



• GROWTH & SCALING

# FOOD AND BEVERAGE

## *Growth Strategy*

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Diagnosed channel economics and built an execution-ready growth roadmap for a multi-location food and beverage business entering its next stage of scale.

COMPANY OVERVIEW

# The *#1 player in its category* in the region, entering its next stage of growth.

A multi-location regional food and beverage company had become the leading brand in its category in the region, supported by a differentiated cuisine, strong brand equity, a loyal customer base, and a growing footprint. The business had expanded beyond traditional dine-in into multi-channel dining services.

By the time NitroLens was engaged, the company had already demonstrated clear product-market fit and meaningful local traction. The central question was no longer how to drive more sales, but how to redesign channel priorities, marketing allocation, and operational structure so the next phase of growth would be more scalable, more measurable, and more margin-efficient.

THE CHALLENGE

The business had real demand, but its growth model had become *structurally uneven*.



### Channel Value Was Unclear

Revenue flowed across dine-in, delivery marketplaces, direct ordering, and event orders, but with limited visibility into which channels were truly contributing profitable growth versus driving volume on weaker economics.



### Higher-Potential Revenue Streams Under-Systematized

One of the most promising order types was already generating strong demand organically, with high conversion and order values, yet was being handled informally rather than as a formal commercial engine. The bottleneck: demand exists, but the infrastructure, packaging, process had not caught up.



### Marketing Lacked Attribution Clarity

Paid channels were active, but without a robust measurement framework it was difficult to tell which campaigns were acquiring new customers, which were capturing existing demand, and which were underperforming.



### Revenue Concentration Created Risk

A large share of performance depended on already-strong periods and established behaviors, while underutilized dayparts and underdeveloped channels represented untapped capacity that was not yet being captured.

OUR APPROACH

**NitroLens AI agents** structured the engagement as an *integrated growth-strategy diagnostic* across channel economics, demand patterns, and promotional efficiency.

01

**Diagnose channel economics at the contribution level**

Separated revenue volume from revenue quality, analyzing each channel through a contribution-margin lens incorporating platform costs, effective pricing, order-value patterns, and channel-specific retention logic.

02

**Reframe validated demand as a systematization problem**

High-potential demand was already validated by customer behavior, the issue was not demand creation but converting traction into a formal operating model. The recommendation shifted from acquisition spend to building infrastructure, packaging, and process around proven demand.

03

**Prioritize growth levers with advanced scenario modeling**

Built a structured growth model covering channel profitability, pricing offsets, budget reallocation, daypart demand, and sequencing, modeling how levers compound together rather than treating each recommendation in isolation.

04

**Translate analysis into an execution-ready roadmap**

Sequenced the recommendations around feasibility, speed, and operational readiness, foundational measurement fixes and quick-win structural changes first, then more demanding initiatives once supporting systems were in place.

DELIVERABLES

# NitroLens AI agents designed an integrated growth blueprint for *leadership decisions and rollout*.



## Integrated growth strategy report

REPORT

A unified report combining internal business analysis, market context, channel performance, and growth priorities into a single recommendation framework, designed to support leadership decision-making, not just describe the business.



## Channel economics and profitability analysis

ANALYSIS

A detailed review of revenue streams, including delivery economics, direct-order value, pricing offsets, and margin differences across channels.



## Marketing and attribution diagnostics

DIAGNOSTIC

An assessment of paid media performance, tracking gaps, keyword mix, channel role, and budget allocation, with clear recommendations for improving measurability and spend efficiency.



## Growth model + implementation roadmap

ROADMAP

Scenario models, a quantified growth bridge, and a phased action plan with milestones, ownership logic, and tracked risks, turning the analysis into a sequenced operating plan ready for execution.

OUTCOMES

# A clearer and more *structured view* of how to grow the business.

## 01 Confidence on the catering expansion decision

Leadership had been weighing whether to commit to a major new service category. NitroLens replaced uncertainty with a clear answer on market readiness, provided a concrete path for how to implement, and quantified the realistic outcomes the new line could deliver.

## 02 A sharper view of advertising ROI

~60%

of existing ad spend misallocated to lower-growth channels.

+20%

modeled gross-revenue lift, on the same budget.

A reallocation of the existing media mix, without incremental investment, that converts spend already on the books into measurable growth.

## 03 New growth channels surfaced

The work surfaced additional advertising channels and promotional event types better aligned to the expansion plan and the target customer's behavior, expanding the growth playbook beyond the channels the team was already operating in.

## 04 An execution-ready commercial plan

NitroLens turned a broad growth question into a sequenced operating plan with clear priorities, measurable milestones, and practical next steps, closing the gap between strategic intent and what the team could begin executing immediately.

CUSTOMER TESTIMONIAL

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As an operator, I have always been confident running the day-to-day, but the strategic side was full of *unstructured ‘what-ifs’*, our operational and financial data sat in many different places, and I did not always know where to start or in what sequence.

In our business, there are many decisions that are *important but hard to make*, like whether to raise prices, expand into a new category, or what impact a bigger ad budget will have on revenue, labor, and customer response. The cost of being wrong is high, so ‘test and learn’ alone is not enough.

NitroLens gave us *crystal clarity and the confidence* to take on initiatives we had not even put on the table. We now understand why each one matters, how to execute it, and what specific results to expect, instead of relying only on experience or trial and error.

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———— CHIEF EXECUTIVE OFFICER