

Comprehensive F&B Analysis Report

Company Overview

Restaurant Name: Stack & Smash

Industry: Casual Dining

Founded: 2019

Location: Portland, OR

Employees: 30+

Revenue: \$1.5M (Estimated)

Market Share: 5.2%

Growth Rate: 18% YoY

Menu

Signature Burgers (\$14.95 - \$19.95)

- The Classic Smash
- Truffle Mushroom Swiss
- Korean BBQ Burger
- The Impossible Stack

Build Your Own (\$13.95 + add-ons)

Patty Options (\$0): - House Blend Beef - Chicken Breast - Impossible Patty (+\$3) - Turkey Patty

Premium Toppings (\$1-3 each): - Aged Cheddar - Bacon Jam - Fried Egg - Caramelized Onions

Sides (\$4.95 - \$8.95)

- Loaded Fries
- Sweet Potato Fries
- Onion Rings
- Truffle Mac & Cheese

Saturday Special

The Hangover Cure (\$21.95)

Available Saturdays only

Double smash patty, bacon, fried egg, hash browns, cheese sauce, and special sauce on a brioche bun, served with loaded fries

Strengths

- High-quality meat blend
- House-made sauces
- Craft beer selection
- Late-night hours
- Creative specials

Weaknesses

- Long wait times
- Limited healthy options
- Inconsistent service
- Small dining room
- High ingredient costs

Atmosphere

- Industrial-chic design
- Open kitchen concept
- Local art displays
- Outdoor beer garden
- Sports screens
- Vintage neon signs
- Counter seating

Key Clients

- Young professionals
- Food enthusiasts
- Late-night diners
- Sports fans
- College students
- Craft beer lovers

Competitive Advantages

- Proprietary meat blend
- Local brewery partnerships
- House-made buns
- Secret sauce recipe
- Mobile ordering system

Key Performance Metrics

Most Profitable Menu Items

1. The Hangover Cure (65% profit margin)

2. Truffle Mushroom Swiss (60% profit margin)
3. Loaded Fries (75% profit margin)
4. Craft Beer Selection (82% profit margin)

Digital Operations

Online Ordering Breakdown - Third-party delivery: 35% - Direct phone orders: 30% - Website orders: 25% - Walk-in orders: 10%

Customer Feedback Analysis

Most Common Complaints - Inconsistent cooking temperatures - Long weekend wait times - Limited seating during peak hours - Messy burgers difficult to eat

Most Praised Aspects - High-quality meat blend - Creative specialty burgers - House-made sauces - Generous portions