



Your whole operation. *One app.*

Menus, recipes, prep lists, checklists, training and the numbers behind all of it. Under your brand, on every phone in your building.



MANAGE

Set the operation



LOG

See what happened



TRACK

See what it cost



EMBER & OAK

BULLETIN BOARD

Tue · Sep 8 · 08:27



Good morning



SPECIALS

45m ago

Tonight's feature: 48-hour braised short rib over pomme purée. Push it. We have 20 covers' worth.



86'D ITEMS

3h ago

86 the calamari, out until the Thursday delivery. Sub the tuna tartare when guests ask.



EVENT

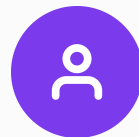
yesterday

Private party in the backroom Saturday 7pm-9pm

THE PROBLEM

Great operations *don't run on memory.*

The standard existed. It just lived in someone's head, on a printed sheet taped to a wall, or nowhere at all. Every version of that costs you something.



In someone's head

One person is holding it. When they're off, so is the standard. When they leave, it walks out the door with them.

COSTS YOU TIME

Every question comes back to you, on your day off, in the middle of service.



On a printed sheet

Out of date inside a month, taped where only one station can see it, and invisible to everyone working anywhere else.

COSTS YOU MONEY

Portions drift, prep gets guessed at, and your margin goes with it.



Scattered across apps

A group chat, two spreadsheets, a binder. Nobody knows where to look, so they ask a manager instead.

COSTS YOU ACCOUNTABILITY

Nothing lands on the record, so nothing can be checked or corrected.

THE REAL COST

This is what running on memory *actually costs you.*

● COSTS YOU MONEY ● COSTS YOU TIME ● COSTS YOU ACCOUNTABILITY



You train the same person twice

You pay to teach it, they leave, you pay again.



Portions drift an ounce at a time

Invisible on one plate. Obvious in the month-end number.



You don't know what a plate actually costs

So you price on instinct and hope the margin is there.



Nobody upsells anything

Your team can't recommend what they were never taught.



Labor creeps and you catch it after payroll

Early punches and long closes you never approved.



Your GM is the search engine

The same five questions every shift, all night.



One schedule change, twenty text messages

And somebody still shows up on the wrong day.



You can't take a day off

Because you are the system. Nothing runs without you.



Closing tasks get skipped

You find out at nine, with no way to know who.



"Nobody told me"

The one excuse you have no way to disprove.



Organize it. Log it. *Measure it.*

Most operations apps do the first one and stop. We do all three, and the third one is where the money shows up.

RESULTS

Your back office *fits in your pocket.*

Your manager stops walking off the floor to look something up. You stop driving in on a day off to check one number. Kitchen, dining room, or your own couch — same screen, same answers.



"Hang on, let me go check"

The five words that pull a manager off the floor mid-service.



The four o'clock call-out

You need the schedule, and the schedule is back in the office.



The invoice you can't verify

You don't remember what you ordered or what it cost last time.



The Sunday timesheet rebuild

Punches reconstructed from memory, texts and guesswork.



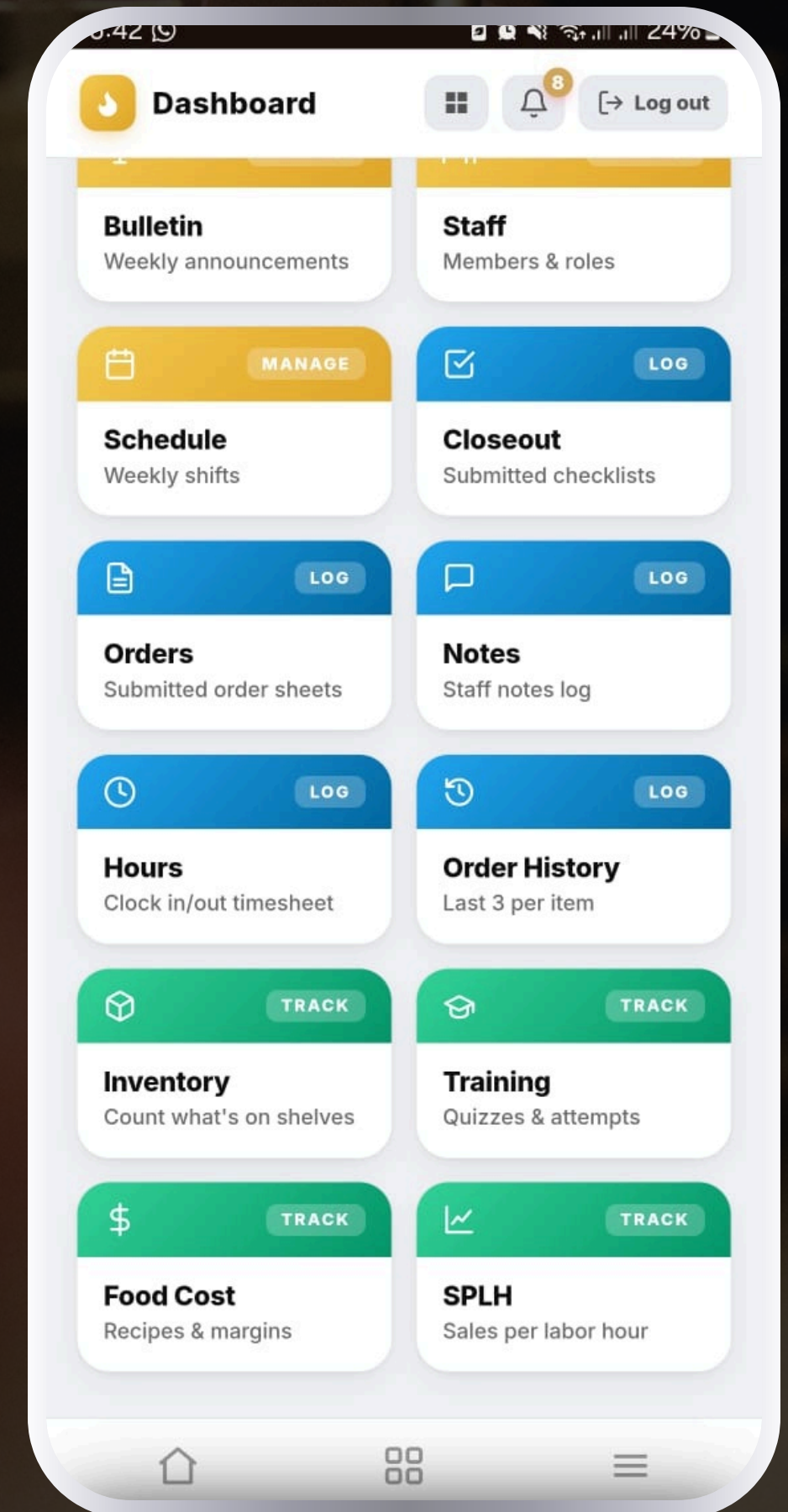
"Did they close it properly?"

You won't know until you walk in tomorrow morning.



The drive in on your day off

Forty minutes each way, for one number you needed.



What one hour of payroll *actually produced.*

You type in your sales and your labor hours. Pull them off whatever timeclock or payroll you already use — nobody has to switch systems or clock in through the app. Crewli does the math and keeps the history.

~\$40,000 / yr

What a 5% move is worth to a restaurant doing \$45,000 a week.

• ILLUSTRATIVE EXAMPLE

WEEKLY SALES

\$45,000

LABOR HOURS

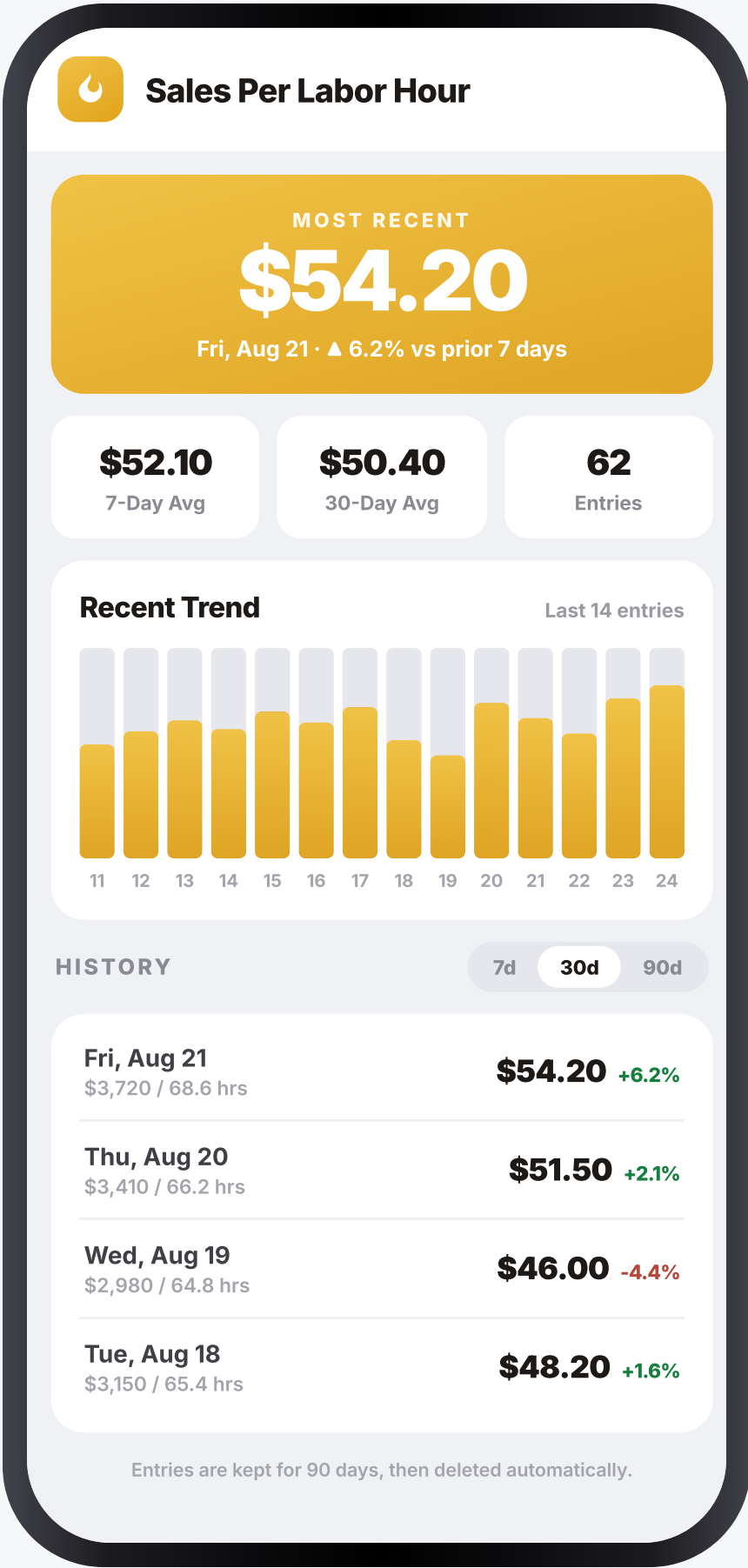
900

SPLH

\$50 → \$52.50

HOURS BACK

43 / wk



RESULTS • BEVERAGE

A better-informed server *sells more.*

Your beverage program only earns what your floor can describe.
The pairing sits inside the dish, so the server is already looking at it when the guest asks.

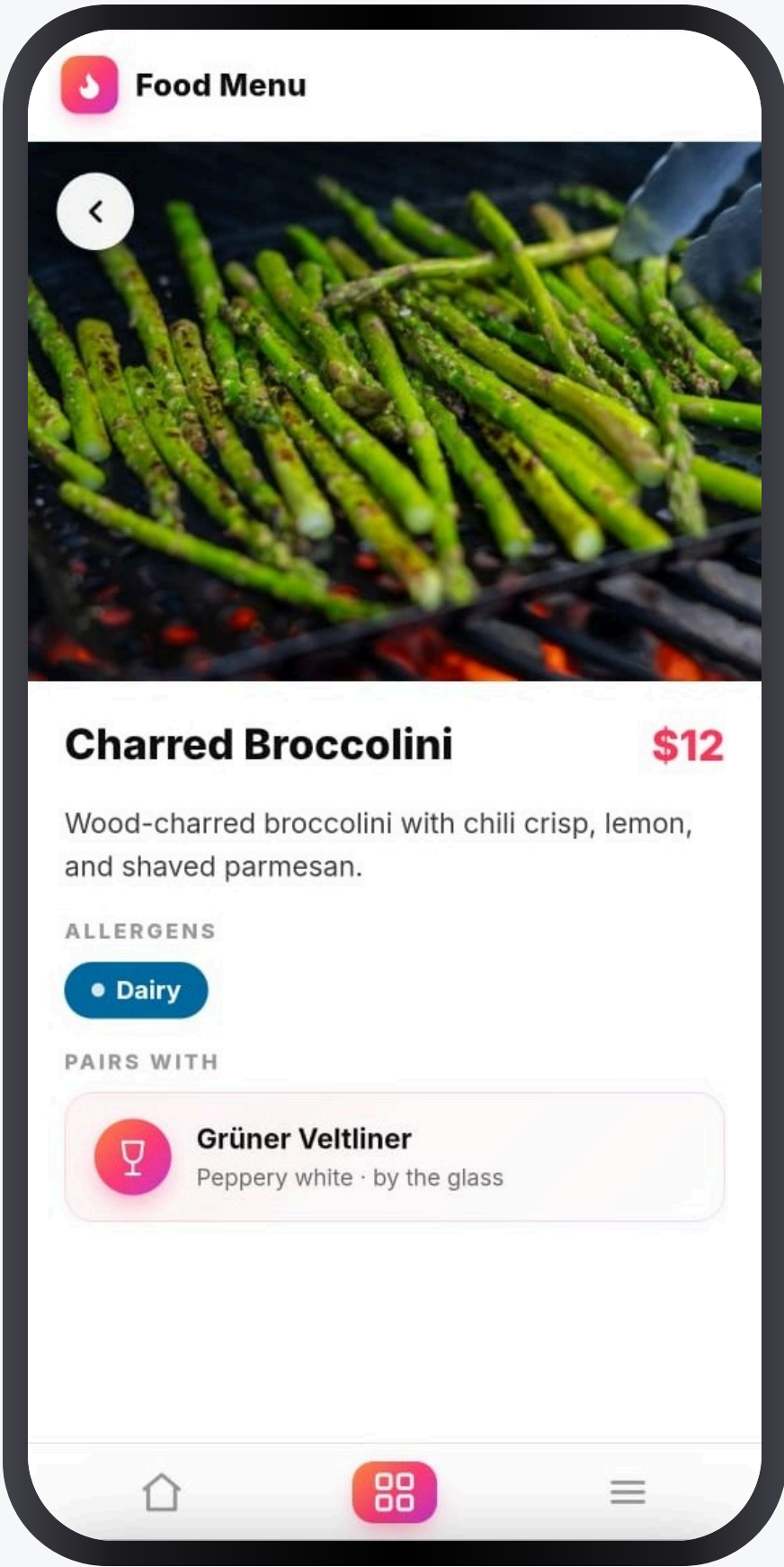
~\$29,000 / yr

Gross profit from moving beverage attach five points, 30% to 35%.

• ILLUSTRATIVE EXAMPLE

WEEKLY COVERS	ADDED GLASSES	AVG GLASS	POUR MARGIN
~1,080	54 / wk	\$14	75%

POS INTEGRATION IN DEVELOPMENT



RESULTS • FOOD COST

One cent
on the dollar.

~\$23,000 / yr

Moving food cost from 32 cents on the dollar down to 31 —
about \$450 a week on \$14,400 of food spend.

• ILLUSTRATIVE EXAMPLE

FOUR THINGS MOVE THAT CENT



Standardized recipes

Same portion every service, whoever is on the station.



Recipe scaling

½x to 4x. Prep what you need, not what you guessed.



Inventory counts

Know what's on the shelf before you place the order.

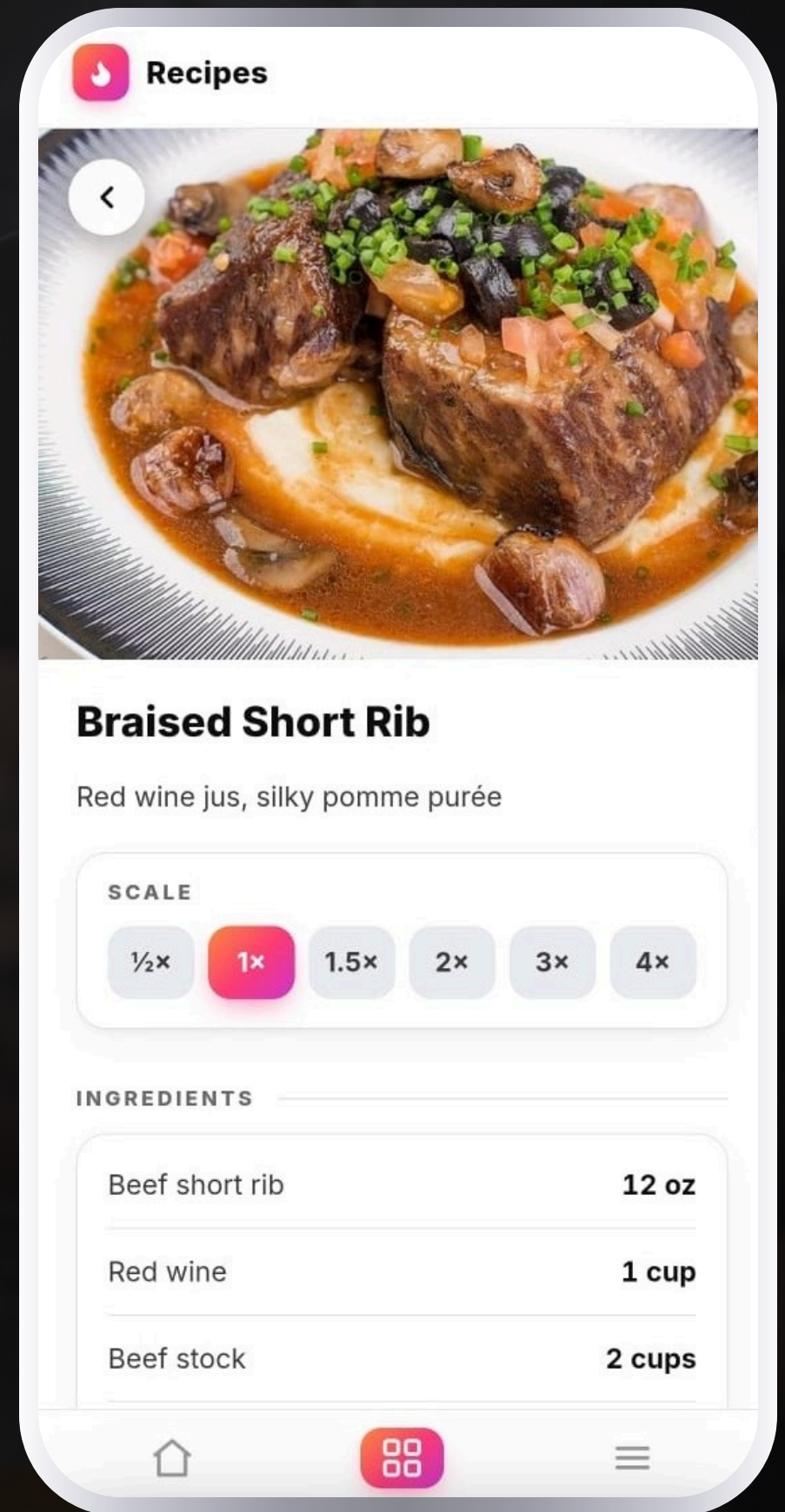


Order history

Last three orders per item. Over-buying shows itself.

crewli.

 [Book a demo](#)



RESULTS

You don't need all of these.
Any one pays for the year.

Three separate models against the same example restaurant. Each one is a different pocket, so they don't overlap and you don't need all three.

• ILLUSTRATIVE EXAMPLE

Labor you stop paying for Sales per labor hour up 5% — 43 hours a week back		\$40,000
Drink profit you're not making Beverage attach up 5 points, 30% to 35%		\$29,000
Food you stop buying Food cost from 32 cents on the dollar to 31		\$23,000
What Crewli costs One location, twelve months		\$1,800

✓ Payroll, drink sales, food spend. Three different pockets — and the smallest one clears the plan twelve times over.

EASE OF USE

If your team won't open it, *none of it matters.*

Every operations tool dies the same way. It gets rolled out, it's confusing, people stop opening it, and three months later you're back to the group chat.



No app store, no download

You send a link. They save it to their home screen and it opens like any other app. Nothing to approve, nothing to update, works on the phone they already carry.



Built for one hand, mid-shift

Big targets, short paths. A server gets the allergen answer at the station in seconds, instead of walking to the kitchen to find whoever knows.



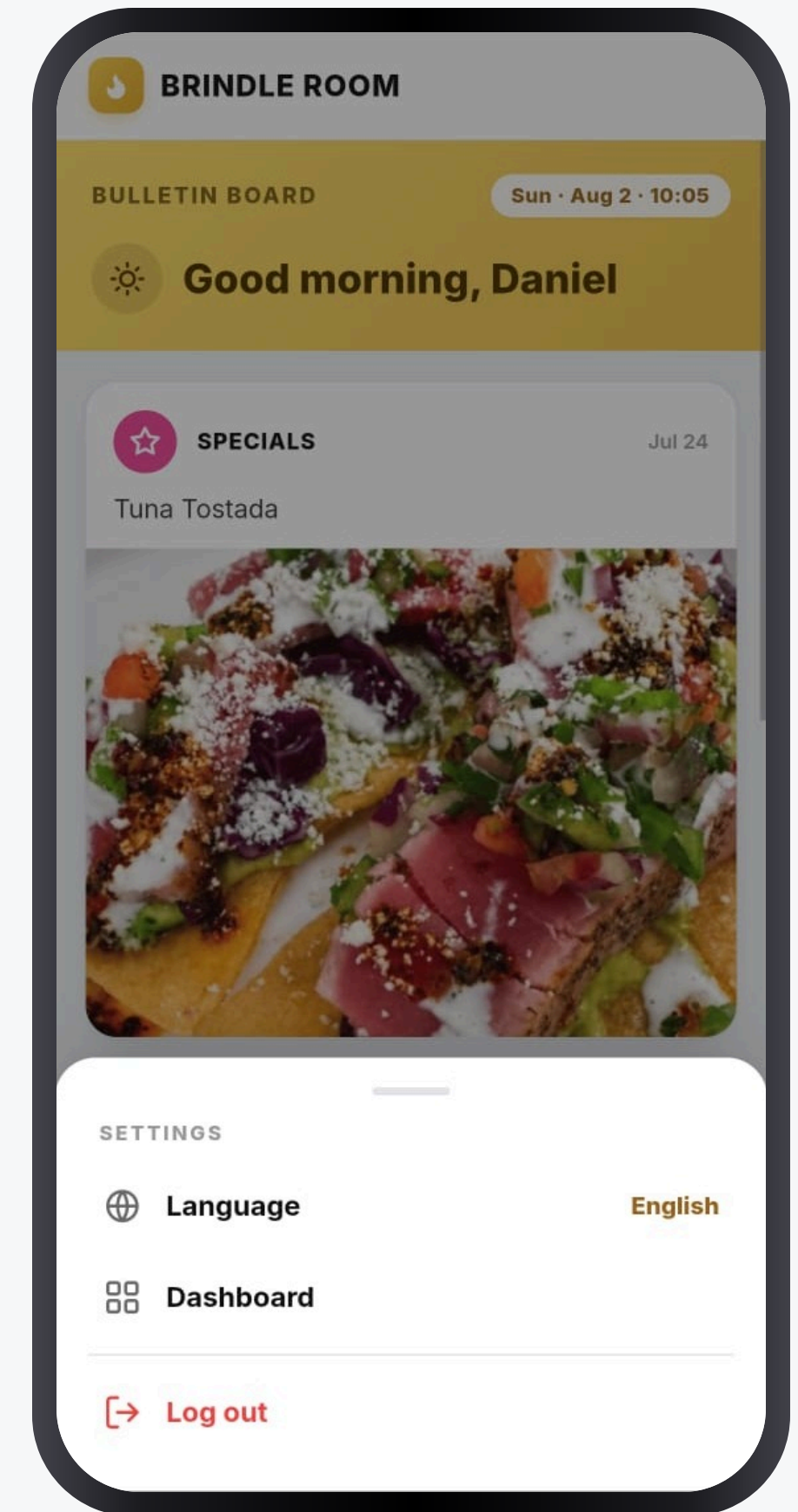
In their language

Staff switch the whole app to their own language in settings. Your standards stop getting lost between the front and the back of the house.



Nothing to set up

It arrives loaded with your real menu, your real checklists, your real training. There is no empty state for anyone to fill in.





**We didn't just research
this industry.
*We've run the shift.***

WHO WE ARE

Where 40 years in kitchens *meets the tech world.*

J

Jeremy

CO-FOUNDER · OPERATIONS & GROWTH

Decades in restaurants, through every role and then into ownership, running several restaurants at once and developing franchises along the way.

That's where the idea came from. The same problems in every building, solved from scratch every time, held in somebody's head. He was certain there was a better way to run it, and got tired of waiting for someone else to build it.

D

Daniel

CO-FOUNDER · PRODUCT & TECHNOLOGY

Ten years in New York City restaurants, working up from prep cook to chef, before moving into technology.

He leads product and the technical side of the build. Which means the person deciding how a prep list works has stood at the pass on a Saturday night and felt what happens when the information isn't there.

HOW WE WORK

You're not buying software. *You're hiring a team that runs it.*

Most tools hand you a login and an empty admin panel, then call that a feature. It isn't. It's a job, and it lands on you or your GM at eleven at night.

We do the opposite. We build it, load it with your real menu and your real checklists, get your team onto it, and keep it current from that day forward. The work that would have been yours stays ours.



BUILD

We design and construct your app around your operation. Your brand, your content, your workflow.



CONTENT

Menus, recipes, checklists and training loaded and kept current. You send it, we make the change.



SUPPORT

A direct line to the people who built your app. Not a ticket queue, not a chatbot.



INFRASTRUCTURE

Hosting, security, backups and updates. It runs on our systems and it's never your problem.



When your menu changes, you don't log in. You send us a message and it's done.

Everything your team needs. *Nothing they don't.*

REFERENCE

5

The right answer without asking a manager.

-  Menu, allergens on every dish
-  Recipes & prep guides
-  Beverage & pairing guide
-  Contacts & vendors
-  Shift notepad

ACTIONS

8

The shift runs without the back and forth.

-  Schedule
-  Clock in & out
-  Opening checklist
-  Prep list
-  Closeout tasks
-  Order sheet
-  Staff notes
-  Converter

TRAINING

3

Everyone works to the same standard.

-  Handbook
-  Food safety standards
-  Training resources

WHAT IT DOES · OWNERS & MANAGERS

The twelve tools *your team never sees.*

Your staff get the sixteen. This is the other side of the app, the one only you and your managers log into.

 **MANAGE**

Set the operation

Bulletin

Staff

Schedule

 **LOG**

See what happened

Closeout

Orders

Notes

Hours

Order History

 **TRACK**

See what it cost

Inventory

Training

Food Cost

SPLH



Twelve tools. You see the operation without standing in it.

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 Book a demo

CUSTOMIZATION

Your restaurant's app. *Not ours with your logo on it.*

Your name sits at the top of every screen, in your colours, with your content. The only mention of us is a small powered-by line at the very bottom.



Your brand throughout

Logo, colours and naming across every screen.



Your content, loaded

Your real menu, recipes and checklists. Never sample data.



Your structure

Stations, roles and permissions to match your operation.

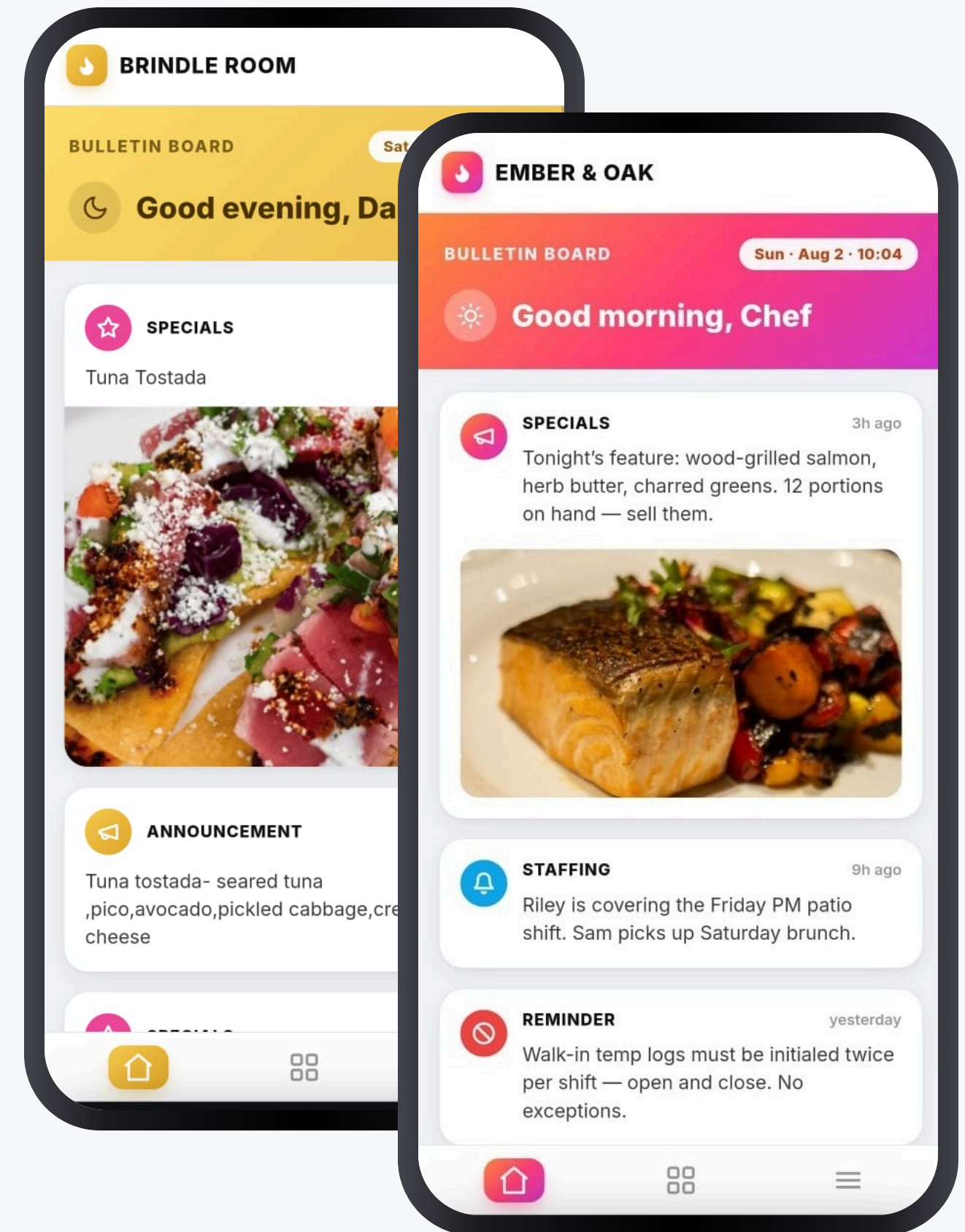


Changes are ours to make

New dish, new checklist, new hire. Send it over.

crewli.

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SCALING

Open the next door *without rebuilding the system.*

One location is a system somebody remembers. Three is a system somebody has to run. The difference between an operator who scales and one who stalls is whether the standard travels on its own.



You stop driving out to fix it

The standard opens with the store. Same recipes, same checklists, same training, without you going there to install it.



One store's mess stays in that store

Its own app, its own data. Franchisees stay isolated from each other, and a location you sell hands over clean.



Opening door two doesn't restart the clock

We already know your menu, your standards and how you run. The second build is not a start-over.



Your GM covers more ground

Open the next store without automatically adding the next salary to go with it.

PRICING

One onboarding fee. One monthly plan. *That's it.*



BOOK A DEMO
crewli.io/demo



ONGOING

\$150

/ month, per location

One flat rate for the location. It doesn't move when you hire, and it doesn't move when the team grows.



ONE TIME

Onboarding build fee

One set price to design your app, brand it and load it with your real menu, recipes and checklists. You know the number before anything starts.



Per location, never per person

Add the whole roster. Managers, cooks, servers, dishwashers.



Hosting and support included

It runs on our systems and it is never your problem.



Runs on the phones they have

Saved to the home screen. No tablets to buy.



Menu changes never cost extra

New menu, new prices, new checklist. All included.

NEXT STEP

Tell us about *your restaurant.*

Pick a time at crewli.io/demo and we'll walk through how you run and what your app would include. Or reach either of us directly.



BOOK A DEMO

crewli.io/demo



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