

ROADHOUSE

Roadhouse has been the first steakhouse restaurant chain in Italy, property of the Cremonini group, which also owns a significant quote of the European market. In 2019 the Cremonini Group started a collaboration with VORTAL, mainly focused on category management and on the supplier qualification for the branch of construction.



COSTUMER

Since 2001, Roadhouse has been the first steakhouse restaurant chain in Italy, property of the Cremonini group which also owns a significant quote of the European market. Their menus are constantly evolving so that over the years it has become a casual dining restaurant that offers a wide variety of dishes from burgers, salads and sandwiches to classic meat specialties or other specialties from all over the world.

Roadhouse guarantees the high quality of its products as well as the good prices. This is due to the synergy with Inalca, a Cremonini Group company leader in the beef production and slaughtering sector, as well as with Marr, leader in the distribution sector. Moreover, the continuous offers give everyone the possibility to try these specialties.



PROJECT

Roadhouse opened numerous restaurants in the last few years in the Italian territory, for this reason the company needed a partner to support the management of these new openings.

In 2019 the Cremonini Group started a collaboration with VORTAL, mainly focused on category management and on the supplier qualification for the area of construction. Furthermore, they are fostering this development with new brands like Calavera, specialized on Mexican Food, as well as sharing a franchisee agreement with McDonald's.



CHALLENGES

- **Category management:** This includes the negotiation of activities focusing on indirect costs, eAuction services, the consultancy team supporting customers on site, Help Desk activities etc.
- **Collaboration:** To bring value to all the parties involved, the project engineering company, the construction department, the purchasing department and VORTAL worked together on the new openings in an efficient and transparent way.
- **Supplier qualification and risk management:** To evaluate certain suppliers' characteristics, a set of questions, documents and certificates were initially required. Moreover, at the end of each tender and when the construction works were finished, a questionnaire with a supplier scorecard evaluation is made. At the end of this process only the best qualified suppliers will be reached for future projects.
- **Corporate social responsibility:** Companies that know and trust their suppliers and partners can work together on compliance purposes while doing it through "green" politics and ethical goals.



RESULTS



Lean

THE SOLID COOPERATION BETWEEN BOTH PARTS ACCELERATED THE ENTIRE PROCESS



Negotiation

NEGOTIATION PROCESSES IMPLIED SAVINGS OF UP TO 20%



Time to market

THE TIME TO MARKET WAS REDUCED TO 18 DAYS



Documental compliance

MORE EFFICIENCY AND STANDARDIZED PROCESSES WERE IMPLEMENTED



Risk mitigation

DURING THE COLLABORATION BETWEEN BOTH PARTS, THERE WAS A REDUCTION ON THE INCIDENCE RATE



TESTIMONIALS

"Our scope was to optimize the process of procurement and manage the suppliers relationship from selection to negotiation entirely online. VORTAL is the partner that enabled this process. Suppliers are very happy with the new Roadhouse portal, with registration they can show their interest for certain product categories and start the qualification process. In this way, we are able to invite only those companies that are pre-qualified and therefore comply with our standards."

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Gianfranco Ferraro
Technical Director Chef Express and Roadhouse

"Roadhouse has now a system which allows the centralization of the information about the organization all over the Italian territory. In this way all the buyers can easily find what they need, even though they don't count with the past knowledge of a negotiation, the full history in a given category."

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Matteo Corradini
Roadhouse Technical Area Manager



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