

Jupiterhotels

Increased margins, menu and product development and e-procurement support – PSL assist Jupiter to achieve new levels during major growth period

By bringing PSL in to focus on food procurement and menu development, Jupiter Hotels has been better able to concentrate on its major strategic investment and refurbishment plans to transform its collection of 26 Mercure-branded hotels.

Their strategy has seen refurbishments and redesigns across the portfolio, resulting in more job opportunities and the development of new F&B offerings. PSL have been working in partnership with their Food & Beverage Development Team to achieve these objectives. Whilst many other businesses in the hospitality sector have been struggling, Jupiter have been preparing for a strong and prosperous future with their mid-range hotels, many of whom have been upgraded to 4*. Whilst working with PSL, they also gained their first AA rosette for fine dining excellence at the Grange Hotel, Bristol.

Regional Director, Operations, Tracey Brown commented, “We chose to work with PSL again in 2013 as we needed a strong purchasing solution as well as operational assistance. PSL have provided excellent support on our menu and product development and in terms of price savings and margin delivery they have been outstanding. Over the three years we’ve achieved net savings of over £1.5m.”

Jupiter use Procure Wizard for their e-procurement and PSL have been instrumental in maximising its successful use. They not only work on Jupiter’s behalf to gain the best approved pricing and upload supplier prices, but they also support the management of the system and measure the effect of increases and decreases. Using market knowledge, PSL are able to be pro-active in suggesting menu changes and assist Jupiter to better anticipate future purchasing issues before they are able to have an impact.

Tracey continued, “Even though we could run Procure Wizard ourselves, working with PSL is a better solution for us and tightens the whole process; the combination of the two works. PSL enable us to access quality products at advantageous prices and we have been able to increase margins as a result.”

In terms of the future, Jupiter Hotels plan to work with PSL to develop the group further, Tracey explained, “I would like to maintain the improved margin and menu enhancements we are currently experiencing, but to take the F&B operation to the next stage evolve processes of mystery diner audits across the group, looking at every angle, including customers, chefs, selling staff and products.”

Andrew Pring, Chief Operating Officer for Jupiter Hotels, added, “As any business knows, sustaining impressive results over many years requires a number of critical contributors and one of those is great team work. We have to thank the team at PSL, as we couldn’t have done it without them.”

Daniel Wilson, Managing Director of PSL concluded, “Having worked with Jupiter Hotels when they operated under the Jarvis banner we were delighted when they asked us to work with them again at

such an exciting time in their business development. PSL have a good working relationship at all levels within Jupiter Hotels and have helped them to get the most out of this. We look forward to assisting them with the next phase in their progression.”