

Tortilla Industry Association 2014 Technical Conference

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BRINKER
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Please Help Me Understand...

**Understanding
Your Company**



**Understanding
Your Customers**



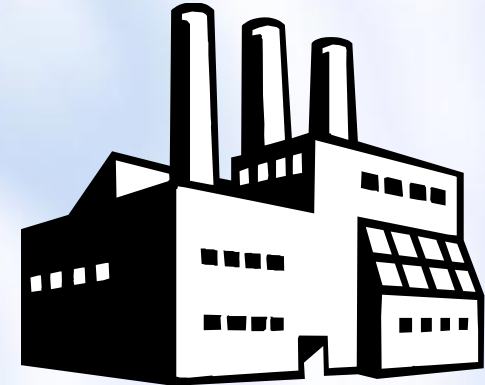
Understanding Your Company

Know Your Current Capabilities

- Plant
- Equipment
- Talent (Human Resources)
- Financial Resources



- Types of Equipment
- Capacity
- Workflow Process
- Maintenance
- Sanitation
- Are You Exploring Efficiencies?
- Opportunities for Continuous Improvement

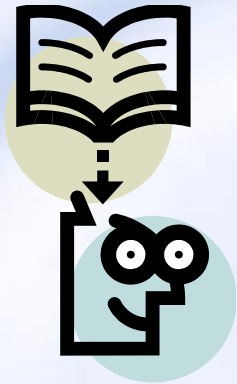


Equipment

- What Can It Do?
- Can You Expand Its Use?
- Age?
- Do You Need a Plan for Capital Replacement to Sustain the Business?
- Is there a Replacement that will Improve the Business?
- Are You Utilizing Appropriate Technology?
- Does the Current Equipment Meet the Needs of the Customer?



Talent- Your Team



- Appropriate Experience
- Education
- Certifications
- Continuous Training
- Growing Your Talent
- Sufficiently Staffed
- Utilize a Consultant if Needed

Financial Resources

- Fiscally Strong
- Have a Reserve
- Create Opportunities for Future Growth
- Invest Back into Your Company
 - Equipment
 - R & D
 - Talent



Understanding Your Customers

- Align with Customer's Goals
- Quality Requirements
- Pricing Strategies
- Service Locations
- Communication
- Understand the Culture



Customer's Goals Alignment

Brinker's Key Results



Can You See Through the Eyes of Your Customer?

Brinker's Supply Chain Objectives



Quality

- Specifications
- Audits/ Auditing Scheme
- Sanitation Program
- GMPs
- Mock Recalls- Traceability
- Maintenance
- Micro Program
- R & D



Specifications



- Can You Meet Current Specifications?
- Are You Meeting the Requirements?
- Raw Ingredient Supplier Requirements
- Full Transparency
- Internal Review and Cuttings
- 3rd Party Testing

- Think Forward
- Follow Market Trends
- Review Commodity Reports
- Present New Offerings
- Follow Government Regulations
- Improve Existing Product Line-Up
- Cost Savings Initiatives



Pricing Strategies

- Target Price Range
- Competition
- What Can You Do to be Price Competitive?
- What Steps Can You Take to Sustain Your Price Competitiveness?



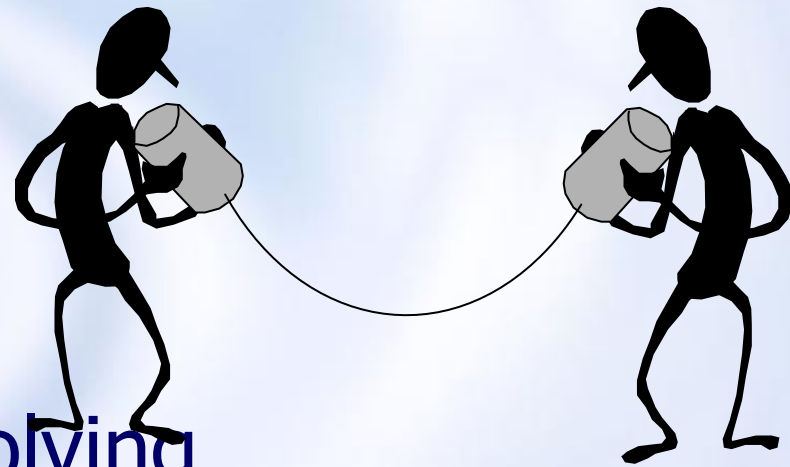
Service Locations

- Understand your Customer's Concepts
- Build Relationships with DCs
- Transportation/ Logistics
- Think about Freight Consolidation for Cost Savings



Communication

- Maintain an Open Line of Communication
- Ask Questions
- Listen
- Gain Understanding
- Remain Transparent
- Partner in Problem Solving
- Ask for Feedback
- What Can You Do Better?



Your Company Is Graded!

- Internal Product Reviews
- 3rd Party Laboratory Reviews
 - Quality
 - Nutrition
- Hotline Concerns
- Vendor Score cards
- Pricing
- Culinary R & D Efforts

**Are You
Making an
A?**

Please Help Me Understand...

Understand Your Company

What Can You Do?

What Can You Offer?

Understand Your Customers

What Do They Need?

What Do They Stand For?

Thank You!

Questions?