

## Spoon & Fork

MATTHEW LAM  
General Manager

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**When everything about your operation – from food to ambience to customer service – has to be the highest quality, you don't want your paper products to let you down. Customers notice, employees notice, and you end up losing money in labour costs, inefficiency and inconsistency.**

That's why Spoon & Fork, the unique "All you can taste Japanese Thai gourmet" restaurant chain in Ontario, decided to shift its business to Kruger Products' exclusive line of premium tissue and paper products.

Spoon & Fork is committed to ensuring that all details at each of its five locations (with a sixth set to open in Oakville later this year) align with its brand, says Queensway Spoon & Fork General Manager Matthew Lam. "We spend time to create an image. When customers enter our restaurants, they immediately get that 'wow' effect. They always rave about our high quality and consistency. We offer them a complete dining experience: unique ambience, delicious food, and superior customer service."

For the past eight years, Spoon & Fork has specialized in combining two of the most popular Asian cuisines – Thai and Japanese – but unlike other restaurants, with their buffet-style dining, Spoon & Fork deliberately chose to offer sit-down service and "all you can taste," with a full, varied menu of delicacies to choose from — a much classier approach to enjoying fine Asian cuisine.

As in every other aspect of their operations, Spoon & Fork wanted the best, including the top paper products. "We had tried other suppliers," says Lam, "but were not satisfied with their products. Everything we offer has to be in tune with our overall focal point – creating a 'wow' experience for our customers. Nothing can be substandard, giving the impression that we are cutting corners in any way."



**KRUGER PRODUCTS,**  
redefining savings  
across your business

### TOP BENEFITS:

**LESS FREQUENT DELIVERIES** because of longer-lasting (better performing) paper.

**LABOUR SAVINGS** such that on busy days staff do not need to replenish bathroom tissue and paper towel dispensers.

**CONSISTENT** high-quality performance.

**ENVIABLE ENVIRONMENTAL PROGRAM:** Kruger Products offers a range of 100% recycled, EcoLogo<sup>™</sup> certified, and Forest Stewardship Council<sup>®</sup> (FSC<sup>®</sup>) certified products.

**PREMIUM QUALITY PRODUCTS,** contributing to a high-quality brand image for the operation.

**COST BENEFIT** from quality of product and longer lasting characteristics.



### ENTER KRUGER PRODUCTS

After striking up a relationship with the restaurant manager at the time in the Mississauga location, and after many hours of discussion, Spoon & Fork decided to switch to Kruger Products.

The restaurant had been ordering weekly with their supplier at the time. When Spoon & Fork placed an initial order for what they thought would be one week's supply of Kruger Products, they quickly found there was so much left over after that first week they didn't need to re-order every week, as they had been doing.

Kruger Products recommended premium quality rolls with longer footages. Because of how quickly Spoon & Fork saw the benefits of working with Kruger Products, the restaurant switched a few more locations, and a few months later saw a complete rollout.

Kruger Products now sells the upscale Asian restaurant chain all its bathroom tissue, dinner napkins, hard roll towel and kitchen towels, and also provides the exclusive *Ultimate Washroom Collection* of products and holders in the washrooms and kitchens, including the Titan and Mini-Max dispensers.

Matthew Lam has noted a number of key benefits from the switch. "There are a lot of labour savings because we don't have to change rolls as often, so our staff don't have to spend as much time monitoring the situation," he reports. "The way the paper is supplied, it lasts through the day, so no one has to tell us we are short of supplies. There is not as much waste since the roll lasts three days before it runs out. The product is consistent, and we have a good feel about the quality."

Kruger Products takes away the need for busy restaurant owners and managers to think about every aspect of their operation. After all, they cannot be experts in every area of their business, so it's important for them to be able to rely on trusted suppliers to understand their environments and find the best solutions for them.

Most important, Spoon & Fork is enjoying significant cost savings because of the switch. According to Kruger Products, the restaurant has saved in excess of 17 per cent over the past 16 months since the program began.

Less expensive products and services frequently do not perform as well as higher-priced options, and paying less upfront usually ends up costing operators more in the long term.

"Helping foodservice operators understand true cost-in-use – the difference between a product's price and its true value – is a key focus for Kruger Products," says Andy Del Giudice, Kruger Products Sales Manager AFH Ontario. "Over time, paying more for better-performing and higher-quality products is a smarter business decision. Kruger Products' high-quality rolls last longer, perform better and cost less over the course of their lifetime."

Businesses often incorrectly focus on price as the main factor in purchasing decisions. When they do, they miss opportunities for savings across multiples areas of their operations.



### A WINNING RELATIONSHIP

And when they focus on price alone, they also risk missing out on the advantages of strong working relationships with their suppliers.

Kruger Products works closely with its customers and distributors to ensure the right products for the operation. In the case of Spoon & Fork, quality and service had to be first rate. "It's important to us as a company – it's a big part of what we stand for. But more importantly, it is important to Spoon & Fork, in all facets of their business, from staffing and food to the look of their establishments," says Tom Olsen, Vice President, North American Sales, Kruger Products.

Just by sampling the system solution Kruger Products recommended, based on the facility and the company's objectives, Spoon & Fork noticed a considerable enhancement to what it was using. The feedback from staff and customers was that they noticed the change in the washroom, even from the dispensing unit. With bathroom tissue, there can be quite a controversy when a change is made. Employees always see it as a simple cost-cutting measure. In this case they were pleasantly surprised, and so were the customers.

For Matthew Lam, the relationship with Kruger Products translates into good business sense. "[They] take our concerns in making sure it is a win-win. That's important so I can spend more time servicing the customer. If I have to spend more energy dealing with every little detail, I can't really run my restaurant. I will be overwhelmed and not focused on the proper details: the food, the service and our customer experience."

Kruger Products now deals with a lot of other touch points at Spoon & Fork – the chefs, restaurant managers, and other staff – to make sure the system solutions in place are consistently hitting the mark and delivering their intended results. It's a Kruger Products-Spoon & Fork good news story. ●

# Benefits you can bank on

KRUGER PRODUCTS  
STANDS FOR TOP QUALITY

By Jane Auster



To learn more about how Matthew Lam and Spoon & Fork have benefited from Kruger Products, watch the video on [yfmonline.ca](http://yfmonline.ca)