



ColInspect

**BARBERITOS**  
A SOUTHWESTERN GRILLE & CANTINA



CUSTOMER

PROFILE



## BARBERITOS SOUTHWESTERN GRILLE AND CANTINA

Since 2000, Georgia-based Barberitos has been a trusted Southwestern food franchise, committed to maintaining the highest standards of serving clean, fresh, and high quality food. You won't find freezers or microwaves at Barberitos locations because fresh products are delivered and hand prepared daily. Priding itself on maintaining the highest industry standards, Barberitos refuses to let its commitment to clean, fresh, and high-quality food suffer as a result of its rapid growth.



With nearly 50 restaurants across the southeastern United States -- and plans to expand to over 100 locations, Barberitos' commitment to serve clean, fresh, and high quality food was proving very challenging with its traditional pen-and-paper approach to Quality Assurance and Food Safety.



## ENSURING FRESH FOOD IS ALSO SAFE FOOD

Tony Young, the Director of Compliance at Barberitos, joined the team in 2014. Prior to Barberitos, Tony spent 30 years in restaurant brand development and organic farms management, so he is no stranger to food safety issues associated with fresh food. Tony refuses to let Barberitos' brand standards and reputation slip at the expense of the franchise's rapid expansion.

Facing increasingly health conscious consumers, a growing number of restaurants are emphasizing the use of fresh ingredients. What distinguishes Barberitos is that the company recognizes that just because a restaurant promises that its food is fresh does not necessarily mean that its food is safe. Food isn't fresh merely because a restaurant says it's fresh. Instead, food must be handled appropriately to be considered "fresh."

Tony and his team at Barberitos recognize the complexities of the food regulatory landscape. They are also keenly aware of the investment Barberitos has made in consumer confidence and its brand image. As a result, Tony and his team have made a significant effort to ensure that Barberitos' food is both fresh and safe, particularly by requiring employees to conduct regular inspections to maintain compliance with regulations and industry best practices.

However, Barberitos faced problems with its existing approach to franchise audits -- using pen and paper -- a system that was very time consuming and did not offer management much visibility into operations at the store and franchise-wide level.

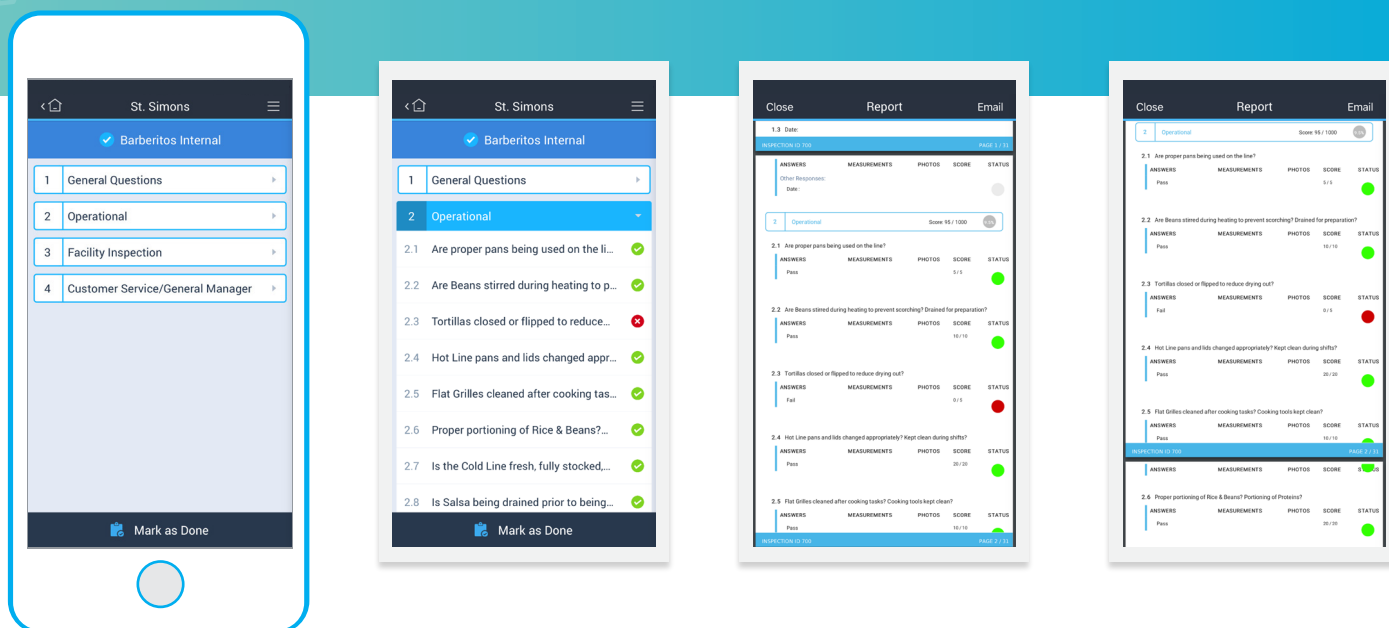
**To effectively maintain brand standards while undergoing rapid expansion, Barberitos turned to the ColInspect application to help manage QA and food safety -- ensuring it serves food that is both fresh and safe.**



# HOW THE COINSPECT APP HELPS BARBERITOS MAINTAIN ITS QUALITY AND SAFETY STANDARDS

## ColInspect App Overview:

ColInspect is a powerful, easy-to-use mobile application for quality and safety management. ColInspect works on any smartphone or tablet, and replaces paper-and-pen clipboards used for line checks and audits. ColInspect automates the entire inspection workflow process: data capture, analysis, and reporting. ColInspect's powerful dashboard enables advanced analysis and reporting – enabling data-driven management.



Over the past 6 months, ColInspect has helped Barberitos stay focused on basic food safety principles during a period of rapid expansion. Prior to adopting ColInspect, Tony and his team were using paper and pencil checklists to conduct internal audits across 50 Barberitos locations. Data capture was time consuming and it was nearly impossible to analyze audit results in a concise manner. Tony and his team needed deeper and better visibility into adoption and compliance with company standards, industry best practices, and local regulations.

To get started using ColInspect, Barberitos sent over their internal Quality Assurance checklist. Within 24 hours, their checklist was loaded into ColInspect. After a 30-minute webinar training, they were up and running with the app!

## KEY HIGHLIGHTS FROM THE BARBERITOS TEAM'S EXPERIENCE



The Barberitos team found the app easy to use and intuitive, describing it as “slick,” “fast,” and “well designed.” They love the ability to take high-resolution photos and use voice-to-text dictation -- from their tablet or smartphone.



By using the ColInspect app, Tony's team is able to standardize their quality assurance requirements, ensuring that each member of the auditing team looks for the same issues to maintain brand standards.



ColInspect's robust scoring system allows Barberitos to instantly determine whether a restaurant has passed their brand standard -- or where they need more improvement.



With ColInspect's instant reporting and powerful dashboard, Young and his team can more easily flag issues and educate staff on critical situations -- driving food safety deeper into the Barberitos' culture of excellence.



While Tony and his team cannot be on site at each Barberitos location all the time, ColInspect can. ColInspect's Management Dashboard enables Young and his team to generate real time reports which track, train and improve performance across all Barberitos locations at all times.

### According to Tony:

“Before ColInspect, our internal audit process was time-consuming, draining, and expensive. An inspection at one location may take us up to 10 hours. We might have to drive another 4 hours or stay the night in order to complete an inspection and educate at the same location. With ColInspect, each inspection takes us half the time -- and we get immediate reports!”

Tony shared his team's CoInspect experience with Downing Barber, the founder of Barberitos. Downing is a forward-looking entrepreneur who founded Barberitos back in 2000. His brand's story is "textbook entrepreneurialism." Barber is driven by a passion for restaurants and food, and has led the brand's growth with a focus on employee and franchisee development, customer service and a commitment to fresh, high-quality food.



Downing immediately recognized the value of CoInspect in helping his team manage safety and quality assurance across their fast-growing restaurant chain. He loves the 50% time savings that CoInspect provides his compliance team, allowing them to conduct efficient safety audits and focus on training their restaurant operators on best practices. Downing's management team also likes that CoInspect offers them immediate visibility into key operational metrics, enabling them to drive quality improvement as they continue to add new locations.

## THE RESULTS



## COINSPECT APP SAVES TIME AND ENSURES BRAND STANDARDS

The Barberitos franchise is growing rapidly and plans to hit its goal of doubling to more than 100 stores in the next two years. With CoInspect, Tony and his team can effectively maintain brand standards across new locations without the significant time and expense of expanding his Internal Quality team. The current team can now support many more locations – with the same effort it would have taken to inspect half that number using pen and paper or Excel.

## KEY BENEFITS OF COINSPECT



Saves time and money by replacing paper-and-pen clipboards with easy-to-use software



Standardizes operations to ensure the highest quality and avoid costly errors



Enables performance tracking across all locations and drives better brand standards

And this is just the beginning. Eventually, Tony plans to have restaurant managers use the Colnspect app to perform “self-inspections.” This will give Tony’s management team real-time visibility into day-to-day practices at each Barberitos location – ensuring the highest level of food quality and safety.

Tony Young concludes

**“Colnspect helps make Barberitos a more efficient, safer and better overall company. We’re very pleased with the results Colnspect has delivered and recommend it highly!”**



Colnspect

Based in San Francisco, Colnspect builds powerful software to manage quality, safety, and brand standards. Hundreds of government agencies, major corporations, small businesses, and nonprofits depend on us to manage legal compliance, quality assurance, and daily operations. To learn more, visit us at [www.Colnspectapp.com](http://www.Colnspectapp.com).