

Dallas Locals Business Highlight / April 22, 2020

LOCAL DEEP DIVE: 12 CUTS BRAZILIAN STEAKHOUSE

ELEGANT DINING ROOM FOR TRADITIONAL BRAZILIAN STEAKHOUSE FUSED WITH ARGENTINIAN FLAVORS.



In today's Local Deep Dive with OTG we'll be taking a look at 12 Cuts Brazilian Steakhouse located on 18010 Dallas Pkwy, Dallas, TX with Michele MacArthur, VP of Sales & Marketing. Local Deep Dive with OTG is a weekly look into the lives and businesses of iconic local brands. In this series we'll try and outline the trends, best practices, and recommendations of industry insiders, trendsetters, and leaders.

ABOUT 12 CUTS

Tells us about your business.

Prior to COVID-19, 12 Cuts, was a fusion of Brazilian and Argentinian prime cuts, organic market-fresh salad bar offerings, specialty sides, and homemade desserts. Our focus is on prime cuts with a South American flair that gives you the true culture highlighting our authentic South American culture using farm to table market-fresh ingredients from local farmers. For those with special dietary needs, we also feature seafood, gluten-free, vegetarian, vegan, non-GMO, No MSG, organic, and of course, we can customize a specially tailored group menu according to your budget.

Now with COVID-19, 12 Cuts, is an on-the-go with curbside pickup, take out, delivery, family-style meals, Off-Premise Catering Packages, and Curbside Quarantine Kits + Chef-Curated Meals now an extension to our Brazilian Churrascaria with exquisite fine cuisine. Bottles of wine and beer are available for 20% off with Food purchase. We understand the importance of working together to fight this infectious virus and are committed to doing our part to protect all of our loved ones and our community.

How long have you been in business?

Since we opened on August 27, 2019

How many locations and staff do you have?

1 location and 40 employees.

What makes your business unique?

We're a Brazilian Churrascaria with Elements of Argentinian Cuisine. Focus on a healthy clean diet - Organic, non-GMO, no MSG, Hormone Free, Market Fresh Farm to Table, Local Farmers.

How did you get your idea or concept?

Prior experience, 12-Cut's owners were on the founding team of Fogo de Chao, bringing concept to US. This was inspired by many family generations of Gauchos.

What do customers enjoy the most about your business?

Customers like: that we have a market fresh farm to table menu, great customer service, we're family owned local business, and our open airy decor.

What's your most popular product, service, and or item, and when is the busiest time of the week usually?

Most Popular Churrascaria Experience
Most Popular Product - Signature Tomahawk
Most Popular Events - Networking Happy Hour and Group Meetings - Breakfast/Lunch/Dinner
Busiest Time - Prior COVID weekends

How do most customers discover you?

Social media, local connections & networking, direct contacts, and word of mouth.



All of our Dallas-based business partners have been impacted by the COVID-19 crisis. While there is little any individual company can do to remove the challenging implications of the pandemic on their business, there is a lot that an individual company can do to sustain operations and continue to survive and thrive through this season.

The OTG team wants to thank 12 Cuts for their transparency and engagement. We asked about how COVID-19 has impacted their business and what they are doing as a result. Michele, talked a bit about how 12 Cuts is combating the challenges of COVID-19.

COVID-19 IMPACT & RESPONSE

How has COVID-19 affected your business?

Drastically - just started ramping up from opening to nothing. Had to lay all associates off unfortunately.

What changes have you made to your business in response to COVID-19?

We shifted to take out, curbside pick up, delivery, family meals, quarantine kits (make your meal at home), off-premise catering menus with to-go wine pairings, specialty drinks, and desserts. We also started using various delivery services and we've created a portal on our website for customers to order directly, allowing job opportunities for our own associates.

PATH FORWARD

How has your physical to the digital portion of your business changed? Have you seen a significant increase in deliveries and or certain products being consumed?

360 from Direct Personal Face to Face Connections - to all phone, email, text, digital. We're working on increasing online/digital activity drastically through more groups - opportunities for customers to pre-pay booking for events for October - December, and other initiatives.

Has COVID-19 affected your marketing & advertising strategy? If yes, what new ways are you reaching locals now?

Absolutely! Since we're no longer able to have personal direct selling experiences with meeting customers face to face, we've increased all sorts of social media meetings, local networking, calling customers, webinars, reaching out to the community. We've also attending our social media digital exposure, snail mailers, magazine ads, and other aspects - from partners offering their services gratis to assist.

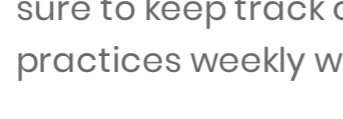
12 Cuts is here with curbside pickup and delivery. We appreciate you support offering you an array of choices that include a combination 3 course dinner, including family meals for 3 people starting at \$48. For those with dietary restrictions we can customize any menu specifically tailored to your specific nutrition needs! Also gift cards available every \$100 purchase you get extra \$10.00

Promotional Offers

order now

This concludes our weekly Local Deep Dive with OTG featuring this week's guest Michele MacArthur with 12 Cuts. We hope that you enjoyed this interview and can apply some of these insights to your own business. Be sure to keep track of our Local Deep Dive Series for more industry insights, recommendations, and best practices weekly with local businesses and their owners.

KEEP UP WITH 12 CUTS:



By OTG Team ❤️ 0 Likes

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