

## The Pasta House

Fairhaven, MA



### Overview

The Pasta House, a neighborhood restaurant located in Fairhaven, MA, was in trouble. Sales were quickly declining and the restaurant was losing money. Owner Mario Ribeiro had to maximize operations in the back of the house in order to become profitable again, so he turned to his foodservice equipment and supplies provider, TriMark United East.

He never imagined that his decision would result in the restaurant doubling its sales.

**"I consider TriMark United East a true partner," said Mario Ribeiro. "They did everything right. It was a better experience than I ever expected and worth every penny."**

### Problem

The layout of the kitchen forced staff to work at several different stations to prepare and pick up food, resulting in longer ticket times, increased food waste and duplication of effort. The placement of the old kitchen equipment "needed to be better organized," said Ray Carmadello III, Contract Manager for TriMark United East. In addition, the restaurant had to find new ways to boost its bottom line.

### Solution

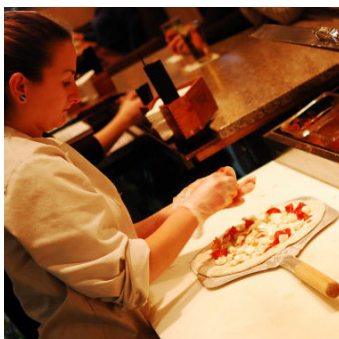
- Improve efficiencies in the back of the house
- Select kitchen equipment that is durable, efficient and flexible enough to execute a wide variety of menu applications
- Install a wood-fired pizza oven to give the restaurant a new source of income and a new look
- Expand and modernize the bar to increase revenue; create a wraparound bar
- Ensure consistency in beverage portion size and decrease waste

### Equipment Solution

"TriMark United East designed the whole kitchen set up to make it more efficient. Now it's a well-oiled machine," said Ribeiro. The new configuration allowed for a more improved workflow, resulting in faster ticket times and better customer service.

Each piece of restaurant equipment needed to be durable enough to withstand the day-to-day demands of a busy foodservice operation, while staying within a tight budget. "We made changes based on what's on the menu and what the owner and chef were trying to do. Then we specified the right type of equipment for the restaurant's needs," said Carmadello.





The showcase of the restaurant makeover was the dramatic pizza oven, which offered customers a whole new experience in dining. Although the oven was a significant investment, it resulted in a substantial return on investment.

Adding pizzas to the menu doubled the restaurant's sales, with a sharp increase in take-out. Customers could now come in and enjoy a glass of wine while watching their meals being prepared. "Pizzas made it all happen," says Ribeiro.

### Building a Better Bar

Restaurateurs know that a big part of their profits come from the bar. TriMark United East started by expanding the area into a modern, wraparound bar. The back bar featured a diamond-shaped wine display and storage for glasses. The bar layout put everything within an arm's reach of bartenders, making it more functional and efficient.

TriMark United East worked with The Pasta House to decrease waste and ensure an accurate portion size by adding custom glassware by Libbey. The Libbey "Perception" pattern was selected and a clearly identified portion line marked the proper wine pour, thereby ensuring consistency and increasing profitability in the bar.

### Results

- 100% increase in sales
- Increased revenue in the bar and take-out area
- Two-hour wait on Saturday nights

"We're so proud of the restaurant," said Carmadello. "It's a big win for the customer, and it's great to be a part of their success."

"I consider TriMark United East a true partner," said Ribeiro. "They did everything right. It was a better experience than I ever expected and worth every penny."

The systematic, team-oriented approach of TriMark United East ensured that this 30-year-old restaurant would see continuous growth and success for many years to come. "Our staff is passionate about what they do. We are dedicated, experienced and proactive. We respond to each request with urgency and professionalism," said Carmadello.