

Analysis of Picnic

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The word "Picnic" is written in a large, bold, black cursive font. The letters are thick and rounded, with a playful, handwritten feel. The 'P' is particularly large and loops back. The 'i' and 'j' have distinct dots above them. The overall style is modern and approachable.

Final Project
Food and Beverage Management (THM 3325)
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Introduction

Picnic is the new upcoming restaurant that opened on July 3rd, 2024 in Fishtown, Pennsylvania. This area is one of the up-and-coming neighborhoods of Philadelphia P.A., which is now a stopping place in Philly—the reason for this is because of the fun restaurants, workshops, bars, and much more. The restaurant was inspired by a restaurant in New Orleans called Bacchanal. The most intriguing thing about this restaurant is the building because it was made in 1890, and it has a tall ceiling, red brick, and other architectural wonders. The building was initially known as Weisbrod and Hess Brewery, which ended up closing in 1939 due to bankruptcy. When the owners of Picnic took ownership of this restaurant, they decided to renovate the space. Picnic Services is a casual restaurant with excellent happy hour deals and good-tasting food. Some foods they are known for are their oysters, wood-fired rotisserie, and wine. This establishment has 40-foot ceilings, a wine shop, and an oyster bar, and quality food and service. The restaurant has not been open for a long time. It originally started by using the trend of QR menus for its service style, and then it switched to traditional-styled menus because of customer complaints. The space of the building is a perfect size with 225 seats inside, 40-50 seats overlooking the bar, and two private dining spaces. The Yelp restaurant reviews are 3.8/5. Most negative reviews were made before transitioning from QR-code ordering to traditional service. They have many reviews, which varied from five or two stars.

Five-star review, “ “Best happy hour in Fishtown. Bang for your buck !!! \$2 and \$3 tacos that were GOOD. Cheap beer. \$28 for dinner and drinks for two can't beat that” (Julia D Yelp 5 Stars). Three Star review, “ “Service was slow. Oysters were bland, the chicken was good, but that's not enough. Ambiance was good” (Yelp, 2024). It has done great for a restaurant that

started about six months ago. They have the perfect location, building, and menu; they are still growing and building, and this is just the beginning for Picnic.

Target Market Analysis (8 pts) - Aurora

The main demographic that Picnic appeals to is older Gen Z, Millennials, and Gen X. Gen X and Millennials value food that is prepared in a natural, organic way and that goes for drinks as well with all of the items that they offer are locally sourced and the wine being low intervention. (Lamb Weston, 2024) This older generation makes up 22% of Fishtown's age demographic and are a large part of who Picnic serves regularly. (Niche, 2024) This generation is the most likely to spend the most while dining as they are the second wealthiest generation. (Sandberg, 2024)

When Picnic had initially opened they were focused on a technology approach for their dining experience which many Millennials loved. This age group relies on technology for everything and is willing to learn how to operate and expand knowledge in this field and they enjoy the ability to even use it in their day to day. In an article written by Lamb Weston they discuss the Millennial approach to dining, stating, "experiences and technology plays a big part in their lives, including when it comes to their dining choices. Social media engagement matters, but self-service technology in restaurants is also popular." (Lamb Weston, 2024) Utilizing the QR code when initially operating really attracted this age group as they loved that they could be in and out and order as they needed as opposed to waiting for a server to arrive back at their table to order. Millennials make up more than 33% of the total age range in the Fishtown/Lower Kensington area and are Picnic's main clientele who decide to dine with them.

For those within Gen Z that are able to drink this is a place where they can go to enjoy a nice night out, particularly to celebrate as the check average for those who dine at Picnic ranges

around \$50-\$65 a person. Those who are a part of Gen Z look forward to the ambiance and aesthetic that the restaurant has cultivated. While only some can drink as of right now, the bottle prices in the wine shop are a bit expensive for what most want to enjoy. Since most of this generation is coming straight out of college or are early in their career spending money on a high quality experience is a celebratory event as opposed to older generations who spend that average on any night out. Picnic emphasizes sustainability by sourcing ingredients and wine locally. This aligns with growing consumer demand for ethical dining options. Research shows that 62% of consumers are willing to pay more for sustainable products, making Picnic's focus on low-intervention wines and seasonal ingredients a competitive advantage (Nielsen, 2022). Additionally, partnerships with local farms and seafood suppliers enhance the restaurant's community-oriented image while ensuring high-quality offerings.

Core Competencies and Major Challenges

Strengths

Every business has strengths and weaknesses; it is essential to work on your weaknesses and turn them into strengths. The great thing about Picnic is they have a lot of strength, like their location, charm, and local resources. While they have these amazing things, they have some areas for improvement in menu design, social media, and pricing. Starting with the strength of the location of Fishtown, this is a popular area with a good atmosphere. Fishtown is a new and upcoming area, and many people are moving there. There is a new constitution and renovations, which will bring more people to the area. An article from Forbes talked about how Fishtown, “To the east, I-95 connects Fishtown to New Jersey, New York, Baltimore, and Washington D.C. in less than two hours. Trolley and bus routes fan out in every direction from there through a checkerboard of community gardens, dog parks, and green space”(Taylor,2019, Paragraph. 6).

Opening a restaurant in an up-and-coming area means a lot of people will come and visit. Many new businesses and restaurants are opening in this area, which attracts more people because it is close to the city's center. Also, they will have the support of their local business. Fishtown is constantly having fun events for its community, which is good for business.

Another strength is the charm of the Picnic with the architecture and the culture. The building has been around since 1890 and has a ton of history. Picnic is filled with beautiful architecture, which sets it apart from its competitors. An article from Philly magazine, “Starting with the remains of an old brewery originally built in 1890, they spent a full year (working alongside Stokes Architecture) just to stabilize the structure, then a whole second year restoring it (with help from Katherine Lundberg of Briquette Studio) and turning it into a massive, soaring, beautifully appointed 11,200 square-foot space full of greenery and light” (Sheehan, 2024, paragraph 3). Picnic uses this historic building to bring in people who travel to learn more about history. Having such a unique architecture in the building brings a good culture. Their website says, “Picnic is designed to bring the entire community together for a dining experience reminiscent of a backyard gathering among neighbors, friends, and family” (Picnic, 2024). This shows that Picnic promotes the culture of casual dining experiences. They want every customer who steps through the door to have an understanding. Some reviews support this, such as a five-star review from Bejanim L, “Outstanding new addition to the Philly food scene. The ambiance and service are next level when you walk in the door. Oysters, watermelon salad, fried chicken sandwich, sausage/raclette, and rotisserie chicken were the highlights, but I don't think you can go wrong with anything here. Be sure to grab a cocktail and peruse the extensive natural wines!” (Yelp, 2024).

Creating a space where everyone feels accepted and included makes a business thrive, and Picnic has been able to do that for its customers. Following this, Picnic is proud to show its support for the community by sourcing food and wine from local sources, such as oysters, seasonal ingredients, etc. It helps the community because it supports local businesses. Brings in high-quality offerings. Picnic specializes in low-intervention natural wines. This is environmentally friendly and focuses on natural fermentation with minimal additives. They believe each wine has a story, which they ensure all their customers know. From this, customers leave the restaurant to learn more about the community and the wine. “They’ll be using it to roast whole chickens, then experiment with lamb, pork, vegetables — whatever they can get on the spike. He’ll also be overseeing an oyster program in partnership with Fishtown Seafood (which we talked about recently in our news round-up regarding their Willy Wonka opening antics) and sourcing his supplies from a variety of local farms and producers to keep the menu “rotating and approachable”(Sheehan, 2024, paragraph 3). As our society has grown, we have learned more about how people care about the environment and help our local community. Locally sourcing the food can give Picnic an edge over its competitors and bring in more customers. These are just some of the many strengths that Picnic has; they would not be the restaurant they are today without them.

Weaknesses

As part of your analysis, it is essential to pinpoint the core competencies that define the strengths and competitive advantages of the business. Identifying the current limitations that may constrain its growth is crucial. Supported by evidence and concrete examples, then discuss the significant challenges that the establishment is currently facing. In the subsequent step, your effort should be directed towards either addressing these challenges directly or indirectly by

pursuing new ones. Some of their weaknesses are menu, social media, and service style. Looking into the menu weakness, the menu on the website does not match the menu in the restaurant. For example, they have this amazing chocolate cake that staff and customers talk highly about, but it needs to be added to the menu online. A five-star review on Yelp from Jen T writes, “ And the desserts--the chocolate cake with candied pecans and caramel, and yogurt soft serve with olive oil--were not too sweet, rich yet not too decadent, complex and oh so pleasing. The perfect way to end the meal” (Yelp, 2024). Knowing that customers will love this idea on their menu, they must put it online. The menu, in general, is very confusing to the customer. It is all over the place, with no golden triangle. Following this, the pricing is all over the place, with some items priced at “3.50” and “3.00”. The worst thing could happen if the customer takes longer than 90 seconds to look at the menu. A review from Will H from Philly wrote, “ The allure of a nice space and a hype machine can't carry a mediocre concept with a lackluster menu full of options that can be topped by lesser-hyped places all over this wonderful food city”(Yelp, 2024). Taking time to work on the menu will help the restaurant bring in more customers. So many people look at menus online before going to restaurants, and they must update the menu in the restaurant so they can see all the amazing things offered at Picnic.

In today's world, everyone is on social media and their phones 24/7. There are so many new ways of marketing through social media. Picnic could create an Instagram page and post on this social media platform. This was very successful for them, but they must post on mutual social media platforms like Facebook, Tiktok, X, etc. It is good that they got their feet running by posting on Instagram, but to get more customers coming into the restaurant, they must post on other social media platforms. “In a recent review on the future of customer relationship management, Haenlein (2017) describes “invisible CRM” as future systems that will make

customer engagement simple and accessible for customers. New platforms have emerged to make the connection between customer and firm effortless. Much of this is via instant messaging applications for businesses, which several leading technology companies have recently launched as business-related features in existing platforms”(Mark, 2019, paragraph 17). Taking advantage of the platforms available today will be able to get the word-of-mouth message Picnic out there more. They will be able to post a ton on social media because of the unique culture and story of the building. Also, Painted only opened around 6 months ago, so it is still so new that they must do everything possible to post as much as possible on social media. On Instagram, they have 18.3K followers and 69 posts, and the most recent post is about an event they have for the holidays called Santa Claus coming to Picnic. They have great quality photos, and posting them on their Instagram stories is costly, so they already know how to market. They just need to expand to other social media platforms.

Creating a restaurant where the customers and employees feel valued and respected is super important. With employee's respect, it causes them to want to do better at work because they enjoy their jobs and they want the company to succeed. One big thing that was complained about is the restaurant's service style. Picnic is still finding growth in the type of restaurant it wants to be, which takes time. One big problem that has popped up in their complaints is the long wait -times to sit down and to wait for food. Obviously, at every restaurant, there may be a chance for a wait time, but a multiple-hour one is not the best look. A Yelp review from John W says, “Big negative was having to wait over an hour for our table. A group of 3 arrived at 530 on a Saturday night with a reservation. I was told our table wouldn't be long and we could wait at the bar and start with some drinks. We finished a round of cocktails, but there was still no table. The staff asked us if we were okay - and if they could check our table. They never came back.

Another 20 goes by, and other parties are seated for walk-ins. ” (Yelp, 2024). This is not the best look; having a very long wait time will leave the customers upset. Most of the time, no matter how good the service or the food is, if the customers start on a sour note, it will upset people. This problem has popped up multiple times in reviews: the wait times.

Also, a big Philly influencer came to check out Picnic, and when he came, he talked about how the food was delicious, but the wait time was crazy long. An article from Wiley Online Library wrote, “This experiment shows that, without waiting, the total revenue generated by the restaurant would increase by nearly 15% compared to the current situation. Stimulating customers to reserve could enable restaurants to reap part of this benefit” (De Vries, 2018, paragraph One). Fixing this problem will be able to bring in better reviews for the restaurant. It also will make the staff less stressed and be able to get more fulfillment within their job. When a staff is happening, it leads to better services and makes things more efficient. From the interview with the manager of Picnic, he brought up how the general manager is leaving. From this, maybe the new general manager will have ideas to help combat this issue, and they can get those ratings up.

Strategies of Business Resilience

Comprehensive Menu Analysis: Strengths

Diverse Menu Offerings

Picnic serves a diverse menu that includes foods other than oysters and rotisserie chicken, catering to a wide range of tastes and dietary needs. Seasonal dishes, such as the watermelon salad, demonstrate inventiveness and are consistent with current dining trends. The range guarantees that guests, from seafood lovers to vegetarians, have a variety of items to pick from, improving the restaurant's attractiveness.

Alignment with the Target Market:

Millennials and Gen X customers, who form Picnic's core audience, appreciate variety and the ability to try unique, high-quality dishes. Nielsen (2022) highlights that 55% of Millennials prioritize menu diversity when choosing where to dine.

Focus on Locally Sourced Ingredients

Picnic prides itself on sustainability by sourcing ingredients and wine locally, resonating with environmentally conscious diners. The emphasis on low-intervention wines, which are produced using natural fermentation methods, further enhances its reputation as a restaurant aligned with eco-friendly practices.

Competitive Advantage:

Locally sourced ingredients allow the menu to highlight freshness and seasonal rotations, appealing to diners who value farm-to-table experiences. Studies show that 62% of diners are willing to pay more for sustainably sourced ingredients (Nielsen, 2022).

Casual Community-Driven Dining Experience

Picnic successfully combines its diverse menu offerings with a welcoming ambiance. The inclusion of menu items meant to evoke a backyard gathering vibe—like family-style chicken dishes and shared plates—supports its mission of fostering community engagement. As noted on Picnic's website (2024), its focus is on creating an inclusive atmosphere for diners to connect over food and wine.

Weaknesses

1. Inconsistent Menu Presentation

- **Online vs. In-House Menus:** Picnic's online menu is not consistent with its in-house offerings. Signature items, such as the highly praised chocolate cake, are absent online, which may result in missed marketing opportunities. This creates confusion for customers who browse the menu online before visiting, a common behavior in today's dining landscape.
- **Impact on Customer Perception:** Customers view outdated or incomplete online menus as a sign of disorganization. Pavesic (2020) emphasizes the importance of menu accuracy, noting that inconsistencies can decrease customer trust and loyalty.

2. Lackluster Beer Program

While the wine menu receives consistent praise for its curated low-intervention selections, the beer offerings do not match this level of quality or attention to detail. In Fishtown, a neighborhood known for its robust craft beer scene, this creates a missed opportunity to attract beer enthusiasts.

- **Competitor Advantage:** Local competitors often feature extensive craft beer menus or collaborate with neighborhood breweries. Picnic risks losing customers seeking a comprehensive beverage experience, particularly those who prefer beer over wine.

3. Pricing and Menu Layout Issues

- **Inconsistent Pricing Format:** Items on the menu have inconsistent pricing formats (e.g., "\$3.50" vs. "\$3.00"), which detracts from the restaurant's professional image. Small details like this can unconsciously influence a customer's perception of quality.

- **Cluttered Layout:** The lack of a clear "golden triangle" design in the menu (where high-margin items are strategically positioned) makes it harder for customers to navigate the options quickly. Research by De Vries (2018) indicates that customers take an average of 90 seconds to choose from a menu, emphasizing the need for clarity and simplicity.

Opportunities

1. **Collaboration with Local Breweries** Picnic can partner with Fishtown's craft breweries to create a unique, rotating beer menu featuring seasonal selections and exclusive collaborations. Adding a small selection of craft beers to match the quality of its wine list can cater to the local clientele's preferences while broadening its appeal.
 - **Example Implementation:** Create beer and food pairing events, such as "Beer & Rotisserie Night," where customers can explore curated beer pairings with Picnic's signature dishes.
2. **Highlighting Signature Desserts** The chocolate cake, a favorite among customers according to Yelp reviews (Jen T., 2024), could become a hallmark menu item if prominently featured both in-house and online. Offering it as a limited-time special during holidays or events could further boost its popularity.
3. **Menu Design Improvements**
 - Reorganize the menu to create a visually appealing and easy-to-read layout. For example:
 - Place high-margin items (e.g., rotisserie chicken) in the menu's prime visual spots.
 - Use design elements like borders or icons to highlight "must-try" dishes.

- Add clear descriptions for menu items to engage customers and provide transparency about ingredients.

Threats

1. **Intense Competition** Fishtown's thriving dining scene poses a significant challenge, with many restaurants offering similar casual dining experiences and locally sourced menus. Without consistent innovation and differentiation, Picnic risks being overshadowed by competitors.
2. **Customer Perception of Value** Confusing menu layouts, inconsistent pricing, and lack of quality beer options may lead customers to perceive Picnic as less professional than its competitors. As Sheehan (2024) points out, Fishtown diners expect excellence in both food and presentation, given the area's culinary reputation.

Actionable Recommendations- Herbert

1. **Enhance the Menu**
 - **Update Online and In-House Menus:** Ensure that all signature items, such as the chocolate cake, are featured prominently on both platforms.
 - **Improve Beer Selection:** Partner with local breweries to offer high-quality craft beers, aligning the beer program with the standard of the wine offerings.
 - **Streamline Pricing:** Adopt a consistent pricing format and round off prices (e.g., "\$3.50" becomes "\$4.00") to create a polished impression.
2. **Optimize Menu Design**
 - Use the "golden triangle" method to emphasize high-profit dishes.

- Add clear sections for appetizers, entrees, and desserts, with visual cues to guide customer choices.
 - Highlight locally sourced or seasonal items with icons or notes to appeal to eco-conscious diners.
3. **Introduce Seasonal Specials** Regularly update the menu with seasonal dishes and drinks to maintain customer interest and encourage repeat visits. For example, introduce summer-focused seafood platters or winter-themed desserts.

Elevating Operational Strategies- Herbert

1. Innovative Dining Experiences

- Create an outdoor dining space with ambient lighting and heaters for year-round comfort.
 - Host themed events, such as wine or beer tastings, to attract new customers and create buzz.
2. **Take-Out and Delivery Services** Launch a take-out and delivery program for signature dishes, such as rotisserie chicken, packaged with a bottle of wine for an at-home dining experience. Leverage third-party platforms like DoorDash or Uber Eats to expand reach.

Optimize Cost Management Strategies - Herbert

1. Labor Efficiency

- Cross-train staff to handle multiple roles during peak hours.
- Use scheduling software to minimize overtime and optimize shift assignments.

2. Reduce Food Waste

- Implement portion control measures and repurpose unused ingredients for daily specials.
 - Conduct regular inventory checks to avoid overordering and spoilage.
3. **Local Partnerships** Negotiate bulk discounts with suppliers for locally sourced ingredients. Collaborate with breweries to share costs for beer events, reducing overhead expenses.

Conclusion

Picnic has significant strengths, including its diverse menu, local sourcing, and unique ambiance. However, addressing its weaknesses, such as inconsistent menu presentation, lackluster beer offerings, and operational inefficiencies, is crucial to maintaining its competitive edge. By enhancing its menu, leveraging local partnerships, and adopting cost-saving strategies, Picnic can solidify its position as a standout dining destination in Fishtown.

Strategies for Marketing Advancement

For Picnic as a relatively new restaurant to continue to be successful, the store must have ongoing plans for advancing their marketing efforts. Some assets that the restaurant has includes its location, the aspects of the building and ambiance itself, and of course its food and beverage offerings. To start, Picnic is located in the very trendy Fishtown neighborhood of Philadelphia, which boasts of “eclectic art, music, and dining spots,” (Visit Philadelphia, 2024). Due to its location in such a diverse and unique neighborhood, there is a potential for the store to market itself as an establishment that fits the distinctiveness of the neighborhood, with its own eccentric character. Similarly, its building now doubt further exemplifies its eccentricity. As stated, the building in which Picnic operates, saw its beginnings as a brewery in the 1890s and was later on

converted into the space it is today (Sheehan, 2024). Its history, which is rooted in the neighborhood, could prove to be a potential asset to the company, due to its appeal to history enthusiasts visiting the city. Lastly, according to Yelp, many reviews rave about the both food and beverage offerings at the restaurant along with the unique nature of buying wine in the storefront before dining (Yelp, 2024). By having all of these reasons in mind, Picnic can market these strengths to improve their brand and customer base.

A successful and less expensive way the company can advance the effectiveness of its marketing efforts is through social media engagement. In an ever advancing technological world, having a strong social media presence is a key, even as a small business. Since around “82% of restaurants in the United States use social media as part of their marketing strategies,” the role of social media marketing is vital to the success of any restaurant, especially new ones (Zuluaga, 2024). The first way Picnic can boost its social media engagement is through influencer marketing. Through the use of influencers, the restaurant can advertise their brand to a wider and more diverse market to increase customer traffic. Also, the utilization of influencers is especially important amongst younger age groups. A survey conducted by the restaurant software company “Toast,” stated that among the age group of 18 to 24, 44% of them said “they [could] be influenced,” and similarly of the respondents in 25-34 age group around 49% stated they could too be influenced (Zuluaga, 2024). With this being said, by inviting influencers to dine at Picnic, the restaurant is able to spread awareness of their brand and garner new customers across various age groups. Another way Picnic can advance its social media engagement is by simply posting more across all media. Working in conjunction with the aforementioned influencers suggestion, by simply posting more on social media channels, the company is able to increase engagement from returning customers and gain potential new customers as well. Based on a restaurant social

media statistics report done by Menu Tiger, close to “50% of diners claim that social media can influence their restaurant choices,” and “roughly 22%...are inspired to revisit a restaurant due to its social media presence,” (Menu Tiger, 2024). Overall, in order to thrive as a restaurant in the current digital age, Picnic must utilize social media in order to vie with its competitors.

One idea that Picnic has implemented in order to advance their marketing strategies is through their loyalty program. Research shows that “eighty-six percent of consumers are interested in joining a restaurant loyalty program if it provides discounts or coupons,” (Kelso, 2022). Picnic’s loyalty program fits the description of what a majority of consumers want, by having a loyalty program that offers the opportunity to “earn 1 point for every \$1 spent and unlock \$5 off every 50 points,” (Picnic, 2024). By having this rewards program readily available to customers, an incentive for customers to return is present, not only will customers get to dine at a favored establishment but they will be able to earn discounts the more they visit. With Picnic’s somewhat affordable rates as is, customers will be more likely to revisit the restaurant due to their attainable rewards system.

Employee Management Improvement Strategies Aidan

Just as cost effectiveness, marketing, and operational concerns are all key factors to a successful restaurant, managing employees and ensuring cohesiveness among staff is just as important. Some way Picnic can make certain its employees are working well with one another and are satisfied with their job includes, having check in periods, assuring each department is properly staffed, and should provide opportunities for employee interaction.

In order to gauge employee opinions and guarantee employees and managers alike are successfully working together, enacting check-in periods could be an effective way to do so.

Although Picnic runs check-ins every 30, 60 and 90 days, they can sometimes not be prioritized as much as they should be. However, having these conversations between employees and managers is crucial to the success of a company because it helps each party identify where improvement could be made. Studies show “only 15% of employees who work for a manager who does not meet them regularly are engaged,” while managers who did meet with their employees more frequently “almost tripled,” engagement levels (Mann & Darby, 2014). With these check-in periods, surveys can too be sent out to employees, so that managers can better understand employees’ points of view. Through remaining informed with employee sentiments, employees are more inclined to be engaged in the work they do, and find further satisfaction from it as well.

Along with employee check-in periods, and other methods of measuring employee satisfaction, ensuring a restaurant has the proper staff to operate successfully and efficiently is an essential part of the business. At times, Picnic seems to struggle with its service. Since the service of a restaurant is such an integral part of its operation, the company can look inward and assess improvements that could be made, whether it be new training programs, or the addition of more front of house positions. Often at the location, managers are working on the floor when they should be interacting with guests instead. Hiring more positions, such as food runners, could help to alleviate this strain. Although the hiring process is somewhat costly, it is a great investment into one's company.

Lastly, after all the proper staff are hired, and are able to engage with their managers, employees must be able to interact amongst each other. Due to the emphasis placed on its wine bar, Picnic can host wine tastings for its employees, as a way of allowing employees to interact with one another on a less professional level. In doing so, employees are able to bond with one

another, while improving their knowledge of the products in which they are selling. Managers of Picnic, can do an assessment of employee sentiments to better understand advancements they can make to better the operating atmosphere of the restaurant. After, following the aforementioned suggestions, they can further promote a positive relationship between all the staff involved in making the restaurant the best it can be.

Limitations of Proposed Strategies

With all things positive within the restaurant and its approach to bettering the company, there are negatives to performing any action in a business. When looking at the operational strategies suggested, creating innovative dining experiences can take time and effort that some companies may not have due to short-staffed employees or lack of motivation. In order to effectively carry out this strategy, encouraging current employees and hiring motivated employees would benefit the company by making the atmosphere of the restaurant more appealing to customers. Additionally, innovative dining experiences takes a lot of creativity. At this time and age, a lot of restaurants have done different dining experiences and may cause people to believe that the restaurant is copying another place. Although it is a fast and easy way to broaden the outreach of a restaurant, take-out and delivery may create more problems for a restaurant. By opting to use third-party services, the restaurant is not able to control what happens with the food after it is handed to the delivery person. This inability to oversee the order throughout its journey from the restaurant hub to the customer's door could allow the delivery person to tamper with the food or opt not to deliver it altogether. Additionally, take-out and delivery allow time for the food to potentially lose its freshness as it is not ingested right away, as is intended.

To optimize cost management, teaching employees multiple roles in the restaurant is one of the most effective ways, but can come with a risk. Some employees may deem that since they know how to do multiple tasks at the same time, they could take-over someone else's role altogether. This creates a lack of teamwork and community that should flourish when working in the food and beverage industry. Reducing food waste is crucial to create a more environment friendly atmosphere. In order to effectively reduce food waste, regular inventory checks are encouraged, but can be difficult to find someone to do it. Without proper motivation, a worker can be done poorly and still allow for food waste portion to stay the same. Partnering with local restaurants can be difficult, but ultimately worth it. Some restaurants have a lot of rules and regulations that do not align with other restaurants which can make it tough to collaborate with. There is a chance where the restaurant goes back on its word during the collaboration and there is nothing that can be done at times.

Social media for restaurants can be a double-edged sword; it can both heal and harm a restaurant and its reputation. Picnic should utilize social media to its fullest potential in order to advocate for its diverse menu and location. Unfortunately, social media is an easy platform for people to come forward with complaints, which would tank the company's reputation. Additionally, having social media means finding someone responsible for these pages, and that can be time-consuming for most workers who are not used to social media work. Along with social media comes the presence of influencers. Many influencers have a large following that listens to his, her, or their word like it is the law. Ensuring that influencers have a great time will prohibit from any bad reputation from an influencer.

Employees are the backbone of every restaurant and business in the world. Without a team of workers, a business can not survive nor can these workers be replaced with AI. Ensuring

that employees feel a sense of belonging and importance within the restaurant is crucial to keep motivated workers. With the check-in and feedback system, some employees may abuse this system as a way to make the work in a restaurant too easy for just servers or just cooks. This is where management would have to make the right decision that does not appeal to only one set of employees. When discussing hiring more employees to operate successfully, sometimes having too many workers is more harmful. It is better to have higher quality employees with lower quantity than higher quantity of employees for lower quality. Restaurants need to prioritize meaningful service that will make the customer want to come back, and if the restaurant decides to prioritize fast service, then it may cause some customers to not feel any sense of connection with the server or, more importantly, the restaurant.

Interview

Max Bar Bar Manager at Picnic.

(The general manager had just left, so we interviewed the bar manager.)

Tell me a little bit about yourself.

“I am a bar manager at Picnic, 32 years old. My work history is in Charleston restaurant, and I worked as a bartender all throughout college”.

What do you feel about the greatest challenges so far?

“Opening a new business, training staff, developing programs for food and bev, maintaining guest expectations and rapport with the.”

What made you guys change your menu from QR code to traditional? What made you want to do it in the first place?

“Because we are always hospitality-focused, and that is what the guests wanted, we wanted to do it initially, but the guests wanted this service style, so we did it.”

what is your opinion on your social media aspect?

“ Suffice for what we need it to be; it shouldn't be the focus.”

Did you influencer to come and rate your restaurant?

“No, we don't do that; I don't think it's something we would go to. We will always welcome them in. In my opinion, restaurants do that when they're worried about doing well, and we aren't worried about doing well”.

What's your opinion on the Menu and the design?

“It has good bones but still has more room for improvement. We will try to stay on top of the online menu to ensure it is constantly updated with our recent menu. Also, putting effort into ensuring everything is uniform on the menu”.

Are you excited about any upcoming events for Picnic that will help bring in more customers?

“Yes, I am very excited about the Santa Claus event we are having coming up. We also had a Thanksgiving event last month. Having these events helps bring in more customers and get our name out there.

Santa Claus Event for the Holiday Season!

Santa Claus
IS COMING TO **Picnic**

SAT & SUN **12.30PM - 3.30PM**

EVERY WEEKEND DECEMBER 7TH-22ND

HOT DRINKS
PICTURES WITH SANTA

Holiday Hours

Christmas Eve: 5-9pm
50% off wine to go

Christmas Day: Closed

December 26th: 5-9pm

December 27th: Noon-10pm
Oyster Hour 12-6pm

New Years Eve: 12-12am
Vinyl DJ

New Years Day: 3-8pm
Oyster Hour all day

ONLINE MENU

For every \$100 gift card purchased receive an extra \$20 gift card which will be emailed within 24 hours.

Picnic MENU EVENTS RESERVATIONS ORDER TAKEOUT GIFT CARDS REWARDS 

Picnic




Oysters - Wood Fired Rotisserie - Wine

Picnic is designed to bring the entire community together for a dining experience that is reminiscent of a backyard gathering among neighbors, friends and family.



RESERVATIONS



CONTACT

5-9pm Monday - Thursday
5-10pm Friday
12-10pm Saturday
12-9pm Sundays


Happy Hour
5-6pm - Monday-Friday
ALL DAY Sunday
\$1.50 Oysters - \$9 Wines
\$5 Drafts - \$9 Cocktails


FOLLOW

Hello@PicnicPhilly.com
2421 Martha Street

[@picnicphilly](https://www.instagram.com/picnicphilly)

For every \$100 gift card purchased receive an extra \$20 gift card which will be emailed within 24 hours. x



MENU EVENTS RESERVATIONS ORDER TAKEOUT GIFT CARDS REWARDS 

OYSTERS

minimum 3 per order | \$3.5 Each

Psychedelicates, VA

Violet Sky, NJ

Montauk Pearls, NY

Aunt Dotty, MA

Pink Moon, PEI

Little Neck Clams, VA \$2

CHEESES

Hudson Valley Camembert, sheep & cow, NY

Bear Hill, sheep, VT

Grateful Ched, cow, PA

Aged Appalachian, cow, VA

Bamboozle, goat & cow, PA

Birchrun Blue, cow, PA

\$7 each


MEATS

Lamb & rosemary salami, MD

\$7 Each

Mortadella, Tempesta Artisan Salumi, IL \$7 Each

Prosciutto, Casella's, NY \$12



ROTISSERIE PRIME RIB

Available Wednesday-Saturday

16oz prime rib, potato gratin, green salad, horseradish crème fraîche \$68

PLATES

1/2 Baguette with Cultured Butter \$8

....add Sicilian Anchovies \$3

Grilled Oysters \$16

Raw scallop, 'XO' Sauce, plum, chili oil, peanut \$20

Chicory salad, hazelnut, date, creme fraiche \$16

Grilled broccoli, turnip, lemon, schmaltz \$12

Cauliflower croquettes, smoked cheddar \$10

Smoked bluefish toast with za'atar cucumbers \$15

Italian sausage and raclette \$14

Crispy chicken sandwich, cheddar, long hot aioli \$16

Mushroom "burger" \$16

Fries \$8

ROTISSERIE CHICKEN

Organic Chicken with Sauce

Half \$22 Whole \$44

Add Fries \$8

LARGE PLATES

Grilled cabbage, jalapeno dressing, brown butter, gouda \$21

Pork schnitzel, apple and endive, walnut \$32

Grilled branzino, citrus salad, beurre blanc \$36



SAUCES

Classic hollandaise / Anchovy salsa verde

Pickled pepper aioli / Roasted garlic chicken jus

Fragrant chili oil / Peruvian salsa verde

\$2 Each

<p>WINE \$12</p> <p><i>Sparkling</i> Filipa Pato 3b Paltrinieri, Solco, Lambrusco <i>Skin Contact</i> Vichingo, Vermentino <i>Rose</i> Fabulas, 'Fortitudo', Cerasuolo</p>		<p><i>White</i> Cirelli, Pecorino Domaine des Qu'âtres Routes, Muscadet <i>Red</i> Cochonnet, Gamay Ottoventi, Nerello Mascalese Chateau Peyronin, Merlot blend</p>	
<p>ZERO PROOF \$6</p> <p>Hibiscus iced tea Guava Lemonade Abita Root Beer (draft)</p>		<p>BEER \$7</p> <p>Pinot Noir \$10 Blanc de Blanc Sparkling \$10 Apple Soda \$10</p>	
		<p>COCKTAILS \$15</p> <p>Gimlet - gin, strawberry Old Pal - rye, amaro Picnic Seltzer - spiced pineapple vodka \$10 Boulevardier - rum, banana Margarita - tequila, chamoy</p>	



Menu Dining In Person

<p>OYSTERS.....\$3.50 Each</p> <p>Birthday Girl, VA Cape May Salts, NJ Montauk Pearl, NY Sarah's Shore, PEI Pink Moon, PEI Little Neck Clams, VA \$2</p>	
<p>CHEESES.....\$7 Each</p> <p>Hudson Valley Camembert, sheep & cow, NY Jake's Aged Gouda, cow, NY Grateful Ched, cow, PA Aged Appalachian, cow, VA Bamboozle, goat & cow, PA Birchrun Blue, cow, PA</p>	
<p>MEATS.....\$7 Each</p> <p>Mortadella, Tempesta Artisan Salumi, IL Lamb & rosemary salami, MD Prosciutto, Casella's, NY.....\$12</p>	
<p><small>*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.</small></p>	
	<p>PLATES</p> <p>Baguette with cultured butter \$8 (add Sicilian anchovies \$3) Scallop crudo with "XO" sauce, plum, peanut \$20 Shrimp cocktail \$18 Grilled oysters, herbs and garlic butter \$16 Cauliflower croquettes, smoked cheddar \$10 Smoked bluefish toast, zaatar cucumbers, sesame \$15 Italian sausage and raclette \$14 Mushroom 'burger' \$16 Chicory salad, delicata squash, hazelnut, crème fraiche \$16 Grilled broccoli, turnip, lemon, schmaltz \$12 Green salad, mustard vinaigrette \$12 Potato gratin \$10 Fries \$8</p>
	
	<p>LARGE PLATES</p> <p>Grilled cabbage, jalapeño dressing, brown butter, gouda \$21 Pork schnitzel, apple and endive, walnut \$32 Grilled branzino, citrus, fennel, beurre blanc \$36</p>
	<p>ROTISSERIE</p> <p>Prime rib, potato gratin, horseradish crème fraiche \$68 Organic Chicken with sauces.....Half \$22 Whole \$44 <i>Classic hollandaise / Anchovy salsa verde / Pickled pepper aioli / Roasted garlic chicken jus / Fragrant chili oil / Peruvian salsa verde</i> Additional sauces \$2 each</p>
	<p><small>A 3% service charge will be added to every check. 100% of that will go directly to the kitchen team. Thank you!</small></p>

Photos of the Restaurant





Social Media -Instagram

Instagram

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Picnic
Restaurant
Oysters, wood-fired rotisserie, wine shop, and more in Philadelphia's East Kensington neighborhood from the... more
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Happy Hour



Our Story!



FAQ



Our Menu

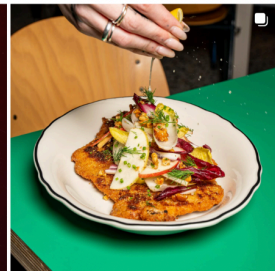
POSTS REELS TAGGED



Instagram

- Home
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- Create
- Profile
- AI Studio
- ...

POSTS REELS TAGGED





SWOT Analysis of Picnic

<p>Strengths:</p> <ul style="list-style-type: none"> - Good location - The history of the building is good - Fresh ingredients - Instagramable and their instagram has good quality photos - Variety of options to enjoy for guests with all restrictions 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - Needs to update the menu online to menu at the place - Needs to take away dollar signs - Add photos of some of the items - They don't have the golden triangle for their featured dishes, and is overall confusing without having someone walk you through it - Social media needs to be worked on - Service Style and waitimes
<p>Opportunities:</p>	<p>Threats:</p>

<ul style="list-style-type: none">- Rearrange menu and really highlight the best dishes with drawings that fit the aesthetic on the menu itself- Create and adapt more menu items to allow for everyone with all restrictions to enjoy the food they offer- Focus more on larger parties- Host experiences with those in the neighborhood to generate more publicity and attention	<ul style="list-style-type: none">- Location's reach to those who don't live in the neighborhood- Philadelphia Brewing Co., not all guests want wine and we have a limited selection of beers available in comparison to wine that don't get the same attention
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