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STERLING SPOON CULINARY MANAGEMENT

2019: \$55 million

2018: \$52 million

2017: \$49 million

6%

YEAR-OVER-YEAR CHANGE

No. 36: Sterling Spoon Culinary Management



REVENUES

2019: \$55 million

2018: \$52 million

2017: \$49 million

Sterling Spoon operates both a commercial restaurant and foodservice management business that primarily serves corporate accounts, with the latter generating about \$25 million of the total company revenues. In 2019 it continued to elevate its catering presence in all accounts, both restaurants and cafes, including a new delivery strategy as well as its online ordering system with the goal being to increase revenues and guest satisfaction—both successfully.

Another big initiative in 2019 was to continue to elevate marketing and promotional efforts in conjunction with a big push on introducing micromarkets and elevated additional service features such as online ordering, office delivery and upscale catering. This change created the opportunity to continue to elevate Sterling Spoon's position as a boutique high-end corporate dining platform in order to differentiate it from its competition as it positions itself as an onsite restaurant company that actually owns and operates full-service restaurants, giving it the ability to react and anticipate the changing needs of clients and guests in an ever changing world. The company also worked on updating and refreshing all of its cafés' look, feel and style.