



Calhoun's On The River in Knoxville, Tennessee

By: Julia Wyatt, Kara Tuggle, Michelle Cosse, Chris Delbrueck, and Ryan Sidhu

A description of the restaurant:

Calhoun's On The River is located at 400 Neyland Drive, Knoxville Tennessee. The Calhoun restaurant is part of the Copper Cellar brand. The Copper Cellar brand includes: Calhoun's, Copper Cellar, Cherokee Grill, Chesapeake's, Smokey Mountain Brewery, and Calhoun's Banquets and Copper Cellar Catering.

The decor in Calhoun's is country with a marina style. Calhoun's is a country restaurant, but they also adapted the Calhoun's On The River with marina decor.

The target market for Calhoun's are college students and sports fans. They receive a ton of customers during game day since they are located near Neyland Stadium and the Tennessee River. Calhoun's is able to seat 623 people. With 373 seats inside and 250 seats outside.

The kitchen includes two large freezers and shelves throughout the kitchen. They also have a range oven, grill, deep-fryer, reach-in cooler, walk-in cooler, freezer, large pots and pans, silverware, mixers, and other small kitchen utensils. The food is prepared by scratch and from frozen or boxed. Most items are made from scratch. And since they have a small food variety the restaurant carries about 300 items in inventory.

A description of the menu or menus used:

General Menu

Appetizers:

- Rocky Top Potato Skins: Hickory-smoked bar-b-que pork, cheese and bacon
- White Chicken Chili Soup
- Spinach Artichoke Dip
- Southern Fried Green Tomatoes
- Our Original WET Wings: Breaded in seasoned flour, fried crisp and tossed in our Sweet & Spicy Thunder Road sauce.
- Boneless Wings: Tossed in our Sweet & Spicy Thunder Road sauce.
- Naked Wings: Simply seasoned, fried crisp and served with one sauce for dipping. *Sauces: Sweet & Spicy, Thunder Road Sauce, Calhoun's Bar-B-Que Sauce, Blue Cheese dressing, Buttermilk Ranch dressing, and Hot & Spicy

- Char-Grilled Shrimp
- Fried Mozzarella
- Beer Cheese Dip-With tortilla chips
- Fresh Baked Soft Pretzels-With warm pretzel mustard
- Fried Pickles-With warm Beer Cheese Dip
- Chicken Quesadillas Anaheim, jalapeño and roasted red peppers
- Hand Breaded Chicken Tenders

- Pulled Pork Nachos Tortilla chips, Smoky Mountain Baked Beans, beer cheese, and jalapeño peppers

Entrées

(Served with your choice of side, and your choice of toasted regular or whole-wheat bun. House or Caesar Salad to accompany your burger or sandwich)

- Hamburger
- Cheeseburger American cheese
- Hickory Burger Smoked cheddar cheese, bacon and our bar-b-que Sauce
- Kick-Back Burger Smoked cheddar and Jack cheese, smoked bacon, jalapenos and our spicy Kick-Back Sauce
- Hickory Smoked Bar-B-Que Pork Sandwich
- Fried Fish Sandwich Served with slaw
- Southern Chicken Cordon Blue Grilled and topped with country ham, cheese and garlic peppercorn dressing on the side
- Chicken Salad Club With bacon and cheese
- Bar-B-Que Chicken Sandwich Grilled and basted with our bar-b-que sauce
- Prime Rib Sandwich On toasted bun, served au jus **Available Friday and

Saturday ONLY

Garden Fresh Salads

- House
- Caesar
- Southern: Fried chicken tenders, bacon, egg and cheese
- Turkey Creek: Romaine and spinach with smoked turkey, sun-dried cranberries, honey roasted pecans, feta cheese, strawberries and honey balsamic vinaigrette dressing
- Oriental Chicken: Teriyaki chicken with pineapple, rice, cheese, scallions and warm honey mustard
- Smokehouse Grilled chicken, country ham, bacon, egg and cheese
- Bar-B-Que Grilled Chicken Black bean & corn relish, tomatoes, cheese, tortilla strips with ranch dressing on the side
- Calhoun's Homemade Dressings: Original Cheddar Cheese Dressing, Honey-Mustard, Blue Cheese, Thousand Island Honey Balsamic Vinaigrette, Creamy Garlic Peppercorn, Buttermilk Ranch, and Olive Oil & Vinegar

Almost all of Calhoun's foods are hand prepared each day, and if they are not able to hand make them, they are shipped in throughout the week. They use a variety of techniques to cook the food, and they are: grilling, broiling, roasting, and frying. The restaurant is a typical southern styled restaurant cooking with loads of butter, serving generous portion sizes, and cooking with fresh ingredients. Their menu's focus points are it's Family pack Bar-B-Que, Wings, and Fish and Chips. Most people do not think of getting wings or fish and chips when they are at Calhoun's, and it is clear they understand their typical customer since they are featuring these items. The price for their dishes range from

\$3.25-\$23.75, so it can be considered cheap and moderately priced. Calhoun's does offer a gluten free menu, kids menu, and beverage menu. The menu items are listed below starting with the gluten free menu.

Gluten Free Menu

Appetizers

- Char-grilled Shrimp Skewer
- Salads without bacon or croutons. Add Grilled Chicken, Char-Grilled, or Shrimp

House

- Smokehouse: Grilled chicken country ham, egg
- Turkey Creek: Romaine and spinach with smoked turkey, sun-dried cranberries, honey roasted pecans, feta cheese and strawberries. Served with honey balsamic vinaigrette dressing

Entrees (Served with choice of two sides.)

- Grilled Chicken
- Filet Mignon 7 oz.
- Hickory Smoked Prime Rib **Available Friday and Saturday. Prime sauce and au jus.

Gluten Free Kids Menu

- Kids House Salad

Hamburger Steak Without Bun

- Kids Grilled Chicken

Sides

- Baked Cinnamon Apples
- Creamy Country Slaw
- Mashed Potatoes
- Baked Potato
- Loaded Baked Potato (Without Bacon)
- Fresh Broccoli (Without Almonds)

Desserts

- Mayfield Vanilla Ice Cream
- Hot Fudge

Condiments

- Ketchup, Mustard, and Mayonnaise
- All dressings except Original Cheddar Cheese Dressing

The gluten free menu had the same colors, fonts, and attention grabbers as the other menu. The only difference was that on the top portion of the menu, they had a box with a message to customers stating, "IMPORTANT: *Before placing your order, please inform your server if a person in your party has a food allergy or gluten sensitivity.* They also had disclaimer on the bottom of the menu stating,

“We relied on our suppliers’ statements of ingredients in deciding which products did not contain certain allergens. Suppliers may change the ingredients in their products or the way they prepare their products. From time to time we may substitute products due to inventory shortages. We can’t be sure that the substitute products will be free of the allergen you wish to avoid but will do our best to ensure the substitutions are allergen free. As we cook, prepare, and serve your meal, the listed menu option may come in contact with the allergen you want to avoid. We therefore cannot guarantee that any menu item will be prepared completely free of the allergen in question.”

It is important to have a statement such as that one, because if there were to be cross contamination the restaurant would become liable.

Kids Menu

Salad

- Kids Tossed Salad: Fresh salad mix with carrots, chopped tomatoes, cheese, bacon, and tortilla chips.

Sandwiches (Served with Fries or Mac ‘n Cheese)

- Grilled Cheese
- Kid’s Burger
- BBQ Chicken Sandwich
- BBQ Pork Sandwich

Dinner (Served with Fries or Mac ‘n Cheese)

- Fried Chicken Tenders
- Fried Mozzarella Cheese
- Ribs for Kids
- Kids Steak Calhoun
- Kids Combo (Ribs and Chicken Tenders)

Drinks

- Roy Rodgers: Coke, Grenadine with a Cherry
- Shirley Temple: Sprite, Grendadine with a Cherry
- Soft Drinks: Coke, Diet Coke, Sprite, Mello Yellow, Dr.Pepper
- Milk or Chocolate Milk
- Lemonade
- Iced Tea

Desserts

- Vanilla Ice Cream
- Kid’s Milk Shakes: Chocolate or Vanilla
- Vanilla Ice Creams with Hot Fudge Sauce and Whipped Cream

The kid’s menu is extremely kid friendly. The menu has a coloring section, silly jokes section, Sudoku, brain teasers, word search, Tic-Tac-Toe, riddles, connect the squares, and a picture puzzle. The way Calhoun’s created their kid’s menu is perfect for keeping the children amused and entertained.

Beverage Menu

- Classics: Long Island Tea, Orange Crush, White Russian, Bloody Mary, Tom Collins
- Frozen: Strawberry Shortcake Daiquiri, Blackberry Margarita, Mudslide
- Margaritas: Classic, Pomegranate, Peach, Blackberry, Strawberry
- Mojitos: Classic, Blackberry, Raspberry
- Martinis: Classic, Bubblegum, Chocolate, Cosmo, Lemon Drop, Apple
- Cocktail Extras: Absolut, Beefeater, Herradura Silver, Bacardi, Jack Daniels, Jack Daniels Honey, Gentleman Jack, Herradura Resposado, Tanqueray, Ketel One, Bacardi 8, Herradura Anejo, Jack Daniels Single Barrel, Bombay Sapphire, Grey Goose, and Pyrat

Premium Drinks

- Cucumber Rain Martini: Rain Organic Cucumber Lime Vodka, Cucumber, Lime Juice, Sugar, Fresh Mint, and Fresh Basil
- Belle Meade Sunset: Belle Meade Bourbon, Fresh Mint, Strawberries, Grapefruit, and Ginger Ale
- Grey Goose Cosmo: Grey Goose Vodka, Cointreau, Lime Juice, and Cranberry Juice
- Chocolate White Russian: 360 Double Chocolate Vodka, Kahlua, Cream, and Chocolate Shavings
- Pyrat Mjito: Pyrat Rum, Fresh Mint, Lime Juice, Sugar, and Sugar Cane Swizzle
- Herradura Blackberry Margarita: Herradura Reposado, Blackberries, Lime Juice, and Herradura Agave Nectar
- Pyrat Pina Colada: Pyrat Rum, Coco Lopez, Pineapple Juice, Ice Cream, Coconut, and Fresh Pineapple
- Ultimate Long Island Tea: Grey Goose Vodka, Pyrat Rum, Herradura Silver Bombay Sapphire Gin, Grand Marnier, Lemon Juice, Simple Syrup, and Coca Cola
- Ultimate Anejo Top Shelf Margarita: Herradura Anejo, Grand Marnier, Lime Juice, and Agave Nectar

Calhoun's has a large beverage menu. Along with the extensive beverage menu above, they offer nine types of white wines, seven red wines, four sparkling wines, three types of beers available in pints and supermug, as well as their draft beers, which change frequently.

All of the menus for Calhoun's are easy to read fonts and colors, however they may want to increase the font size. The menu, in our opinion, matches the décor of the restaurant. The restaurant has a southern sports bar décor as well as boats around the restaurant to match the marina surrounding the area.

A discussion of pricing:

The average check per person for each meal is about \$15. The food and beverage costs are identified on the receipt. The receipt states the drink costs and the food costs separately. This is a good way to do it, because the customer can see how much they spend on drinks and then how much they spent on food. Calhoun's determines the prices by how much the ingredients cost and how much labor goes into it. Calhoun's is 80% food sales and 20% beverage sales.

Sales analysis information:

He did not go into much detail on how the sales were tracked, but he did say that Calhoun's uses a POS system, which keeps track of sales, as well as a book that keeps track of the sales. They also use Bart Corp. to perform different types of sales analyses for the restaurant. As for new menu items, Calhoun's introduces them by offering them as specials, and then if they do well they may add them to the menu. Only two new items are added per year on the menu. They test out the new menu items starting in the spring through the fall. Winter is their slowest month so they try not to introduce something new during that time of the year.

Managers Analysis:

Calhoun's On The River does not have many competitors near it, and even when new restaurants have opened up next to them, they end up closing because Calhoun's gets almost all of the business for that area. The manager can identify a few industry trends such as gluten free, healthy foods, and modernized experience. The employees all work together as a team to figure out how they can improve their service since one of the trends is quick dining service. Calhoun's was made to be an indulgent and southern restaurant so they plan on keeping their menu the way it is.

Some strengths of the Calhoun's manager is that he is organized, always prepared, friendly, and loves his job. His love for the restaurant industry shows at Calhoun's because the employee turnover rate is low for a restaurant. He said many of his servers stay for years. For example, they will stay throughout their college education. Unfortunately with any industry there is turnover, and with that comes new employees and training.

Training is one of their weaknesses because it takes up time, and can potentially give the new employee a bad first impression. This is because they

learn on a computer program first instead of learning from experience. The manager prefers the hands on learning method, so after the computer training the new employees get to learn hands on. Now, one weakness that was turned into a strength was the pager system. The manager noticed that typical pagers were not working as well anymore, and turning people away. So, they decided to create a Calhoun's app that allows them to page customers on their cell-phones when it is their turn to be seated. They also noticed that people are becoming more health conscious and wanting gluten free options, so they have started to accommodate the customer's needs with gluten free foods and a few healthier menu items.

Observations:

The restaurant is on the river, which creates a relaxed ambience. Since it is on the river, boats can pull up to the docks and eat at the restaurant. This also gives the Calhoun's a marina feel to it. The interior of the restaurant is family friendly and it appeals to all ages. So one could take their family there for a nice lunch or dinner, or they could go with a group of their adult friends and have a good time. The service at Calhoun's is relatively quick. The employees as a whole is extremely friendly, and helps add to the southern hospitality atmosphere in the restaurant. The servers are very professional, and you can tell they enjoy working there.

The manager at Calhoun's On The River was quite enthusiastic in showing us around the restaurant, answering our questions, and extremely friendly. The manager supported our findings by showing us the different parts of the restaurant including the kitchen and bars. We were able to observe how the employees practiced proper cleanliness of the restaurant, interacted with customers in a friendly manner, and how well they worked together as a team. The management of the restaurant was excellent, and we could definitely tell they train their managers well, which in turn created an inviting environment to work in.

Recommendations:

Our group has a couple of recommends for Calhoun's. First, they should use whole numbers instead of numbers with decimals. This will help increase revenue; because people are more likely to spend more money if they price of the food is whole. The font could be larger for people who have trouble with their vision. They could add more pictures of the meals to the menu. We also suggest that they have happy hour more during the week. Lastly, in their unpopular seasons they could have events to bring in more customers.