



Eastbank Restaurant

“Location, location, location” is a well worn catch phrase of the real estate industry. Invest in a property in the right location and watch your investment soar in value.

The same catch cry may or may not hold true for the restaurant industry, open a restaurant in the right location and are you on to a winner?

We spoke to Jimmy Kazal of Eastbank restaurant on the harbour-front between Sydney’s Circular Quay and the Opera House. He says he has one of the best locations for a restaurant in the country, but it doesn’t automatically mean that the restaurant is profitable. “It’s taken a lot of hard work and organisation to turn the restaurant into a favorite eatery for tourists and locals” says Jimmy.

Jimmy used the wealth of knowledge and experience he has gained at the three other restaurants his family owns and runs in the rocks area of Sydney before making the decision to open Eastbank. “You have to get it right from the start” says Jimmy, “it’s a prime location but the overheads for real estate here are high so there is no margin for error”.

“There is a good tourist trade in this area but we rely on regular customer trade to keep the restaurant profitable” says Jimmy. “We have a good regular clientele from local Sydney office workers calling in for a drink or meal after work, diners out for a special night and Opera House audiences and performers. We are proud of the fact that we get members of Sydney Symphony and local residents calling in for a meal at night on a regular basis. “Word of mouth also ensures that we get a good share of customers visiting from the 5 star hotel located in the same building.”

There is no real secret to Jimmy’s success with his restaurant; it all comes down to good professional management and applying years experience in the restaurant industry.

Appearance is important and the restaurant is well laid out with a comfortable modern décor that fits well with the design of the exciting new building it is located in. A glassed frontage gives diners an open vista of the harbour while the spacious outside seating area is ideal for a dining experience that keeps diners in touch with the essence of Sydney life.

A comprehensive reasonably priced menu allows visitors to sit and enjoy a coffee, snack, light lunch or memorable dinner.

The Eastbank menu is modern Italian and contains around 60 items from gourmet pizzas, fresh salads, innovative pasta dishes to fresh fish, seafood and meat dishes. Vegetarian diners are also well catered for with a selection of vegetarian dishes on the menu. Jimmy maintains a high quality food standard by using fresh products from suppliers that he has built up relationships with over the years.

Jimmy considers the choice and variety of menu items to be of paramount importance to the success of the restaurant and constantly reviews the menus to ensure that his regular diners get plenty of choice and variety, he completely overhauls the menu about three times a year to keep it in line with taste variations and the seasons.

Any menu is only good if it is backed up by good service. During busy periods Jimmy has three chefs in control of meal preparation and service and 5 team leaders in charge of his wait staff and the overall customer service. "We don't have many staff problems" Jimmy says "as the restaurant has gained a reputation for providing a good working environment". Something that was confirmed by the wait staff we spoke to during our visit. "It's a compromise" added Jimmy "like any restaurant we have a lot of casual staff, but you can't just expect them to be there during the busy period you have to make it worth their while to come to work and give them a pleasant working environment then you will have a good selection of staff that you can rely on."



To ensure that the restaurant ordering system works smoothly Jimmy has installed the latest Point of Sale system from GM Systems a local agent for Uniwell POS Australia who specialises in restaurant and hospitality systems.

The Kazal family first started using Uniwell terminals in its restaurants in the Rocks area of Sydney. "They are easy to use, fast and accurate and their support is first class" says Jimmy "so they were the choice of POS system for Eastbank when we opened this year". The system consist of 2 inside waiter stations an outside waiter station, bar terminal, bar printer and kitchen printing for hot and cold food and a separate pizza printer.

The system easily manages the hectic peak periods and is set up to handle full guest check tracking for fine dining or a single cash transaction for someone who just wants to sit at our new wrap around outside bar area and have a beer.

"We tried a computer based solution and gave up on it" Jimmy says. "It was too slow for our busy periods and locked up at busy times when printing customer bills at the end of a meal which gave us a lot of problems. When a party is attending a night at the opera they want quick service a good light meal, and when they realise it's time to get a move on they want the bill to be presented on request and not have to wait. This is one of the key features of the Uniwell system. The bills are readily available, clear and accurate so we don't get customers upset at the end of their meal."

Uniwell provide a software package for maintaining menu items and pricing but the restaurant gets all the comprehensive sales and stock reporting needed off the base system so they do not feel a need for the expense and time needed to run an additional back office stock management software package.

Eastbank has a well laid out easy to navigate web site at www.eastbank.com.au