EATALY
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SUCCESS STORY

Eataly

RAVIOLI · TAGLIATELLE

LA PASTA FRESCA MARKET & KITCHEN

Fourth

The global brand Eataly is the largest Italian marketplace in the world, comprising a variety of restaurants, food and beverage counters, bakery, retail items, and a cooking school, all under one roof.

The first opened in Italy in 2007, with dozens more following in Italy. In 2010 the first New York Eataly opened, with more launched across North and South America, from New York to São Paulo and across wider Europe and Asia.

There are now almost 40 stores globally, all still true to the original principle of offering high quality Italian foods, available to everyone, at fair prices and in an environment where people can shop, taste and learn.

Adam Saper is a managing partner and CFO of Eataly USA, responsible for the financial and technology systems. His goal is to implement as much technology as possible to improve efficiency.

The Challenge

Eataly's largest challenge was tracking purchase orders for goods and allocating costs accurately.

Saper explained there was a conflicting message to staff in the multiple outlets within each Eataly, because despite being part of the same company, each outlet had to be accountable for their individual costs and revenues.

"We recognised that Eataly is like a big hotel or resort - but without the rooms. It is very difficult to track purchasing across what is effectively 50 businesses under one roof, get that data in a timely fashion and share resources. We needed a solution that could do that.

"We had previously used an inventory system linked to POS but we were growing as a brand and we needed to go to the next level.

"By implementing more technology", he said, "Eataly would improve efficiency, allocate costs correctly and close the books in a timely fashion."

Fourth's technology has made us more cost-effective – so we can offer better quality because of the technology"

The Solution

Adam Saper chose Fourth's purchase-to-pay and inventory solution, with its track record of streamlining processes and efficiency in similarly complex organisations like hotel groups and resorts across the world.

The Results

Says Adam Saper: "With Fourth's purchase-to-pay & inventory solution, Eataly can now:

- Accurately track cost of goods sold for the restaurants on a weekly basis, down to the individual menu item level.

- Accurately track costs across all departments.

- Create templates for individual outlet/revenue centres for where each should order from.

- Monitor and control outlets' ordering habits without being too demanding of their time.

- Gain order placement efficiencies: in consistency, time savings as well as getting, keeping and tracking the ordering data.

- Save time closing the books.

- Save time in analyse the P&L and the COGS down to the menu item level.

- Examine data on an outlet-by-outlet basis.

This is one of the greatest things we can do with Fourth that we couldn't do before because it was too time consuming."

> Fourth is a platform – what you get out of it is directly linked with how well your teams use it."

> Fourth's technology has made us more cost-effective – so we can offer better quality because of the technology"

> I like Fourth's dedication to the hospitality market. They are extremely knowledgeable in restaurants, hotels, and provide solutions to the challenges we face – it's not like electronics where everything has an accurate part number! They look for how to improve workflow for you."

Fourth.

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