



“IT’S ALL ABOUT UNDERSTANDING WHAT THE CHEF IS TRYING TO CREATE, AND THE LAST THING IS PRICE. PEOPLE WANT TO FEEL LIKE THEY ARE GETTING GOOD VALUE.”

Strictly Restaurants

Helping to Save Your Favorite Scrumptious Spot

BY LAUREN BENS

While the hard-hit hospitality industry continues to struggle amidst the hardships brought on by the unpredictability of the pandemic, Strictly Restaurants is helping to ensure that your favorite steakhouse or spaghetti joint is able to survive so that all they have to worry about is staying scrumptious.

From working as a dishwasher to running high-end dining establishments, President and CEO of Strictly Restaurants, Jeff Lavelle, has a background running both the back and front of the house, making him uniquely qualified to

help restaurants not just survive, but thrive. In fact, his last full-time client before starting Strictly Restaurants was David Bouley. Jeff’s company offers a full-course menu of specialized services encompassing all things accounting, consulting and hospitality oriented. Their business operations and management mindset are intended to give restaurant owners peace of mind, especially during these challenging times.

By keeping track of daily sales as well as managing payroll, plus profit and loss spreadsheets and everything in between, restaurant staff can focus on customers, not cash flow. Jeff is also passionate about making sure that it is always possible for all employees to receive a paycheck. “A company that is well

funded with money in the bank guarantees that everyone on payroll is regularly paid. It also sets owners in the mindset of staying disciplined. The key is that as long as an employee knows that an employer cares for them, they will always be loyal, and that translates to a successful restaurant. Jeff also has the same philosophy when it comes to running his own tight – but tranquil – ship at Strictly Restaurants.

Whether it’s a mom-and-pop or a Michelin star restaurant, Jeff says it’s all about knowing the product and what the expectations are. “I am able to see things from a customer’s perspective. Everyone has to feel comfortable, and that means everything needs to go together, from the music to the design.”

Considering that Jeff has the potential to help restaurants get on the right – and tasty – track, Strictly Restaurants is the biggest value on the restaurant saving menu. His company has helped well-known clients include Emmy Squared, and this restaurant whisperer has also worked with Iron Chef Morimoto, Jonathan Waxman, Tim Cushman just to name a few. “We go deep in order to feel like part of the team, we’re not just a vendor,” explains Jeff. “We want to keep helping restaurants of all sizes with our customized services.”

With the help of Jeff and his team at Strictly Restaurants, restaurants can spend more of their time focusing on which toppings to use while they find themselves at the top. **P**

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