



Food & Beverage

Call Wayne Harris to hear a great food & beverage story firsthand.

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Wayne Harris eats, sleeps and breathes the food & beverage industry.

Wayne grew up under the fast food philosophy of Ray Kroc. If your competition discovers you've got Wayne Harris on your side, well, let's just say, you might find yourself in the best food fight of your life.

Wayne's 28-year career with the golden arches includes 13 years working on corporate operations, franchising, construction, real estate, purchasing, personnel and marketing.

Wayne spent 15 years as an award-winning McDonalds™ franchisee, so he's also been on the client side of the

restaurant industry. Wayne knows your growing pains. He understands your bottom line concerns and your need for top-notch creative work.

Worried about our full-court press for your business? Don't worry. Just tell Wayne you're interested in a consulting only relationship (what we call Consulting A La CarteSM).

Once you have Harris on your team, you can always add some extras: our BrandSMART positioning process.

Before you okay another marketing plan, call Wayne and talk turkey, pizza, hot dogs, whatever.



Tap into Wayne Harris and his 28 years experience with McDonalds Corporation.

Pedro's: fresh, fun, fabuloso!

Client: Pedro's Mexican Restaurante, a 25-year old chain, was looking its age with stagnant sales and falling profits.

Challenge: A major competitor and several other restaurants with bars were opening nearby.

Response: Our BrandSMART Discovery Workshop process and primary research got things cooking. Consumer feedback confirmed that Pedro's was a fun place to eat and drink, but their dedication to fresh food was not coming through. We recommended a fresher color palate for ads and restaurant interiors, along with a new slogan: Fresh, Fun, Fabuloso!

Results: Sales at east and west Madison units are up. In spite of competition, the west side is increasing beyond market comparable sales. And since research proved that west side consumers were less price sensitive, coupon offers were reduced in that area. Now, even profitability is better. Fabuloso!

