

# Comprehensive F&B Analysis Report

## Company Overview

**Restaurant Name:** Pure & Bowl

**Industry:** Health Food

**Founded:** 2022

**Location:** Austin, TX

**Employees:** 20+

**Revenue:** \$980K (Estimated)

**Market Share:** 3.5%

**Growth Rate:** 35% YoY

## Menu

### Signature Bowls (\$13.95 - \$16.95)

- Mediterranean Quinoa Bowl
- Protein Power Bowl
- Rainbow Buddha Bowl
- Keto-Friendly Bowl

### Build Your Own (\$12.95 + add-ons)

**Base** (\$0): - Quinoa - Brown Rice - Cauliflower Rice - Mixed Greens

**Proteins** (\$3-5 each): - Grilled Chicken - Tofu - Wild-Caught Salmon - Grass-Fed Beef

**Toppings** (\$1-2 each): - Avocado - Roasted Vegetables - Seeds & Nuts - Fermented Vegetables

### Smoothie Bowls (\$11.95 - \$14.95)

- Açaí Power Bowl
- Dragon Fruit Dream
- Green Goddess Bowl
- Berry Blast Bowl

## Thursday Special

### Seasonal Harvest Bowl (\$15.95)

Available Thursdays only

Local seasonal vegetables, ancient grains, house-made dressing, featuring weekly rotating farmer's market ingredients

## Strengths

- Organic ingredients
- Customizable options
- Quick service
- Environmentally conscious
- Macro-friendly meals

## Weaknesses

- Higher price point
- Limited hot options
- Complex prep time
- Perishable inventory
- Small portion complaints

## Atmosphere

- Minimalist design
- Living wall features
- Recycled furniture
- Natural lighting
- Outdoor patio
- Self-service stations
- Educational food facts displayed

## Key Clients

- Fitness enthusiasts
- Health-conscious professionals
- Yoga/Pilates practitioners
- College students
- Corporate wellness programs
- Post-workout diners

## Competitive Advantages

- Local farm partnerships
- Macro-calculated meals
- Zero-waste initiatives
- Meal prep services
- Nutrition consultation

## Key Performance Metrics

### Most Profitable Menu Items

1. Build Your Own Bowl (70% profit margin)

2. Açaí Power Bowl (68% profit margin)
3. Protein Power Bowl (65% profit margin)
4. Smoothie Add-ons (80% profit margin)

## **Digital Operations**

**Online Ordering Breakdown** - Mobile app orders: 50% - Third-party delivery: 25% - Website orders: 15% - Walk-in orders: 10%

## **Customer Feedback Analysis**

**Most Common Complaints** - Portion sizes for price point - Limited hot food options - Wait times during lunch rush - Inconsistent produce quality

**Most Praised Aspects** - Fresh ingredients - Customization options - Transparent nutrition information - Eco-friendly packaging