



ClubCorp

Recipe Solutions for Golf & Country Clubs

Leisure Company Finds the Right Consistency with BirchStreet Recipe Management System

CLUBCORP® THE WORLD LEADER IN PRIVATE CLUBS™ Several years back, ClubCorp Holdings, Inc., a membership based leisure business and one of the largest owner and operators of golf, county club, business clubs and sports clubs with over 160 locations, selected BirchStreet's Recipe Management System.

The Right Partner for Growth

The company, with headquarters in Dallas, TX, has over 15,000 employees and more than 370,000 members, was growing and in search of a partner who could help streamline all of their restaurants and F&B (food and beverage) outlets. ClubCorp researched many companies but felt that there was an opportunity with BirchStreet to grow together. They knew they wanted a cloud-based platform with management tools that could help operate and control their recipes.

At the time, ClubCorp had 400 recipes that were kept in an Excel spreadsheet. In Excel, managing recipes across properties was cumbersome due to all the pricing fluctuations with food cost. Their goal was to help with the F&B time management, create consistency and update pricing easily.

ClubCorp is also a partial owner and founding partner of Avendra, who is a BirchStreet strategic supply chain and procurement alliance. ClubCorp orders its food through Avendra, North America's

leading procurement services provider serving hospitality-related industries. The BirchStreet and Avendra partnership was an intricate part of forming the relationship between ClubCorp and BirchStreet.



Teeing Off with Recipe Management

ClubCorp's research found that BirchStreet was able to address each requirement and more. With BirchStreet, they converted the recipes into the system and within the module, each ingredient was linked to its nutritional value as well as the preferred supplier, so pricing was available in real-time. Today, there are over 3,000 recipes in the system. Suppliers update pricing as it changes in

the system, so ClubCorp no longer had to manually change any pricing. And, with the cloud-based platform, every club and golf course had access to every recipe, images, videos and more from their location to create consistency and enforce brand standards.



“One of the biggest benefits from BirchStreet is that we achieve consistency and quality across all of our clubs and restaurants,” explained Jeff Robinson, Recipe Development Specialist who is the gatekeeper of ClubCorp’s Recipe Management System. All recipes have templates and pictures to help insure all dishes adhere to their brand and core standards. With consistency, supplier and buyer compliance is also achieved. Further, the products are linked in the system to their supplier and reflect minimum and maximum pricing, including total recipe cost, so there are no surprises. Robinson emphasized, “The methodology, ingredients and costing is all in one place in BirchStreet, which makes my job easier.”

Rolling Out New Locations

Director of Culinary Development Jeff Zimmerman’s role includes onboarding new properties with BirchStreet’s Recipe Management System. ClubCorp is in the process of acquiring Sequoia Golf, which will add 50 new locations. The new properties will have access to the existing “tried and true” recipes already in the system, but often, a new Chef has several signature dishes which are incorporated into the system. Each recipe and menu item is checked every 60 to 90 days to determine its profitability and popularity.

ClubCorp routinely turns their menus four times a year as seasons change. BirchStreet’s suppliers and pricing connects directly into ClubCorp’s internally developed F&B Dashboard, which focuses on results-based menu engineering and costing for their menus.

Conclusion

“We have more visibility and accountability with increased financial progress by using BirchStreet,” stated Zimmerman. “BirchStreet Recipe Management System has automated the way we do business, saving us time, reducing expenses and enhancing the quality and consistency of our culinary program.” ClubCorp and BirchStreet continue to grow together and create great experiences on the green, in the club and behind the scenes in the “back of the house.”

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