

# Report on Restaurant Sourcing

*by* Muhammad Naveed Jawed

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## RESTAURANT SOURCING



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**Programme: BA (Hons) International Gastronomy  
Management**

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# RESTAURANT SOURCING

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# RESTAURANT SOURCING

## Introduction:

In the highly competitive environment in the restaurant industry, sourcing plays a pivotal role to influence consumer preference, quality, constructing a menu and ultimately determine excellent customer service experience. This report summarises the observation and findings from the restaurant visit analysing the impact of sourcing practise and discussing the challenges and strength of the restaurants sourcing strategies. Through on-site visit and careful documentation, we explore the various strategies of restaurant sourcing. In this report I have selected various renowned worldwide food chains for example McDonald's, TGI Friday's, Nando's, and Chipotle. Successful restaurant sourcing involves the procurement of ingredients, raw material and other source is necessary for menu items. during our visits we observed a wide range of practises involved in sourcing. and their strategies in sourcing.

## Restaurant sourcing practises:

There is an increase in demand for locally produced food products in recent years. Changing consumer attitudes towards the environment, food safety, food quality and personal health are significant factors. (J.M. Lillywhite & J.E Simonsen, April 2014)

COVID-19 has Led global food system crisis. For instance, logistics, supply chain inconsistencies have impacted drastically the distribution of the produce and increased insecurity in food systems resulted in approximately 34% of consumers prefer to buy local food.

McDonald's launched several campaigns to prove that their menu is largely locally sourced, Chipotle made their publications regarding this support to local growers. The farm to table trend it's becoming popular around the globe.

In 2020, local food sales have increased by 360% in the online context in USA. (kim,Sun-Hwas; Huang, Ran ; Kim, Seeun, 2022)

## Local Sourcing:

Many restaurants have embraced the farm-to-table concept, prioritizing local sourcing to enhance freshness and support the community. This practice not only reduces the carbon footprint but also establishes a connection between the restaurant and local producers.

# RESTAURANT SOURCING

## Impact of sourcing practises on the restaurant's menu:

restaurant needs a reliable suppliers help to plan a good menu to acquire a competitive advantage.

(Ku, Edward C.S; Hsu, Shum-Fa; Wu, Wu-Chung, 01-01-2020) Improprate reference style

The sourcing is strategy significantly influences the composition and variety of restaurant's menu:

1. **Menu diversity:** local sourcing often results in a seasonal and regional venue, reflecting the availability of fresh produce. On the other hand, global sourcing allows for a broader array of options, providing customers with a more extensive selection. Support
2. **Culinary innovation:** specialised suppliers contribute to culinary innovation by offering unique ingredients that inspires chef to create inventive and distinctive dishes. Support
3. **Pricing and profitability:** the choice of sourcing has direct implications on pricing and profitability first while local and specialised sourcing may incur higher costs, they can also justify premium pricing, positioning the restaurant in a higher market segment. Support

### **Quality:**

The quality of ingredients directly impacts the overall quality of dishes served. Support

1. **Freshness and flavour:** local sourcing ensures freshness, as ingredients don't travel long distances. This result in enhanced flavours and textures, contributing to a superior dining experience. However, global sourcing might face challenges in maintaining the same level of freshness. Support
2. **Consistency:** establishing strong relationships with reliable suppliers crucial for maintaining consistency in the quality of ingredients restaurant that prioritises consistency build trust with their customers, you come to expect a certain standard. Support

## Customer experience:

## RESTAURANT SOURCING

the sourcing strategy is linked to the overall customer experience, influencing perceptions and satisfaction levels. [Support](#)

**1. Transparency:** Restaurants that communicate their sourcing practices transparently create trust with customers. Knowing the origin of ingredients can enhance the dining experience, especially for those who value ethical and sustainable practices. [Support](#)

**2. Storytelling:** Incorporating the story of ingredients into the dining experience adds an extra layer of engagement. This storytelling aspect, whether about local farmers or exotic sourcing adventures, creates a memorable and immersive experience for the customer. [Support](#)

**3. Adaptability to Trends:** Restaurants that can quickly adapt their menus to emerging food trends through flexible and dynamic sourcing practices are better positioned to cater to changing customer preferences, fostering loyalty. [Support](#)

### Challenges and Strengths of Sourcing Strategies:

#### 1. Challenges:

##### **a. Logistics and Supply Chain Management:**

Global sourcing poses challenges in terms of logistics and supply chain management, with the risk of delays, damage, or quality deterioration during transportation. [Support](#)

##### **b. Cost Considerations:**

While local and specialized sourcing enhances quality, it often comes at a higher cost. Balancing quality with cost-effectiveness is a constant challenge for restaurant owners. [Support](#)

##### **c. Seasonal Constraints:**

Relying on local sourcing may limit menu options during certain seasons, requiring creative menu planning to maintain variety and customer interest. [Support](#)

#### 2. Strengths:

##### **a. Differentiation:**

A well-thought-out sourcing strategy can differentiate a restaurant in a crowded market, attracting customers seeking unique and high-quality dining experiences. [Support](#)

##### **b. Community Support:**

## RESTAURANT SOURCING

Local sourcing strengthens ties with the community, garnering support from customers who appreciate businesses contributing to the local economy.

Support

### c. Brand Loyalty:

Consistent and ethical sourcing practices contribute to the development of brand loyalty, as customers often seek establishments aligning with their values.

Support

## McDonald's

### Recent progress:

- Deforestation-free supply chains are practised in the sourcing of 98.5% of beef for McDonald's restaurant. Clarify ideas
- Fillet of fish which is one of the most famous sandwiches from McDonald's are sourced from sustainably Managed wild-caught fisheries, assessed, and verified by McDonald's sustainability fisheries standards for about 88.8% Clarify ideas
- 100% Sustainable palm oil used in McDonald's restaurant as an ingredient by 6
- Soya sourced in 2022 for the feed of chicken usage deforestation free supply chain globally by 100%
- Ground and whole bean coffee was this table E sourced in 2022 by 99.9%. 7
- Primary fibre-based packaging what sourced from recycled or certified sources in 2022 by 97.2%

(corporate.mcdonalds.com,2017-2022)

### Nando's:

- Nando's has recognised to re-evaluate existing standards and continuously improve their standards and quality.
- Spent 2 years working on a strategy two address the relationship between higher welfare standards, environmental issues, and supply chain management.

## RESTAURANT SOURCING

- They are affiliated with compassion in world farming, FIA farms and the soil association to initiate a long-term chicken welfare policy.
- In May 2022 officially signed the better chicken commitment, which means to fully execute higher standards of chickens in supply chain by 2026.
- 100% shift to a breed of chicken that is naturally slower growing. This breed is naturally healthier, happier, stronger, and already being proven as a true sign of health and well-being.
- Invested in advance understanding to how possibly create strategy to implement in the reduction of chicken feed on its carbon footprint.

(help.nandos.co.uk,2023)



Improper Citation

### **Tgi Friday's:**

- Tgi Friday's claims to have a sustainable and ethical sourcing to reassure customer footfall and retention.
- Fridays have developed policies of strong supply chain of their key commodities such as palm oil, soya, tea, coffee, sugar, Cocoa and fish wait and adequate understanding of social and environmental impacts while these commodities are sourced.
- The criterion of supplier must be relevant, well established and internationally recognised third party certification bodies (for example marine stewardship council for fish and the roundtable on sustainable palm oil).
- Through this policy assure customers to confidently provide product with full authentic and traceability.



(tgifriday.co.uk)

Improper Citation

### **Chipotle:**

- 11% of produce that is £31 million it's locally sourced from 54 unique local farmers in 2020, the food chain reported in the Securities and Exchange Commission filing.

## RESTAURANT SOURCING

- £28.1 millions of organic and transitional ingredients say that buying organic and local ingredients as part of its ongoing sustainability strategy last year. Black beans, cilantro, two food and avocados all are locally sourced.
- Chipotle has also shown commitment towards since supporting farmers and creating virtual farmers marketplace by contributing 500000 dollars Upcoming farmers.
- Setting a goal to locally source £37 millions of produce by the end of the year, according to reporting by CNBC.
- Chipotle has linked executive compensation programme to social governance and environmental goals that firmly ties 10% of annual incentives to, in part, achieving its organic sourcing for 2021.
- Chipotle has designed a digital tool to track the environmental impact of its food" footprint" based on sourcing metrics, carbon waste, soil quality, support of organic land, what are you sage, antibiotics The tool serves to hold the company accountable for cultivating a better world.
- The goal of its sustainability plan.
- By extending local servicing Chipotle will be able to reduce the distance that the produce needs to travel before it reaches to the restaurant. Reduction in transport emission through Less miles.
- Also announced to update their emission goals based on science-based targets initiatives.
- Building deeper relationships with farmers by servicing locally allows Chipotle sustainability goals by helping farmers to farm sustainably.



([www.supplychaindive.com](http://www.supplychaindive.com), A.B. Brown, April 2021)

Improper Citation

### Conclusion:

In conclusion, restaurant sourcing is a multifaceted aspect that goes beyond the procurement of ingredients. It shapes the menu, influences quality, and significantly impacts the customer experience. The challenges and strengths associated with sourcing strategies highlight the need for a thoughtful and adaptable approach in an ever-evolving industry. As consumers become more conscious of the origin and quality of their food, restaurants that prioritize transparent, sustainable, and innovative sourcing practices are likely to thrive in the competitive culinary

## RESTAURANT SOURCING

landscape. The company's commitment to quality, consistency, and innovation in sourcing contributes directly to the stability of its menu and the overall satisfaction of its diverse customer base.

### Bibliography

[Check references](#)

[Kim, S.-H., Huang, R. and Kim, S. \(2022\) 'Exploring advertising strategy for restaurants sourcing locally: The interplay of benefit appeal and regulatory focus', \*Journal of hospitality and tourism management\*, 50, pp. 127–138. Available at: <https://doi.org/10.1016/j.jhtm.2022.01.009>.](#)

[Edward CS, K., Hsu, S. & Wu-Chung, W. 2020, "Connecting supplier–supplier relationships to achieve supply chain performance of restaurant companies", \*Journal of Hospitality and Tourism Insights\*, vol. 3, no. 3, pp. 311-328.](#)

[Lillywhite, J.M. and Simonsen, J.E. \(2014\) 'Consumer Preferences for Locally Produced Food Ingredient Sourcing in Restaurants', \*Journal of food products marketing\*, 20\(3\), pp. 308–324. Available at: <https://doi.org/10.1080/10454446.2013.807412.s>](#)

## RESTAURANT SOURCING

<https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/responsible-sourcing.html>

<https://help.nandos.co.uk/hc/en-gb/articles/360016330918-Are-you-looking-to-improve-your-animal-welfare-standards->

<https://www.tgifridays.co.uk/environment-social-and-governance>

<https://www.supplychaindive.com/news/chipotle-locally-sourced-produce-2020-supplier-produce/598002/>

INTERNATIONAL GASTRONOMY MANAGEMENT

# Report on Restaurant Sourcing

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## GRADEMARK REPORT

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### FINAL GRADE

41 / 100

### GENERAL COMMENTS

Please reserve an info skills session with library team. It is crucial for your study life at university.

<https://outlook.office365.com/owa/calendar/LLRSkillsBookingCopy@uowtsd.onmicrosoft.com/bookings/>

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### PAGE 1



#### Comment 1

consider to add a logo of university

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### PAGE 2



#### Comment 2

Please use the tool in word to generate table of content

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### PAGE 3



#### Tone

Inappropriate Tone:

The way you say something can be just as meaningful as the content of what you say. In an academic essay, there is a danger of being too informal. As you write, you must have a clear sense of the kind of reader (audience) you are writing for, and adjust the formality, complexity, sincerity, and depth of your writing accordingly. In short, your tone is your overall attitude toward your reader. Your tone should in all circumstances be consistent and respectful. Problems with tone arise most often from the use of slang expressions, which you must avoid in academic writing.



#### Comment 3

Only one restaurant



#### Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and

secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.

QM

### Improper reference style

Check the Harvard Referencing Guidance for proper reference

### Strikethrough.

QM

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QM

### Weak Transition

Weak paragraph transition:

Although paragraphs are separate, individual steps of your paper, it is important to clearly demonstrate a logical connection between them. Generally speaking, the way your paragraphs relate to one another displays how sound your argument really is. A paragraph that begins with "also" or "in addition" offers a weak transition from the previous point, even though it may develop a highly interesting and related point.

QM

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PAGE 6

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QM

## Clarify ideas

What is it that you are trying to say here?



## Comment 5

where? who?



## Clarify ideas

What is it that you are trying to say here?



## Comment 6

how its benefit to customer/ the business?



## Comment 7

what is table E?

PAGE 7

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## Comment 8

How its benefit the customer exp.?



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## Comment 9

Same as above



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## Comment 10

same as above



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## Check references

Check this page for accuracy of referencing.

## GRADING FORM: PPS REPORT

**MUHAMMAD NAVEED JAWED****41****ENGAGEMENT WITH LITERATURE/10**

*You must include a minimum of 15 reference sources, and these must be accurately cited within the report text. You should show an understanding of the principles of restaurant operation in this context, specific to sourcing produce. It should be a full-report structure including page numbers, table of content, and reference list.*



Evidence in research but poor referencing. You have to improve your info skills and please reserve a lesson through this link:  
<https://outlook.office365.com/owa/calendar/LLRSkillsBookingCopy@uowtsd.onmicrosoft.com/bookings/>

**3****KNOWLEDGE AND UNDERSTANDING/30**

*You should be able to show an appreciation for the decisions that you as a restaurant operator with your chef and head waiter have made, regarding the sourcing of food and how food provenance might influence sales, marketing techniques, and the demand for this special event. You should use case studies and examples to support your finding.*



You have satisfactory knowledge understanding with some limited references support. You have shown some understanding local coercing and importance of sustainability. However, limited evaluation in customer exp.

**15**

#### **COGNITIVE AND INTELLECTUAL /30**

*You should reference the data if applicable. The recommendations and analysis should be reasonable.*



Not much analysis in the report. You have outlined the practices of different restaurants with limited analysis. How the policy and practice of the restaurants affect their business performance and customer exp.?

**10**

#### **PRACTICAL SKILLS/20**

*You should provide real life example to increase the report quality. At least one theory / model should be applied in the report.*



Satisfactory understanding in some key theories and evidence in real life examples. You have to analysis the restaurant performance with the theories but not separate them.

**8**

#### **TRANSFERABLE SKILLS /10**

*You should write this assignment in report format, provide your student name, number, module name and module code and assignment title. You should use a font of Arial 12 point. Justify your text, in order for your essay to look professional. Use 1.5 line spacing throughout the document. Spelling and grammar should be accurate.*



Satisfactory report structure. The writing style need to be improved. The coherence between sentences and paragraphs are not strong.

**5**