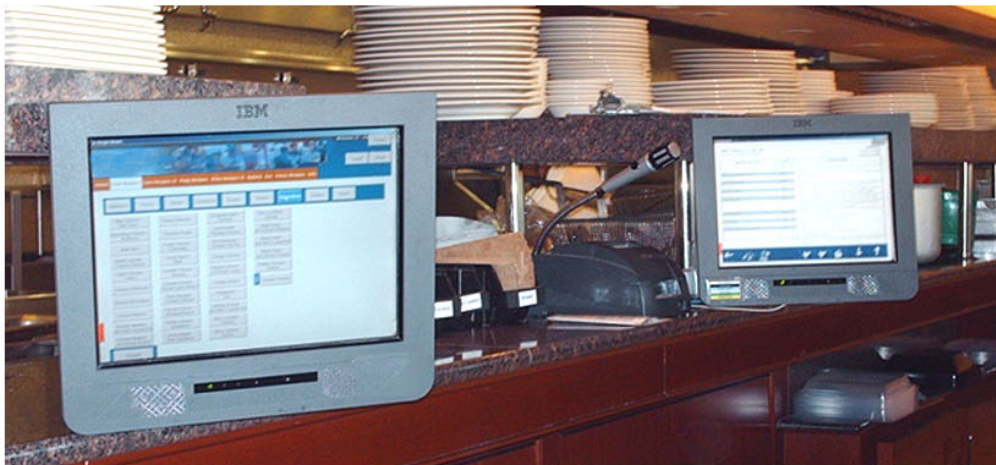
NorthStar Recipe Viewer deployed on the IBM AnyPlace Kiosk puts information right where it's needed.



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Now ONE set of changes made in ONE place can be delivered instantly to EVERY SINGLE ONE of your restaurants at the same time.



Is Recipe Viewer Right for You?

If one or more of the following describes your restaurant, Recipe Viewer may be right for you.

- ☐ Multiple locations
- ☐ Growing
- ☐ Large menu
- ☐ Complex menu items
- ☐ Large footprint restaurant
- ☐ Frequent menu changes
- ☐ Training needs

Cost Savings with Recipe Viewer

Do away with the many "printed" recipe books, CDs, videos and training manuals that your organization produces and distributes many times each year. Recipe Viewer eliminates the need, and the high cost, to create, duplicate, complete and ship volumes of materials that are often out of date before they arrive in your restaurants.

Additional significant cost savings are possible when Recipe Viewer is used to update recipe and ingredient specifications in response to rapidly changing market prices. Now, your entire system can be updated instantly, directly from headquarters.

With Recipe Viewer Your Guests Enjoy a Great Meal on Every Visit

Detailed instructions and guidelines at the fingertips of every staff member -- prep line, chefs, expo and servers -- mean that your guests will enjoy a consistently great dining experience on every occasion. Contributing to greater guest satisfaction and more repeat visits.

Recipe changes, important notices, training updates and more happen chainwide with the push of a button through Recipe Viewer. Because all information comes directly from the head office, every restaurant is up to date and in the loop.



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Recipe Viewer Puts Your Best Trainers Into Every Restaurant

Recipe Viewer brings the best trainers in your company to each restaurant staff through streaming video. Staff members can be trained on cooking, prep, service and other procedures with one screen touch, any time of day or night.

Training via Recipe Viewer can significantly reduce your company's training costs, enabling fewer top trainers to serve more restaurants, reduce travel costs and deliver a consistently higher quality of training.

Communications and Alerts

Recipe Viewer is also an excellent communications tool to quickly and efficiently relay important updates and other information from corporate headquarters to kitchen, service and management teams throughout your company.

NorthStar Recipe Viewer ROI

Time and again, Recipe Viewer has proven an outstanding Return on Investment for multi-unit restauranteurs. Below is a sample analysis showing a five-year ROI of more than a half million dollars for a 30-unit restaurant chain.

Restaurant: Joe's Grill - 30 Unit Chain						
Current Process vs. NorthStar Recipe Viewer						
	Year 1	Year 2	Year 3	Year 4	Year 5	
Current Costs						
Cost of Printed Materials (Printing, binders)	\$1,139	\$1,139	\$1,139	\$1,139	\$1,139	
Cost of Management labor	\$2,880	\$2,880	\$2,880	\$2,880	\$2,880	
Cost of Training Labor	\$30,750	\$30,750	\$30,750	\$30,750	\$30,750	
Training Travel Costs	\$24,400	\$24,400	\$24,400	\$24,400	\$24,400	
DVD Production Costs?						
Courier costs	\$3,350	\$3,350	\$3,350	\$3,350	\$3,350	
Current Food cost impact (0.20%)	\$156,000	\$156,000	\$156,000	\$156,000	\$156,000	
Annual Recurring Costs	\$218,519	\$218,519	\$218,519	\$218,519	\$218,519	\$1,092,595
NorthStar Recipe Viewer Costs						
Software	\$38,000	\$0	\$0	\$0	\$0	
EULA/Support	\$7,600	\$7,600	\$7,600	\$7,600	\$7,600	
In-store Hardware	\$197,400	\$24,675	\$24,675	\$24,675	\$24,675	
HQ Server	\$10,000	\$1,000	\$1,000	\$1,000	\$1,000	
Cost of Management labor	\$2,880	\$2,880	\$2,880	\$2,880	\$2,880	
Cost of Training Labor	\$15,375	\$15,375	\$15,375	\$15,375	\$15,375	
NSRV Setup, Configuration & Training	\$7,200	\$0	\$0	\$0	\$0	
System Investment	\$278,455	\$51,530	\$51,530	\$51,530	\$51,530	\$484,575
TOTAL ROI	-\$59,936	\$166,989	\$166,989	\$166,989	\$166,989	\$608,020

Recipe Viewer may serve up a five-year ROI of more than \$600,000 for a 30-unit chain.

About Custom Business Solutions, Inc.

CBS is the developer of NorthStar Recipe Viewer and the NorthStar family of restaurant technology products including the new NorthStar Order Entry iPad® based POS system. CBS is headquartered in Irvine, CA with offices in Dallas, TX and presence throughout the western United States.



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