

**WHO I AM**

I opened **Uprising Muffin Company** in Washington DC in 2014, the same year my youngest daughter was born. First-time operator on a lease that needed \$1.2M in annual revenue out of a space doing \$800K.

I built training systems because turnover was constant. I built inventory tracking because food cost and theft will eat you alive. I built an interviewing process because the wrong hire costs more than an empty shift.

I also spent years as Director of Operations for a **\$9M Chick-fil-A location**, 80-person team, moved labor performance from roughly **\$70 to over \$100 in revenue per labor hour**. That difference showed up directly on the P&L.

**The difference between struggling and stable isn't talent. It's structure.**

**WHO THIS IS FOR**

High-volume QSR, fast-casual, café, and bakery-café operators. Teams of 10 to 80-plus. Real volume, real friction, in labor, food cost, training, or all three. I'm not a marketing consultant. I tighten what's already there so it runs tighter and doesn't rely entirely on you to hold it together every day.

**HOW IT WORKS**

**Remote first.** Structured intake, video walkthrough, one focused call.

**I tell you what I see and what I'd fix first.** Then I build systems tailored for your operation.

**On-site available.** For operators who want eyes on the floor.



**DJ Simpson**

Founder, LegacyForge QSR Consulting

15+ years in high-volume restaurant operations. Independent owner. CFA Director of Operations. I build systems under real pressure and bring that same approach to every engagement.

**WHAT I ACTUALLY FIX**

**Labor cost**

You know your labor %. I'll show you what it means per hour, per shift, per year and help you build a system that controls it instead of reacting to it.

**Food cost and waste**

If you don't know where your food dollars are going, you're guessing. I make it visible so you can fix it.

**Training and consistency**

If you're the only one who can run it right, you don't have a business, you have a job. I build the structure that gets your team there without you in the room.

**Operational systems**

Opening, closing, shift handoffs, accountability. The infrastructure that makes a good shift repeatable and a bad one recoverable.

**SAMPLE DELIVERABLES**

**01 Opening & Closing SOP**

Clear expectations for every shift. Less variation, fewer missed steps.

**02 Food & Beverage Waste Tracker**

Visibility into where product is being lost. Decisions instead of guesses.

**03 New Hire Training Outline**

Structure for how people are trained. Less variability, more consistency.

**PACKAGES & PRICING**

**Quick Fix**

**\$800**

3-5 days

*One problem. One deliverable. Fast.*

★ **Most popular**

**Ops Foundation**

**\$1,500**

5-7 days

*Customized SOPs, waste tracker, and training outline.*

**Deep Ops Audit**

**\$2,000**

7-10 days

*Full diagnosis first. Custom deliverables around your actual gaps.*

**Start with a 30-minute call.**

Walk me through your operation. I'll tell you what I see and what I'd fix first.  
If we're the right fit, we'll get to work. [LegacyForgeQSR@gmail.com](mailto:LegacyForgeQSR@gmail.com)