

# Prime Cost 6-Week Trend Report

Store: Blue Fish Grill

Ran By: jerickson

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	Week 1 Ending 8/9/2009		Week 2 Ending 8/2/2009		Week 3 Ending 7/26/2009		Week 4 Ending 7/19/2009		Week 5 Ending 7/12/2009		Week 6 Ending 7/5/2009	
<b>Sales</b>												
<b>Food Sales</b>	<b>24,264.20</b>	<b>59.5%</b>	<b>22,975.86</b>	<b>54.7%</b>	<b>19,365.00</b>	<b>56.1%</b>	<b>24,797.00</b>	<b>58.2%</b>	<b>23,681.00</b>	<b>56.0%</b>	<b>24,938.75</b>	<b>57.6%</b>
Food	24,264.20	59.5%	22,975.86	54.7%	19,365.00	56.1%	24,797.00	58.2%	23,681.00	56.0%	24,938.75	57.6%
<b>Beverage Sales</b>	<b>16,523.85</b>	<b>40.4%</b>	<b>18,965.73</b>	<b>45.1%</b>	<b>15,161.54</b>	<b>43.9%</b>	<b>17,784.57</b>	<b>41.8%</b>	<b>18,576.15</b>	<b>43.9%</b>	<b>18,331.70</b>	<b>42.4%</b>
Soft Beverage	1,362.00	3.3%	754.00	1.8%	919.00	2.7%	1,514.00	3.6%	1,373.00	3.2%	1,035.25	2.4%
Liquor	2,247.08	5.5%	1,483.07	3.5%	1,707.29	4.9%	1,494.23	3.5%	3,043.00	7.2%	1,652.30	3.8%
Bottle Beer	5,559.50	13.6%	8,618.50	20.5%	5,434.18	15.7%	6,483.30	15.2%	6,381.15	15.1%	6,742.32	15.6%
Draft Beer	2,085.30	5.1%	2,233.94	5.3%	1,798.00	5.2%	2,323.81	5.5%	2,046.00	4.8%	2,083.50	4.8%
Wine	5,269.97	12.9%	5,876.22	14.0%	5,303.07	15.4%	5,969.23	14.0%	5,733.00	13.6%	6,818.33	15.8%
<b>Other Sales</b>	<b>0.00</b>	<b>0.0%</b>	<b>30.00</b>	<b>0.1%</b>	<b>10.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>0.0%</b>	<b>40.00</b>	<b>0.1%</b>	<b>0.00</b>	<b>0.0%</b>
Merchandise	0.00	0.0%	30.00	0.1%	10.00	0.0%	0.00	0.0%	40.00	0.1%	0.00	0.0%
<b>Total Sales</b>	<b>40,788.05</b>	<b>100.0%</b>	<b>41,971.59</b>	<b>100.0%</b>	<b>34,536.54</b>	<b>100.0%</b>	<b>42,581.57</b>	<b>100.0%</b>	<b>42,297.15</b>	<b>100.0%</b>	<b>43,270.45</b>	<b>100.0%</b>
<b>Cost of Sales</b>												
<b>Food</b>	<b>5,854.44</b>	<b>24.1%</b>	<b>6,079.71</b>	<b>26.5%</b>	<b>4,518.02</b>	<b>23.3%</b>	<b>6,182.01</b>	<b>24.9%</b>	<b>5,626.44</b>	<b>23.8%</b>	<b>6,701.06</b>	<b>26.9%</b>
Food Cost	5,854.44	24.1%	6,079.71	26.6%	4,518.02	23.3%	6,182.01	24.9%	5,626.44	23.7%	6,701.06	27.0%
<b>Beverage</b>	<b>4,662.77</b>	<b>28.2%</b>	<b>4,982.14</b>	<b>26.3%</b>	<b>3,983.97</b>	<b>26.3%</b>	<b>5,509.08</b>	<b>31.0%</b>	<b>5,063.25</b>	<b>27.3%</b>	<b>5,006.46</b>	<b>27.3%</b>
Soft Beverage Cost	206.00	15.1%	125.00	16.6%	112.00	12.2%	247.00	16.3%	207.00	15.1%	268.50	25.9%
Liquor Cost	504.11	22.4%	303.33	20.5%	278.47	16.3%	952.62	63.8%	554.18	18.2%	160.14	9.7%
Bottle Beer Cost	1,659.68	29.9%	2,082.27	24.2%	1,410.50	26.0%	1,521.22	23.5%	1,829.05	28.7%	2,054.28	30.5%
Draft Beer Cost	485.98	23.3%	483.00	21.6%	400.00	22.2%	458.23	19.7%	430.00	21.0%	535.53	25.7%
Wine Cost	1,807.00	34.3%	1,988.54	33.8%	1,783.00	33.6%	2,330.01	39.0%	2,043.02	35.6%	1,988.01	29.2%
<b>Total Cost of Sales</b>	<b>10,517.21</b>	<b>25.8%</b>	<b>11,061.85</b>	<b>26.4%</b>	<b>8,501.99</b>	<b>24.6%</b>	<b>11,691.09</b>	<b>27.5%</b>	<b>10,689.69</b>	<b>25.3%</b>	<b>11,707.52</b>	<b>27.1%</b>
<b>Labor Cost</b>												
<b>Wages</b>	<b>11,356.03</b>	<b>27.8%</b>	<b>11,113.06</b>	<b>26.4%</b>	<b>10,620.05</b>	<b>30.8%</b>	<b>10,898.02</b>	<b>25.7%</b>	<b>11,483.22</b>	<b>27.1%</b>	<b>11,532.15</b>	<b>26.6%</b>
MANAGEMENT	3,600.03	8.8%	3,600.03	8.6%	3,600.03	10.4%	3,600.03	8.5%	3,600.03	8.5%	3,600.03	8.3%
STAFF-FOH	3,724.00	9.1%	3,639.02	8.6%	3,332.00	9.7%	3,549.98	8.4%	3,729.18	8.8%	3,743.46	8.6%
STAFF-BOH	4,032.00	9.9%	3,874.01	9.2%	3,688.02	10.7%	3,748.01	8.8%	4,154.01	9.8%	4,188.66	9.7%
<b>Employee Benefits</b>	<b>2,498.33</b>	<b>6.1%</b>	<b>2,444.87</b>	<b>5.8%</b>	<b>2,336.41</b>	<b>6.8%</b>	<b>2,397.56</b>	<b>5.6%</b>	<b>2,526.31</b>	<b>6.0%</b>	<b>2,537.07</b>	<b>5.9%</b>
Employee Benefits	2,498.33	6.1%	2,444.87	5.8%	2,336.41	6.8%	2,397.56	5.6%	2,526.31	6.0%	2,537.07	5.9%
<b>Total Labor Cost</b>	<b>13,854.36</b>	<b>34.0%</b>	<b>13,557.93</b>	<b>32.3%</b>	<b>12,956.46</b>	<b>37.5%</b>	<b>13,295.58</b>	<b>31.2%</b>	<b>14,009.53</b>	<b>33.1%</b>	<b>14,069.22</b>	<b>32.5%</b>
<b>Prime Cost</b>	<b>24,371.57</b>	<b>59.8%</b>	<b>24,619.78</b>	<b>58.7%</b>	<b>21,458.45</b>	<b>62.1%</b>	<b>24,986.67</b>	<b>58.7%</b>	<b>24,699.22</b>	<b>58.4%</b>	<b>25,776.74</b>	<b>59.6%</b>