



Enabling success through transparency & data accessibility

MIRUS User Conference 2017



CONTENT



Introduction

Who we are and where we come from

Challenge

Utilizing Mirus in the office & field





Q&A

Chance for you to ask questions

WE OFFER A SIMPLE, CHEF CURATED MENU FINESSED TO PERFECTION



Our menu

1. CHOOSE A BASE		2. CHOOSE A PROTEIN	
 Pita 442-584 cal.	 Salad 179-339 cal.	Falafel 8 ⁷⁵ Chicken 9 ²⁵ Turkey & Mushroom Meatballs 9 ²⁵ Beef & Lamb 9 ⁷⁵ Slow-Cooked Pork 9 ⁷⁵	
 Rice Bowl 501-643 cal.	 Quinoa Bowl 443-585 cal.	SIDES MADE TO ORDER Fries Original or Sweet Potato 2 ⁷⁵ 150-187 cal. Falafel 2 ⁷⁵ 304 cal. Pita Bread 1 ⁵⁰ 260 cal.	
3. SELECT TOPPING & SAUCES Tzatziki veggie, cucumber, dill / 79 cal. Hummus chickpeas, tahini, lemon / 71 cal. Eggplant Dip eggplant, garlic, yogurt / 65 cal. Herb Vinaigrette red wine vinegar, mustard, herbs / 146 cal.		CHEF CREATIONS Original Beef & Lamb Pita 7 ⁸⁵ 785 cal. beef & lamb, pita, spring mix, raw cabbage slaw, cucumber & tomato mix, sauce onions, feta, herb vinaigrette, tzatziki Greek Salad with Chicken 5 ⁸⁵ 685 cal. chicken, spring mix, cucumber & tomato mix, marinated olives, feta, tzatziki, herb vinaigrette, pita crouton Traditional Falafel Pita 4 ⁷⁵ 470 cal. falafel, pita, hummus, cucumber & tomato mix, spring mix, pickled onions, roasted red pepper sauce Spicy Meatball Rice Bowl 7 ²⁵ 729 cal. turkey & mushroom meatballs, rice, carrot slaw, pickled onions, pickled jalapeños, sautéed chickpeas, tzatziki, hot harissa, red pepper Chicken Quinoa Bowl 4 ⁷⁵ 624 cal. chicken, quinoa, cucumber & tomato mix, pickled onions, cabbage slaw, tzatziki, spicy cilantro sauce, sumac	
SIDES TO SHARE Chips & Hummus 3 ⁹⁵ 554 cal. Hummus Plate 4 ⁹⁵ 382 cal.		Dip Trio 6 ⁹⁵ 381 cal. hummus, tzatziki, Roasted Red Pepper	

BEFORE PLACING YOUR ORDER, PLEASE INFORM YOUR SERVER IF A PERSON IN YOUR PARTY HAS A FOOD ALLERGY.

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

Our unique selling position

Culinary Excellence

- Our ingredients are of the **highest quality** and **locally sourced**
- Our food is made to order and **prepared daily on-site**
- Our culinary team and **executive chef expertly train our crew** and constantly develop fresh (seasonal) specialties

Balanced menu variety

- Our menu is made up of **lean meats**, a wide variety of **fresh veggie** options, bold, yet **light sauces** and **fresh-pressed lemonades**
- Our customizable meals offer endless flavor combinations and focus on unique taste and healthy options
- Our chef-driven creations equally combine health and taste

TWO GERMAN BOYS CHASING THE AMERICAN DREAM



Starting from scratch

Rebrand & expansion



Dominik Stein & Michael Heyne
Co-Founders

VERTS★
BERLIN INSPIRED KEBAP



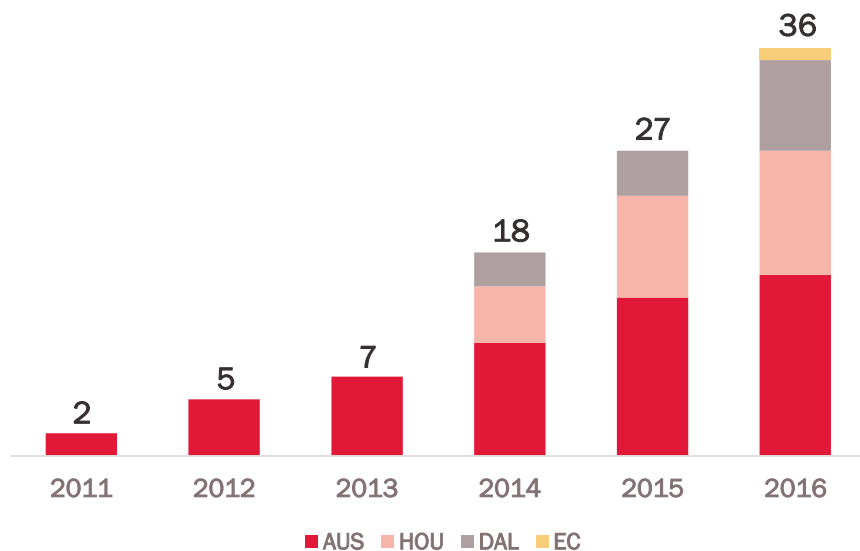
- **VERTS** was founded in 2011 by two German grad-students at the University of Texas at Austin
- Originally named **VERTS Berlin Inspired Kebap** it was created as an homage to the famous novelty street food from Germany they had missed while studying in America
- While still in school, they wanted to test out the unknown concept, created the **world's smallest food truck** and began selling their Kebabs out of the back of a Smart Car in Austin
- The hype was immediate and after graduation the two opened their **first 2 locations in Austin**



Starting from scratch

Rebrand & expansion

VERTS restaurant growth, 2011-2016



New expansion strategy

- VERTS enjoyed **incredible popularity** at the first 2 locations
- Fueled by the early success, VERTS was able to attract capital and open **36 total locations**; 16 in Austin, 11 in Houston, 8 in Dallas and the **first East Coast location in Boston in Nov 2016**
- A different **competitor landscape** and **consumer expectation** warranted a **major rebrand** and change of both the design and product offering in order to compete on the East Coast
- In 2017, VERTS opened **4 more East Coast locations**, 2 in Boston, 1 in NYC and 1 in Philadelphia with a second NYC location opening later this month

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UNPRECEDENTED GROWTH COMBINED WITH ARCHAIC REPORTING HINDERS SUCCESS



'POS Analyzer' launch form

VERTS POS Data Aggregator

Reports

Start Date: YYYY MM DD
End Date: YYYY MM DD

Select/Unselect All

Works only within office network. If stuff goes wrong, rebooting may be necessary.

Daily Reports | Labor Reports [1] | PMix | Daypart Analysis

Payroll Import [2] | Tenders | Items / Check

Payroll Cycle Consolidation [3] | Tiered Tax Report | Comps

Load ADP Employee File [4]

Payroll Review File [5]

ADP Pay Data File [6]

Dismount Drive

- GUA
- AND
- HCG
- MUE
- PAR
- ROU
- RIV
- YAL
- SPR
- WAL
- TEC
- WIL
- DEN
- BEL
- SUM
- MSP
- BOY
- 16M
- WAS

The 'POS Analyzer' & Mirus

POS Analyzer

- The POS analyzer is an **Excel based Macro** written in 2011
- Extended and adjusted by multiple people to accommodate multiple POS systems and growth
- Spotty coding, ease of use, time constraints and file corruption

Mirus

- **Mirus client since Sep '16** – yet actual usage not until May 2017
- Access and knowledge on how to use Mirus with one person

MIRUS ALLOWS US TO INSTANTANEOUSLY ANALYZE HUGE AMOUNTS OF DATA...



Report examples

Store Num	Restaurant Sales	Mealpal Sales	Mealpal Entries	Total Net Sales
1001	\$4,364.02	\$550.25	2	\$4,914.27
1002	\$3,564.34	\$240.11	1	\$3,804.45
1003	\$3,416.02			\$3,416.02
2001	\$4,725.11	\$649.98	1	\$5,375.09

Store Num	Hour 24 Hr Day	10:00	11:00	12:00
101	10/02/2017	0.00	184.73	834.35
	10/03/2017	1184.05	532.74	729.40
	10/04/2017	0	412.65	856.55
	10/05/2017	0	327.65	699.45

Week	Item Name	Store Num	101	102
Week 40	Arugula Salad Mix	Quantity	N/A	17
	Baby Spinach	Quantity	31	N/A
	Barq's Rootbeer	Quantity	N/A	N/A
	Beer Bottle	Quantity	21	6

Corporate data analytics

Third party Sales data

- Marketing department introduced 3rd party vendor apps with insane commissions and hardly any traffic
- Missed entry issues and overstatement of sales

Daypart data

- Report splits sales data into 60min intervals
- Analyzing the daily sales split allowed us to build a scheduling tool that optimizes our labor structure at any given time of day

Pmix data

- Enabled us to control biggest cost bucket and implement a food order guide for every restaurant
- Popularity analysis of items to streamline product offering and reduce prep times

... AND HELPS US PROVIDE THE FIELD WITH THE NECESSARY TOOLS TO BE SUCCESSFUL



Report examples

Store Num	Job Name	Employee Name	Punch In Time	Punch Out Time	Total Hours	Week To Date
106	Regular Shift Crew	Cosette O				3.50
		Erik Perez	Oct 10 2017 4:01PM	Oct 10 2017 11:00P	10.65	10.65
		Rachel We				9.45
		Venessa	Oct 10 2017 10:42AM	Oct 10 2017 6:04PI	7.37	19.37
	Regular Shift Mgr	Luis Mirele	Oct 10 2017 5:31PM	Oct 10 2017 11:01P	11.22	11.22

Week	Week 25			Week 24	
Store Num	Net Sales	60min Transaction High	15min Transaction High	Net Sales	60min Transaction High
3001	23,328.49	133	37	20,872.74	139
2001	35,838.21	271	93	32,391.61	229
1002	27,109.94	167	45	25,748.81	179
1001	31,659.71	203	53	31,442.92	166

Employee Name	Check Count	Quantity	Net Restaurant Sales	Void Count	Void Amt	Comp Count	Comp Amt
Dashaun	25	46	312.19	0	0.00	2	8.46
Geraldine	117	242	1,488.12	1	7.95	4	33.29
Ian Purne	1	2	6.65	0	0.00	0.00	0.00
Jazmine C	8	13	92.60	1	7.95	0.00	0.00

Major field reports

Daily labor report

- Monitor accurate clock-in / clock-outs and adherence to break-policies
- Keep track of and reduce costly overtime

Daily sales and throughput report

- Report to quickly identify trends
- Identifying a undesirable trend is the first step to taking measures to reverse the trend

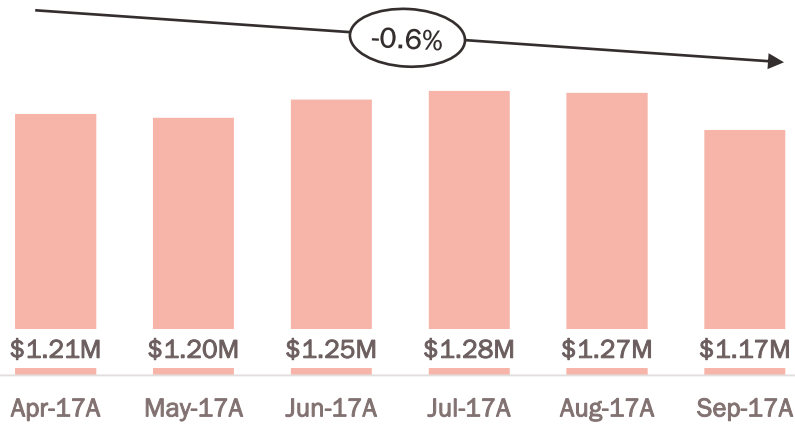
Weekly outlier report

- Helped reduce theft – mostly in form of employee meals and other comps
- Increased add-on item sales

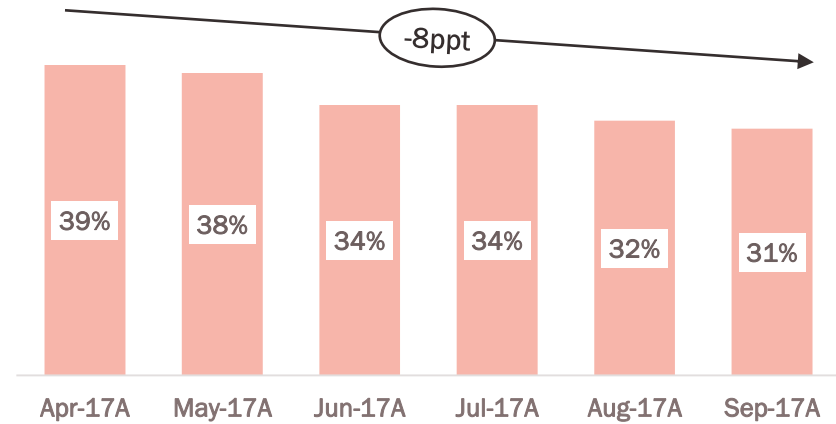
THE RESULTS? IN 2 MONTHS WE WERE ABLE TO REALIZE A 19 PERCENTAGE POINT IMPROVEMENT IN MARGIN



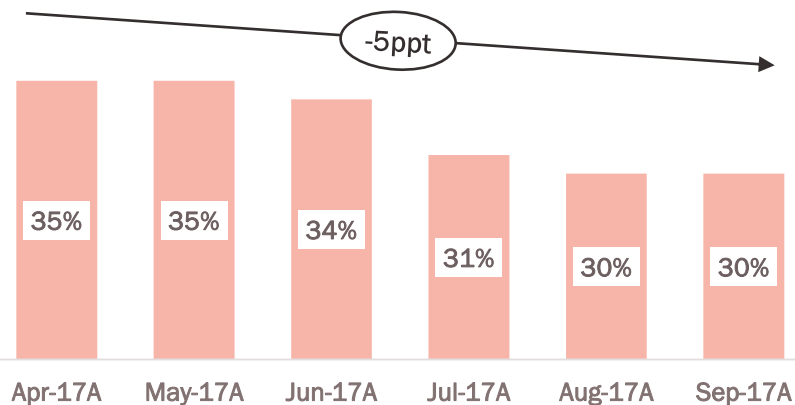
Sales development, Apr - Sep '17*



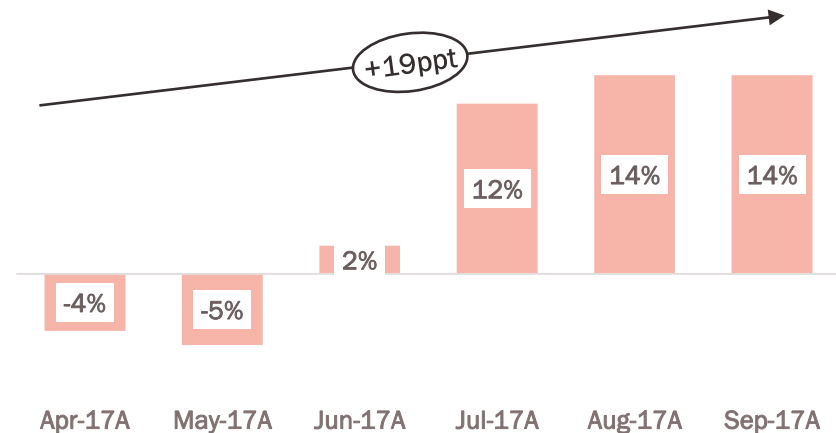
Food cost (% of sales), Apr - Sep '17*



Labor cost (% of sales), Apr - Sep '17*



Operational margin, Apr - Sep '17*



*only locations open for full time frame considered (18)

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