



- ◆ Increased foot fall
- ◆ Improved average spend
- ◆ Reduced staff cost
- ◆ Increased customer visits
- ◆ Increased table turns
- ◆ Greater profits

Now *you* can profit from introducing a brand new dining experience



Are you looking for something 'new' and 'interesting' for your customers?

Would you be interested in a profitable dining concept that can differentiate your restaurant from your competition?

Then there's good news. Hundreds of food operators like you have discovered Black Rock Grill, an economic way to do something different and increase profit.

Black Rock Grill allows your customer to cook their meal at their table, it's an easy, healthy approach to cooking since no fat or oil is used. Food is delivered to the table within minutes of ordering, stays hot throughout the meal and is cooked exactly how your customer likes it.



Black RockTM
Grill

"We've already seen a 30% increase in food cash turnover which equates to more than 20% in extra covers, wet sales have also surged as a result of the increase in covers. In over 30 years of catering this exceeds my wildest targets ever. It is the first time I have ever bought into any method or system not of our own. We're delighted with it."

Howard Boulter – Leg O' Mutton, Yelverton

What are the benefits of Black Rock Grill?

Black Rock Grill is a concept that can:

- Drive more customers to your restaurant
- Increase your average spend
- Encourage customers to come back more often
- Generate more profit
- Reduce kitchen costs
- Give you an edge over your competitor
- Introduce a USP like no other
- Help you promote healthy dining as no fat or oil is used
- Allows you to serve meals in 6–8 minutes from order
- Let customers cook their meal just the way they want it (no more returned meals)
- Add Value to an existing menu or operate the concept as a stand alone dining experience
- Relieve the pressure on busy shifts in the kitchen as most grilled items can be cooked on the rock
- Offer your customers an experience they won't forget
- Bring theatre and live cooking directly to the table
- Improve your food Gross Profit as all meals are made to order
- Allow you to add a premium price to dishes on the rock.

A few smart operators have seen the benefits of the Black Rock Grill concept and have been swift to ensure that they are ahead of the game. It has even encouraged some operators to provide food for the first time, mainly because they haven't needed to recruit specialised kitchen staff.



Black Rock Grill Limited

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Our system is unique:

We provide a menu-planning & support service as well as marketing support, including; branded staff uniforms, banners, table talker tent cards, flyers and pavement signage. In addition we operate an industry leading service maintenance agreement.

- There's no licence fee
- There are no ongoing costs
- We provide equipment guarantees
- Ovens are CE, UL, cUL and NSF approved
- Our Rocks are FDA Certified Food Safe
- Requires Single Phase electrical supply only
- Oven does not require extraction and can sit outside of the kitchen
- Operates in a small amount of space (Oven footprint only 800mm x 800mm)

How to be part of the Black Rock Grill family

Visit our website www.blackrockgrill.com and complete the contact detail page. We will contact you to arrange a demonstration (UK only) at your business so you can taste the experience of cooking on rocks. Alternatively, call us on +44 (0)1256 359858 and we can answer any questions you may have.

Systems to suit YOUR Business needs:

We have 3 system sizes available, that are suitable for small, medium and large food operations.

- The 30 Rock Oven Package
- The 60 Rock Oven Package
- The 100 Rock Oven Package

One of these will be suitable for your needs.

The 100 Rock Oven Package



The Package includes:

- Oven
- Mobile stand
- Porcelain platters
- Rocks (FDA approved)
- Stainless steel under-plates
- Rock shovel
- Rock pick
- 12 months parts & labour warranty
- Bespoke marketing kit (table talkers, posters, banner)
- Installation & training (UK only)
- Staff training CD & manual with risk assessments and advice
- Menu planning ideas.

