

### Background

# Carluccio's

*When Carluccio's contracted PSL to work with them providing food procurement and operational support they had one key aim: "To achieve substantial improvement in margin without detriment to the quality of food we produce - we are very passionate about this." stipulated Simon Kossoff, CEO.*

*Based predominantly in the South East of England, Carluccio's Cafés now have 75 outlets serving over 150,000 customers a week. The Group has expanded rapidly and gained a reputation for serving quality food at reasonable prices.*

*Simon acknowledged, "We knew that we wanted to improve our gross margin, but had no genuine purchasing expertise internally. We therefore looked to PSL to assist us in achieving our goals."*

### Worthwhile Frustration

*Carluccio's adopted the working partnership with PSL at a time when they were about to launch the roll out of 6 new outlets, which in itself demanded tremendous focus from their staff. Learning new processes and implementing recommendations has been harder to control due to attention being diverted in different directions but, despite this, Carluccio's have still been successful in achieving substantial savings in their first nine months of working with PSL.*

*Simon continued, "Supplier change is a difficult issue and it has not been without frustration – from chefs and our management team alike.*

*PSL were not used to dealing with branded restaurants which operate like us and we were not used to dealing with guys with the level of expertise that PSL have. However, the commitment from both sides to overcome cultural issues has been strong; everyone has worked hard and we are now settling into a good working relationship and reaping the benefits from it."*

*By having PSL concentrate on their procurement and operational processes, Carluccio's were still able to achieve savings whilst rolling out their new sites. All new processes were then adopted by the new outlets from the outset.*



## Future Expectations

*Simon summarised, "We see our relationship with PSL as long term and our partnership with them is getting stronger as we move forward."*

*It has been very difficult for us as we're not huge but have expanded very rapidly, and building a relationship with a purchasing consultant was not a top priority initially. What we have achieved so far has been good, the savings have definitely been worth having.*

*We certainly wouldn't be where we are now if we hadn't entered the relationship with PSL, and we believe we can achieve even greater savings and further improve our processes in the future."*

*Ivan Shenkman, Executive Chairman of PSL commented, "We are proud to have the opportunity to work with such a high profile and successful restaurant chain."*

*Our relationship with them has strengthened considerably and we now feel we are all working together as a team. We have one sole aim – to improve Carluccio's gross margin further still whilst maintaining the supreme quality they demand."*



Antonio Carluccio – founder 1991