



Mimi's

Menus matter.

KEY RESULTS



MIMI'S CAFÉ, A FRENCH-THEMED CASUAL RESTAURANT, WAS energized after its sale to Groupe Le Duff, a French conglomerate, after a stint as a subsidiary under the Bob Evans chain (BOBE). Management enthusiastically embraced the task of changing the menu back to be consistent with the brand's French inspired culinary roots.

Needless to say, it was disappointing for all when guests had a lukewarm reaction to the new menu. Fortunately, management had the foresight to partner with Market Force Information® to track satisfaction pre-menu change as well as post.

As a result, the Mimi's team was able to drill down into exactly which menu items and categories weren't working, and further provide insights and data regarding the specific issues with each item so that they could course correct.



A menu audit survey is just that—instead of a satisfaction survey asking about wait times or staff courtesy, a customer is asked to rate each item they ordered across a wide spectrum of attributes that are critical to menu success. This data is coupled with mix data to add insight regarding sales by item, and demographic data of the respondent, important to chains when they're targeting a specific audience.

When the data was visualized it was clear that Mimi's dinner items missed the mark, lunch items clustered in mediocre, and only breakfast items broke out of the average performance bracket. It was clear that there was work left to be done.

For breakfast items, Mimi's could tell that one particular breakfast item was pulling down the averages, so that was a place to make some changes. Making changes could be either improving upon the attributes or dropping an item, depending on the feedback they received.

Fast forward to 18 months later. The food quality scores had jumped an incredible 29%, and now some menu items were edging into best in class for the industry. The improved menu was a factor that helped customer satisfaction increase by an astounding 37% over that same period.

By re-engineering the menu for satisfaction, profitability and loyalty, Mimi's was able to transform the culinary experience. During that process they brought on an entirely new audience of younger consumers while preserving valued relationships with core guests who had been with them for years.

Data driven decision making powered by Market Force analytics and a relentless focus on execution led by CMO Stewart Slocum and EVP Bill Schaffler empowered Mimi's to change their fate and find a new audience in the process. The two worked tirelessly on the brand's position and operational performance moving the marker from negative double-digit comps to positive comps in only 24 months. An amazing turnaround accomplished incredibly fast. The two have proved once again that pairing Market Force's industry leading analytics with a maniacal focus on execution yields incredible results.

Customer

Mimi's Cafe is a French-themed chain of 145 restaurants in 24 states in the US.

Challenge

Mimi's had changed its menu back to its French-themed roots. The new menu, however, was not well received by customers.

Solution

Market Force's Menu Audit Survey combined with analytics helped Mimi's identify those menu items and attributes needed to be changed. Mimi's was able to re-engineer their menu and increase customer satisfaction and loyalty, and profitability.



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