Creating Value for Oysters
What is the difference between these two oysters?
About $0.36 per piece...
Understand What Creates Value!

Education

Reducing Labor Costs for Restaurants

Communication
Cleaning the Oyster

Reducing labor costs for the restaurant by providing the cleanest oyster helps them and creates value.
Selective Grading

Uniform Shape

Uniform Size
Location Based Marketing
What is the difference between these two oysters?
Trying to battle on price alone is NOT a winning strategy!

Instead, be the best at:

- Quality
- Customer Service
- Packaging
- Information
- Deliveries
The MOST Important Thing

Ask your customers what you can do better and then LISTEN
Dozen Count Bags??
1000 Oysters at $0.10
500 Oysters at $0.20
250 Oysters at $0.40

It all depends on how much work you put into the oyster...
Questions?

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