

Choosing the Right Equipment

# For Your Menu



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RESTAURANT SUPPLY

Whether you run a five-star restaurant, a pizzeria, a catering outfit, or a food truck, it is important to **understand your secret sauce**. That “sauce” may be an ingredient or a single dish, but more often than not it is the sum of many parts that all add up to the reason your customers keep coming back.

At Mission Restaurant Supply, for example, that “sauce” is a combination of our service and our exceptional “menu” of equipment offerings.

No matter how seasoned your restaurant, no matter how long you’ve been in business, it is important not to try to be everything to everybody. Instead of chasing the latest fad, create a niche. Perfect it. Build your menu around it. Equip for it. Not only will that help you build your identity and brand presence, it will allow you to allocate your resources more effectively.

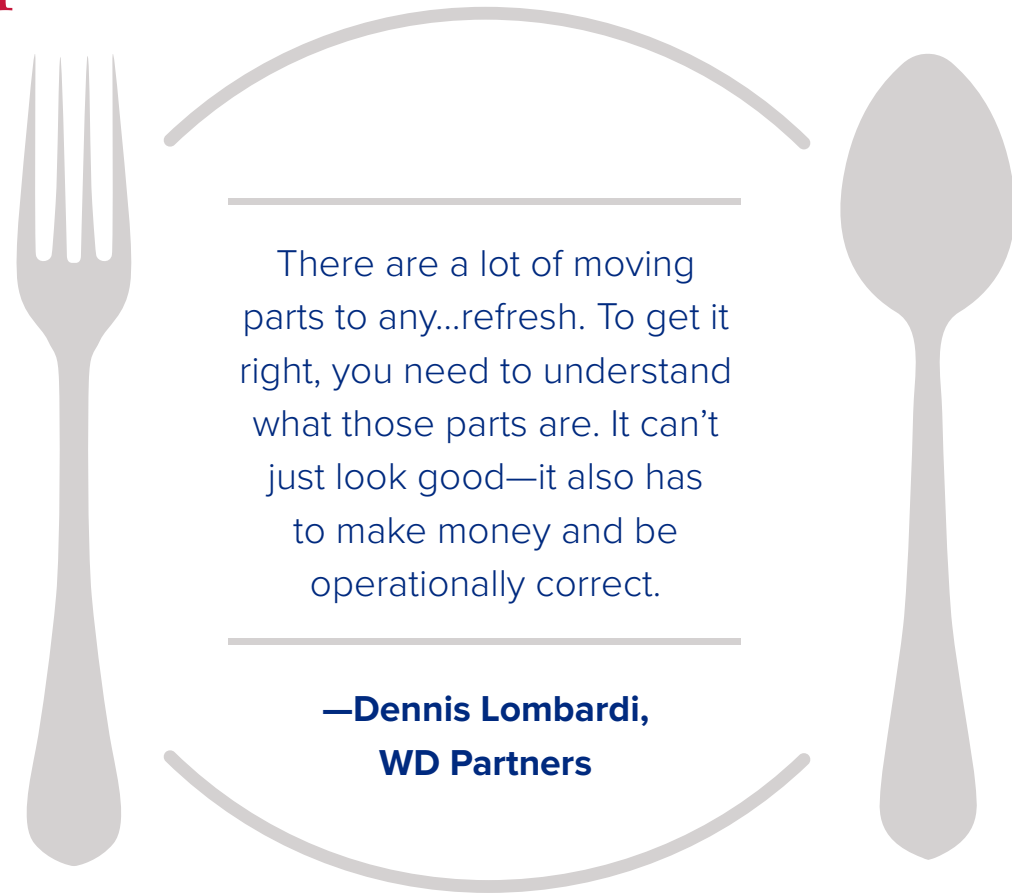
We’ve pulled this eGuide together to offer some things to consider when refreshing your equipment to meet your menu.



# The Refresh Revolution

In the past several years, restaurants have been undergoing a “Refresh Revolution.” This has included increasing technology in the restaurant, a fresh coat of paint, newer and healthier menus, or a more communal look and feel.

Overall, equipment has been a major part of that revolution—with the market seeing a turnover of food preparation equipment. As you undertake this, and begin to refresh your equipment, ask serious questions about what you should be buying to support your menu.



There are a lot of moving parts to any...refresh. To get it right, you need to understand what those parts are. It can't just look good—it also has to make money and be operationally correct.

—Dennis Lombardi,  
WD Partners

**So... do you own a pizzeria? A food truck? Are you a caterer? Do you have general questions on how to map your equipment to your menu?**

*Below is some information to help.*

# Match Well

Overall, there are questions that every restaurant must ask. Central to the discussion needs to be the identification of the volume and flow of your menu items. This will drive discussions of which pieces of equipment are important to invest in.

**There are two main questions:**

- ▶ What are the high-volume vs. low-volume items?
- ▶ What are my high-margin items?

**Let these items be the ones that define your optimal equipment!**

- ▶ What equipment do I need for both my high-margin and high-volume items?  
(Invest here first!)
- ▶ What equipment will help with more efficient throughput on high-volume items?
- ▶ What equipment do I need to maintain quality on high-margin items?

	High Volume	Low Volume
High Margin	Item 1 Item 2 Item 3	Item 1 Item 2 Item 3
Low Margin	Item 1 Item 2 Item 3	Item 1 Item 2 Item 3

# For Pizzerias

If you are in the pizza business, you know that the definition of “pizzeria” can be pretty broad. Yet, regardless of whether you are serving high-end gourmet pies or knife-and-fork Chicago-style deep dish at sit-down restaurants or keeping the delivery team running with high-volume, low-cost options, it is important to consider your niche, your space, and your volume.

*Then* build your menu, and equip your kitchen.



## As you evaluate your menu and equipment needs, consider the following:

### ▶ **Pizza style**

Not all ovens are ideal for all styles, so knowing what you want to bake is crucial for selecting the right piece of equipment. While convection and conveyor ovens are ideal for Neapolitan or New York-style pizza, for example, they won't fit the bill for their thicker Chicago and Sicilian counterparts.

### ▶ **Homemade or pre-made dough?**

If you are purchasing dough, you can scratch the mixer off your list. If you will be making your own, it is recommended you purchase one that is between 40- and 80-quart capacity.<sup>1</sup> Your restaurant supply partner should be able to help you narrow down the choices.

### ▶ **High end or high volume?**

For the dine-in restaurant with discerning clientele, a brick oven can add as much to presentation as it does flavor, creating the “experience” that customers are willing to pay for. If volume is more important, and much of your business is carry-out, a conveyor oven may be a better choice.

<sup>1</sup> <http://www.pmq.com/January-2013/Keep-your-new-pizzeria-operation-working-at-peak-levels-by-choosing-the-right-equipment/>

# For Caterers

As catering events can range from downhome cookouts to upscale weddings and corporate dinners, there is no one-size-fits-all solution to choosing the right equipment. Food can be anything from country-style barbeque to appetizers and desserts.

Determining the equipment you need starts with determining the type of business you want to be, and the food that will be on your menu.

## Consider the following, as you work to perfect your menu and equip your business to serve your clientele:

### ▶ **Sit down or buffet?**

Since sit down meals are largely prepared behind the scenes, the only presentation you need to worry about is what's on the plate. With a buffet, on the other hand, presentation extends to the entire food display. Equipment needs to be attractive as well as functional.

### ▶ **Upscale or every-day?**

While your target audience will likely not influence your oven choice, it should certainly influence your menu and your presentation choices.

### ▶ **On or offsite?**

Do you serve at your own venue? If all meals are cooked and served on your own premises, it negates the need for food-carrying equipment.





# For Concession Stands & Food Trucks

Concession stands and food trucks have one core thing in common: limited space. As a result, menus must focus on quality over quantity, and equipment should be multi-functional and very specific to the menu at hand.



**As you work to perfect your menu, consider the following:**

▶ **Pre-made or made-to-order?**

Pre-made food has the benefit of shorter lines and less equipment needed on site. On-site prep has the benefit of fresher, more customizable dishes.

▶ **Hot or Cold?**

If hot food is your specialty, you'll need ovens, fryers, grills, and warmers. If ice cream and frozen treats is your specialty, you can focus on refrigeration equipment. Weigh the pros and cons of trying to do both.

▶ **Baked, Grilled, or Fried?**

Why buy an oven, a grill, and a fryer? Pick menu items that can be made on the same equipment.

▶ **Same ingredient, multiple dishes?**

Limiting the number of ingredients you are working with will make preparation and cold storage easier.

# Beyond the menu

No matter what your niche, no matter what your menu, it is important to consider the following when evaluating equipment:

- ▶ Is it heavy duty? Will it be able to stand up to repeated use?
- ▶ Is it the adequate size for my current and projected volume?
- ▶ If it will be client facing: Does it visually project the level of professionalism I want for my business?
- ▶ Does it fit my space requirements?

Because the choices are so vast, it is important to have a restaurant supply partner who will help you navigate the myriad of options and help you select the items that best suit your needs for quality, durability, presentation, and more.

# About Mission Restaurant Supply

Mission Restaurant Supply is known for our dedication to extraordinary customer service, a family-like atmosphere, and strong commitment to the industry. Our team is comprised of restaurant equipment and supply experts that are focused on our customers' success. Long-term relationships and customers have helped us grow, and we're committed to continuing that personal service. From our website to our stores to our team, we aim to provide the best. Our charitable way has become a defining component of our company culture and we are honored to be able to donate 15% of our after-tax profit to charities across Texas.

## How can we help you?



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