

T O T A L C U S T O M E R

Satisfaction

Consistent product quality and dedication to customer satisfaction help make Fiorella's barbecue restaurants popular dining destinations.

B Y L O R I G I L M O R E

“If you take a great product, prepare it correctly, and serve it impeccably and efficiently in a clean, organized atmosphere, you are going to be successful,” says restaurateur Jack Fiorella. By following this basic philosophy for pleasing patrons, the Kansas-City-area entrepreneur has become a master of his trade.

As owner of two popular barbecue restaurants, Fiorella is dedicated to total customer satisfaction.



Twenty-five years ago he opened Smoke Stack Barbecue of Martin City, located on the

southern edge of Kansas City. The specialty restaurant, featuring the finest products, set the standard for Kansas City barbecue. He debuted a second location, Jack Stack, this past year in the flourishing suburb of Overland Park.

Every week nearly 10,000 patrons dine at the original restaurant. Over time, the benchmark business has appealed to a diverse clientele, says Fiorella. Customers range from average wage earners to high-income professionals.

Beef dominates

Today beef selections dominate the bill of fare, with brisket entrees being the most popular choice. The signature product is served in a variety of ways, from sliced



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dinners and sandwiches to burnt ends.

However, it's the unique cooking technique that makes the meal taste outstanding, says Fiorella. Fresh meats, poultry and seafood are cooked over hickory wood in an enclosed brick oven. According to Fiorella, the all-inclusive brick oven captures smoke and flavor, with only a small chimney releasing some smoke.

“You have fire, smoke and a lot of flavor within the brick walls of the oven,” Fiorella says. “It gives it a definite unique taste, with an ungodly amount of flavor.”

Consistent quality a priority

To please discriminating steak customers, this foodservice veteran starts with a quality piece of meat. He believes in buying the best product possible. Since November 1989

Fiorella has been serving *Certified Angus Beef™* steaks.

“I wanted to bring a steak to the table that was outstanding for the customer,” he says. “I wanted to ensure that we could serve a steak that wasn't tough or grainy and had flavor, tenderness and age.”

Product consistency is a high priority in his business.

“In the past we have chosen *Certified Angus Beef* product to keep our quality consistent,” he says. *Certified Angus Beef* product fills Fiorella's needs by reducing the number of steaks sent back to the kitchen. In Fiorella's restaurants, a steak order is considered a “trade-up” option from the traditional barbecue selection. By being able to offer a consistent quality product, Fiorella says his waitstaff is proud to serve a *Certified*

World-class acclaim



Jack Fiorella's original restaurant has been recognized nationally and featured in several industry publications:

- *Bon Appetit* called it "World Class Barbecue";
- The Missouri Beef Council awarded Fiorella with the state's Beef Backer award;
- *Midwest Dining* named it "One of the Best Restaurants in the Midwest";
- The Greater Kansas City Restaurant Association honored the owner as "Restaurateur of the Year"; and
- The *Kansas City Star* has printed that the barbecue offers the "Best Beef You'll Find Anywhere."

Angus Beef steak. "They tell our customers that it is a very special steak, done in a very special way," he says.

Putting the customer first

"How many local barbecues serve *Certified Angus Beef* [product]?" Fiorella asks. With the modest pricing, this businessman believes he is able to bring *Certified Angus Beef* products to the mainstream. Meals range from \$5.95 to \$28, with the average dinner costing \$13.

Fiorella knows what his customers want. They demand quality. In a town known for its barbecue, Jack Fiorella not only competes, but stands out. "For many years we have been able to bring fantastic barbecue in a down-to-earth setting with a service level that is unparalleled."

The focus on the customer is the bottom line for Fiorella. "Never forget the person who makes the cash register bells ring," he says. "I'd say anybody who has been successful in any business has to put the customer at the top of the list."

And that's good advice to anyone in the beef marketing chain.

