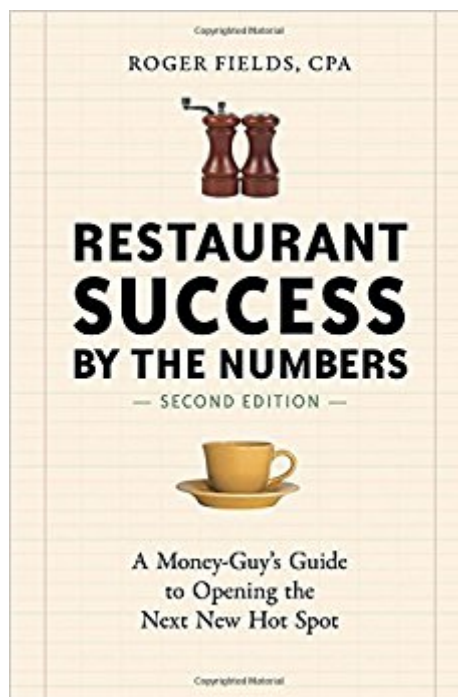




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# Restaurant Success By The Numbers, Second Edition: A Money-Guy's Guide To Opening The Next New Hot Spot



## Synopsis

This one-stop guide to opening a restaurant from an accountant-turned-restaurateur shows aspiring proprietors how to succeed in the crucial first year and beyond. Ninety percent of all restaurants fail, and those that succeed happened upon that mysterious X factor, right? Wrong! A man of many hats—money-guy, restaurant owner, and restaurant consultant—Roger Fields shows how a restaurant can survive its first year and keep diners coming back for years. Featuring real-life start-up stories (including many of the author's own), this comprehensive how-to walks readers through the logistics of opening a restaurant: concept, location, menu, ambiance, staff, and, most important, profit. Updated to address current trends such as food trucks and to tackle online opportunities (and pitfalls!) including Groupon, Yelp, and Twitter, *Restaurant Success by the Numbers* remains a critical resource for navigating the food industry. Opening a restaurant isn't easy, but this realistic dreamer's guide helps set the table for lasting success.

## Book Information

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## Customer Reviews

“After being in the business for many years, I thought I knew everything, but working with Roger showed me how much more there is to know. *Restaurant Success by the Numbers* contains the know-how you'll need to open and run a thriving restaurant. If you want to succeed in the restaurant business, read it!” —Grégoire Jacquet, chef/owner, Grégoire restaurant

After ten years as a CPA, ROGER FIELDS stopped counting beans and started cooking them. He

owned two successful restaurants in New York City before moving to the San Francisco Bay Area. He is a partner at Merchants Accounting Services, which has been providing financial services to restaurants, bars, and nightclubs for almost two decades.

I bought this book a few years ago while at culinary school. Very simple concepts put in a simple way, lots of useful info. Years into the restaurant business and being General Manager of a group of 5 restaurants I still come back for reference. I'd say that "by the numbers" is a bit exaggerated, the financial info contemplated in the book is not that thorough, it is more an anecdotal take on the business.

I am in the process of starting a sports bar and grille. I have every book I can get my hands on in reference to this topic (including those useless "complete idiot" and "dummy" books). Although this book is geared toward restaurants (and not bars), the book is priceless and chock full of powerful information that anyone going into the restaurant and/or bar business needs to have. The nice part about this book is that it is based off of the author's personal experience and not on a pile of theoretical clap-trap as in most other "how to" books. What I like most about this book is that it goes into detail about the author's individual "case study" experience in reference to a wide variety of directly important restaurant start-up and management topics that allow the reader of the book to use in his or her own restaurant and/or bar experience. If you can only get one book on starting a restaurant (or only have time to read one, as in my case), get this one. It's the only one you really need. It cuts to the chase, gives you the information you need based on REAL experience from the author, and quickly gets down to the nitty-gritty in helping you execute and run your own successful restaurant enterprise.

The book will introduce to you the restaurant business and to what you need to open a restaurant. It will open your eyes to some elements you never thought of if it is your first time. I recommend you read it and then spent quality time researching or reading books on each title to learn enough for a restaurant start up.

I have only begun this book and I cannot put it down. I really enjoy the conversational aspect the writer has taken. I am a lawyer and have the analytical aspect of things taken care of, but to have the financial aspect reviewed and analyzed by a CPA is amazing. Sometimes when you want to jump into a business venture you really don't know where to start. You may think that you know what you

want to do and how you should do it, only to fall flat on your face. I can appreciate the pure and honest knowledge shared with readers about the business.

I have worked with many struggling restaurant owners who could have avoided much of their pain if they understood the concepts presented in this clear and useful book.

I've read and reread this book and am currently in the process of opening up my own place. I'm lucky in that I have made friendly relationships with people who are restaurateurs, but I would consider this book a must to familiarize oneself with the technical aspects of actually running a restaurant. You know, the parts that are not glamorized nowadays on TV and in the movies. The actual business of running the restaurant. I'm a library guy, but they did not have it at my local branch and so I ended up ordering it; it actually travels with me and I refresh as necessary. It is slowly becoming battered enough to donate to the library.

Great content. Good advice in each area of starting and running successful restaurants - from space selection, funding, marketing, operations, menu costing, profitability and much more. I focus on the numbers, so this resonated with me.

This book is very informative for someone wanting to open a restaurant. I keep being told that I should open a restaurant because of my ability to cook and bake. I knew I would need to know more than just cooking and baking so I bought this book. After reading the book, I came to realize this is not a project I am ready to take on just yet. There is a lot I need to learn. I don't know about food cost. I don't know how much food I would need to cook per day. Hopefully one day I will get it together and learn everything I need to open my restaurant

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