



# CHECKLIST FOR THE 30-30-30 RULE

This checklist provides restaurant operators with a practical guide to applying the 30-30-30 rule in their business. It breaks down steps for monitoring and managing food costs, labor expenses, and overhead to maintain balanced spending and profitability. By following this structured approach, restaurants can more easily track key metrics, make informed financial decisions, and build a sustainable, profitable operation.

## GETTING STARTED: ESTABLISH YOUR BASELINE

- Calculate your current spending percentages:** Review last month's financials and determine what percentage of total revenue goes to food costs, labor, and overhead.
- Identify your biggest variances:** Compare your actual percentages against the 30-30-30 benchmarks to prioritize your efforts.
- Set realistic timeline goals:** Choose one category to improve first and plan 30-60 day targets.

## MANAGING YOUR 30% FOOD COSTS

- Conduct weekly inventory counts:** Track stock to minimize waste and understand true usage patterns.
- Partner with your local restaurant supplier store:** Work with a reputable vendor that negotiates better rates for premium products on your behalf.
- Analyze menu item profitability:** Calculate food cost percentage for each dish. Adjust pricing or portions on items exceeding 35%.
- Implement portion control standards:** Use measuring tools and standardized recipes to ensure consistency.
- Monitor waste and spoilage:** Track what gets discarded and address patterns by improving ordering.

## CONTROLLING YOUR 30% LABOR COSTS

- Optimize staff scheduling:** Match labor hours to actual sales patterns to avoid overstaffing during slow periods.
- Track labor percentage weekly:** Calculate labor cost as a percentage of sales to catch problems early.
- Cross-train employees:** Build team flexibility so staff can handle multiple roles.
- Review productivity metrics:** Monitor sales per labor hour to ensure efficient operations.

## PROTECTING YOUR 10% PROFIT

- Monitor net profit monthly
- Calculate actual profit percentage and track trends over time
- Build cash reserves gradually
- Use profits to fund improvements that enhance efficiency and revenue