



Heartland
Restaurant POS

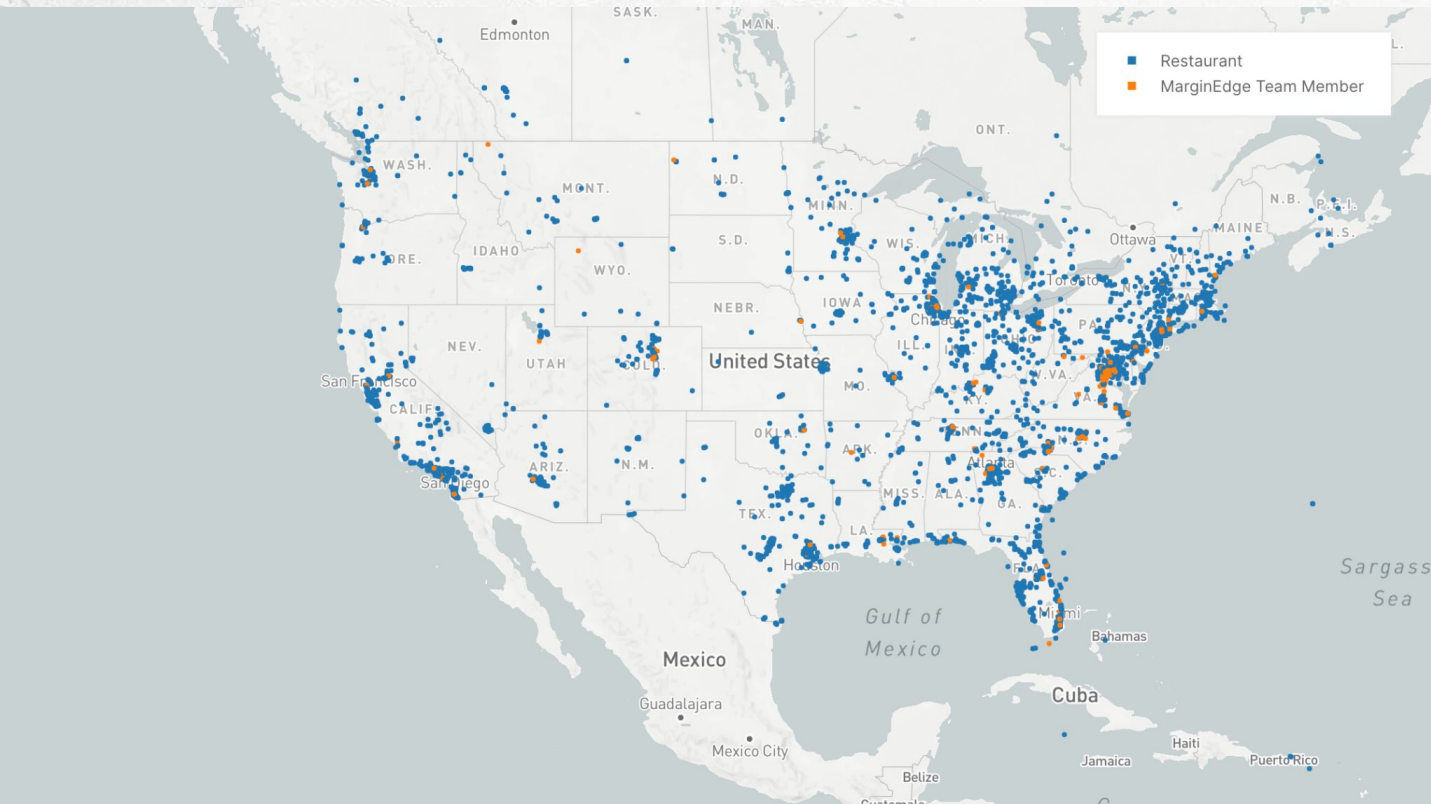
Simplify your business

MarginEdge integrates with Heartland and 15 accounting systems



Smokecraft BBQ, Arlington, VA

7,000+ clients, 250+ team members



[me] client profile

1-30 units

Annual sales \$1M+

*Independently
owned*

Restaurants and bars

We are restaurant people

with over 350 years collectively worked in restaurants



We sweat the small stuff.

We understand the blood, sweat and tears that go into running a restaurant. We **simplify a complex system** so operators can focus on what they love.

We genuinely want to help.

We've done inventory at 2am and spent hours tracking down missing invoices. We genuinely want to make those **processes easier and better.**

Where do we fit in?



WHAT WE DO

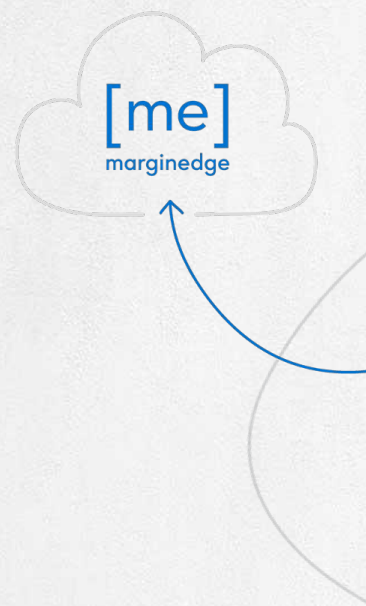
We give you your prime costs daily, so there are no surprises at the end of the month.

MarginEdge generates real-time cost management reporting and streamlines tedious back-office tasks like invoice processing, ordering and paying bills.



Acropolis Greek Taverna, Tampa, FL

Invoices update costs and...



HOW WE DO IT

You send us your invoices.

To finish set-up, you upload invoices via our app, email or through EDI integrations – even if they're hand-scribbled or spilled on, we'll take them however you have them – and **capture all line-item detail in 24-48 hours.**



You get total visibility into your restaurant(s) sales and purchase data with no manual data entry.

Then, we give you:



**Daily controllable
P&L (Prime Costs)**



**Inventory with
real-time pricing**



**Price alerts on
key ingredients**



**Real-time
recipe costing**



**Theoretical costs /
usage vs. actuals**



Sales reporting



**Labor
summaries**



**Budget tracking
and ranking**



Menu analysis



**Ordering &
purchasing**



**Price history
(product and recipes)**

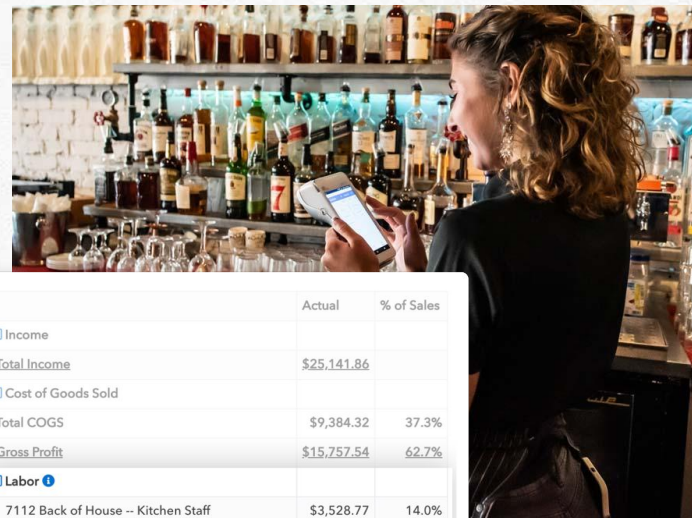


**Paperless back
office management**

REAL-TIME REPORTING

Surprises should be for birthdays.

- ☛ Daily reporting – fueled by real-time sales and invoice data – means you have what you need to **make decisions in the moment**, not at the end of the period.
- ☛ This type of technology can not only empower your operations with **data-driven decision making**, but it's also been known to mend more than a few fences between ops and finance. It makes a huge difference when all sides of the house are looking at the same numbers.



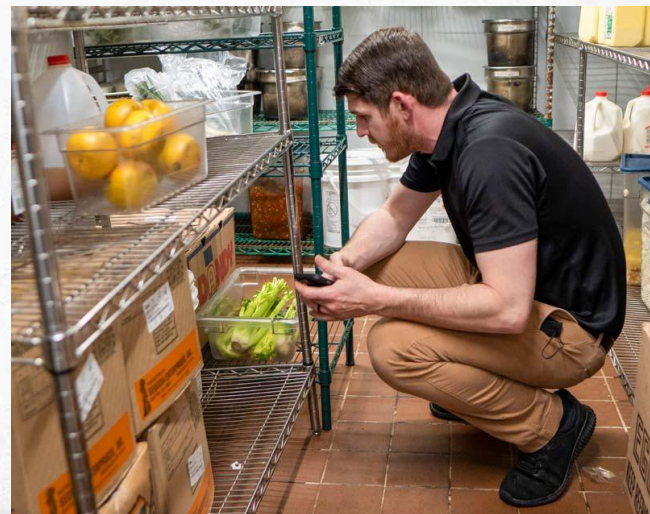
	Actual	% of Sales
Income		
Total Income	\$25,141.86	
Cost of Goods Sold		
Total COGS	\$9,384.32	37.3%
Gross Profit	\$15,757.54	62.7%
Labor		
7112 Back of House -- Kitchen Staff	\$3,528.77	14.0%
7121 Front of House -- Mgmt	\$1,510.99	6.0%
7122 Front of House -- Hosts, Waiters, Bus Staff	\$1,650.95	6.6%
Total Labor	\$6,690.71	26.6%
Prime Cost	\$16,075.03	63.9%
Expenses		
Total Expenses	\$1,013.23	4.0%
Controllable Profit	\$8,053.60	32.0%

Since we process your invoices in 24-48 hrs and pull nightly from your POS, your P&L is always up-to-date.

INVENTORY PLATFORM

Inventories that don't suck (as much).

- Technology can't make inventories less tedious – or less important – but it can set them up exactly the way you want them.
- Set up count sheets by area of your restaurant, **in the order you want**.
- Create **different count-by units** for different items.
- Take inventory **on your mobile device**, or tablet, without worrying about sketchy WiFi in the walk-in.



Product	Last Purchased	Count By	Price	Count	Value
Aquafina Water 20oz 🌞	01/25/2022	Bottle	\$0.41	<input type="button" value="+"/> 30	\$12.26
Cranberry 16oz Bottle 🌞	03/25/2021	Bottle	\$0.98	<input type="button" value="+"/> 10	\$9.83
Crush Orange 20oz BTL 🌞	01/07/2022	Bottle	\$0.79	<input type="button" value="+"/> <input type="text"/>	

REAL-TIME RECIPE COSTS

Recipe costs before they're menu prices.

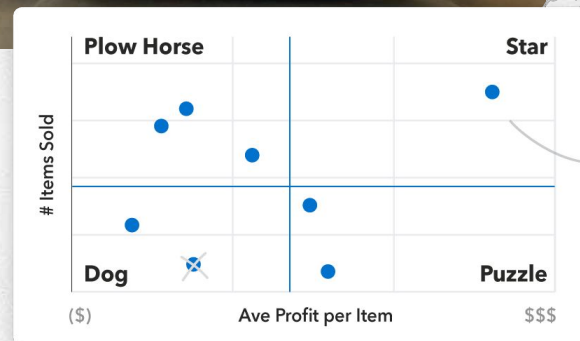
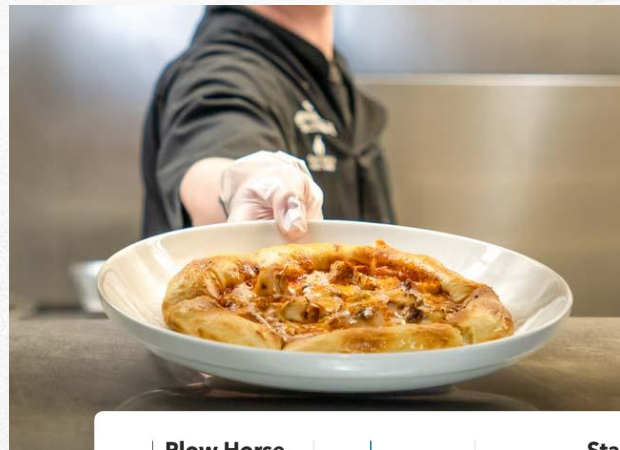
- Because technology tracks all of your purchases – and maps them to a product – we can tell you **the actual cost** of your spaghetti sauce no matter how many vendors your tomatoes came from.
- This view on recipes allows for **in-the-moment adjustments** before the dish hits prime-time in your dining room.
- All recipes are **centrally managed** – so make adjustments in one place and teams across the kitchen (or multiple kitchens) will get the memo.



MENU ANALYSIS

The Puzzle of the Star Plow Horse.

- It's one thing to know how much money you make on each dish. It's another to see it crossed with how often you sell it. **Discovering your profitable dishes that also sell can be a game changer.**
- This visual takes your sales data and plots your dishes across a chart that **lets you visualize which plates should shine like stars** and which should be in the dog house.



What's next?!

1. If you have customers who are interested in MarginEdge, fill out this form [here!](#)
 - Our sales reps will reach out to the customer and copy you on the outreach
2. Schedule a demo to see MarginEdge in action:
Elan: ebar@marginedge.com



Elan Bar
Partnerships Manager
ebar@marginedge.com



Eric Jeffay
Director of Partnerships
eric@marginedge.com