



WILDFLOUR

RESTAURANT

fn AN OPERATING BRIEF

Wildflour

Forty outlets, ten brands and new cities this year. One record of the sales, permits and people behind every one.

2026 · SEVEN SHEETS

What is Frankenstein

Good systems are assembled, not bought.

We assemble yours.



Frankenstein is an AI studio in Manila. We build Ensemble, an AI-native ERP, into the way your business already runs.

AN AI-NATIVE ERP

Most ERPs promise to run everything, then do too little of it well enough for how businesses in the Philippines actually work. Every Ensemble build is fitted to your processes and SOPs.

AN OPERATING SYSTEM FOR YOUR BUSINESS

It connects systems that were never designed to talk to each other, from your POS and accounting to payroll and group chats. Its AI handles the routine work across all of it.

A COMPANY BRAIN

One record of the whole business. When your team shares a supplier bill, a photo from the floor or a message thread, Ensemble files it where it belongs.

WE INTEGRATE PROVEN AI

The AI inside is the same proven technology behind tools you already know. We put it to work on your business, and we say plainly where it won't help.

WE RUN IT OURSELVES

We don't sell anything we wouldn't run our own company on. Ensemble runs our studio, and your system starts from that same foundation.

What we see

This is your operation as it reads from the outside. The details are yours to sharpen.

SINCE 2012

Wildflour began in 2012 as one café and bakery in BGC. It now runs 40 outlets across ten brands, including Baguio, open since September, and has named Laguna and Cebu as next.

WHAT YOU SERVE

Bakery cafés at Wildflour and Little Flour, Filipino cooking at George and Onnie's, Italian at Osteria Antica, Japanese at Kei Maki, burgers and hot dogs at Pink's, pizza at Pizza Sisters, ice cream at Farmacy, and two bars.

HOW YOU SELL

Dine-in and takeaway at 40 outlets in malls, office towers and standalone sites, plus your own ordering site, a loyalty card that earns at the table and online, and e-gift cards valid across six brands.

TEN BRANDS AT ONCE

Each brand runs its own menu and branches under one group, with 17 to 20 openings planned this year and a listing named as a possibility after 2026.

WHERE A GUEST'S ORDERS, POINTS AND QUESTIONS LAND

9

37 BRANCH PHONE LINES

FLAGSHIP PHONES

CUSTOMER-CARE INBOX

FOUR-TOPIC CONTACT FORM

ORDERING SITE

LOYALTY CARD

IN-STORE LOYALTY TABLET

PAPER LOYALTY NOTE

E-GIFT CODES

Counting only public pages, a guest's orders, points and questions land in at least nine places.

What we'd ask first

The three we would open with, and a sample of what follows. You know your floor better than anyone; tick what rings true.

WHY NOW What makes now the ideal time to look for inefficiencies across the whole operation?	WHAT MATTERS MOST Which part of how you work would you most want made easier?	WHAT GOOD LOOKS LIKE What would the right system let you do that you can't today?
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☐ 01 EVERY NEW OPENING

Forty outlets across ten brands, with Baguio open and more cities to come this year. Which part of running them grows harder with each new opening?

☐ 03 A NEW CITY'S CALENDAR

A site in a new city brings that city's permits and health certificates for its crew, and every sanitary permit lapses on December 31. Where does that calendar meet the one your Metro Manila outlets keep?

☐ 05 PAYING A SUPPLIER

Supplier invoices arrive for forty outlets. Before one is paid, how is it checked against what was ordered and what arrived?

☐ 07 TOMORROW'S BREAD AND PASTRY

What sets each outlet's bread and pastry quantity for tomorrow, and what part does today's leftover play?

☐ 02 ONE CLOSE, EVERY MONTH

A listing would look back on three audited years, so the months closed from here join that record. What does it take to bring the outlets and brands into one close each month?

☐ 04 SALES TO THE BANK

Card, QR and delivery money lands net of fees, each on its own schedule. What ties an outlet's day in the POS to what reached the bank?

☐ 06 POINTS AND GIFT CODES

Guests earn points at the table and online, and redeem gift codes across six brands. Where does each outlet see what its loyalty discounts and gift redemptions came to?

☐ 08 FROM OUTLET TO PAYROLL

Walk us through how hours, service charge and sales travel from each outlet to payroll, now that outlets sit in regions with their own wage orders.

 Whichever you tick, the working session starts there.

Good to have you back. Ensemble has been keeping the records.

Q Search

INPUTS

Capture

6

DEPARTMENTS

Store ops

Finance

Payables

Bakery

People ops

WHAT NEEDS ATTENTION

Sales to match to the bank

6 waiting

Every outlet, from Mosaic's scheduled reports and the settlement reports

✦ Reading · This week

Greenbelt 3's weekend card sales are not matched yet. The settlement report for those two days has not come in.

Mosaic reports

Settlement reports

WHAT BITES NEXT

Payroll cutoff

3 days

Hours, service charge and sales by outlet

⌚ Running

New outlet opening

18 days

Permits and crew certificates: 9 of 14 in

⚠ Due soon

Sanitary permits

40 permits

Every one lapses December 31

⚠ Due soon

WHERE THINGS STAND

Restaurants

+3%

Dine-in across ten brands, against a usual week

Bakery counters

-2%

Croissants under a usual week at four outlets

Your ordering site

+6%

Online orders, against a usual week

Greenbelt 3



Wildflour Café + Bakery · Makati

+4% sales this week

-5% on bakery

on bakery

Both against a usual week, from Mosaic's reports

WHERE IT IS

- ✓

Sales read

All seven days, from Mosaic's reports

Yesterday

Done
- ⌚

Matched to the bank

Weekend settlement report not in

Today

Current
- 3

Loyalty and gift redemptions counted

Awaiting
- 4

Ready for the monthly close

Awaiting

READING

✦ Reading

Bakery is under a usual week here, and croissants make up most of the gap. That points to a morning quantity set too low.

Item sales

A usual week

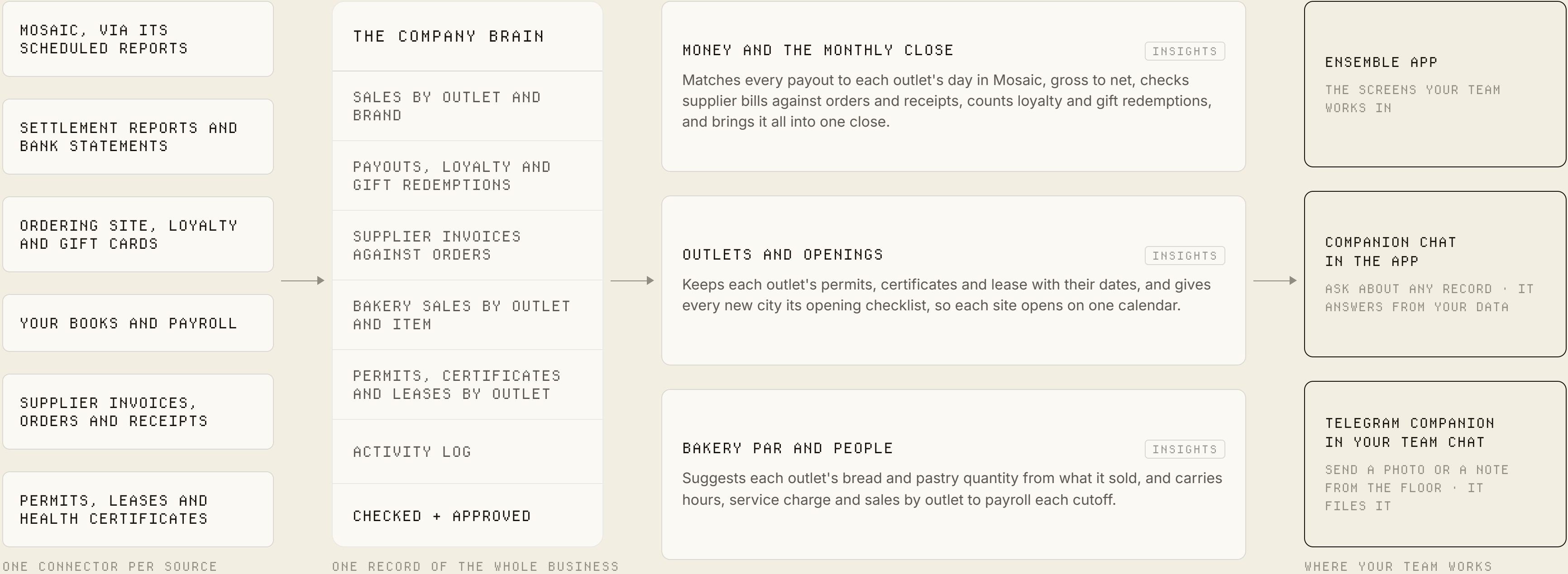
Connections

MC SR

WILDFLOUR ON ENSEMBLE · SAMPLE DATA SHOWN

Your operation on Ensemble

Your operation mapped onto it, nothing replaced, everything connected.



SAFEGUARDS

EVERY CHANGE IS RECORDED

ACCESS IS SET BY ROLE

EVERY FIGURE CARRIES ITS SOURCE

YOUR DATA STAYS YOURS

YOUR PEOPLE MAKE THE CALLS

Where this goes

fn A FIRST CHAT

We look forward to speaking.

fn A WORKING SESSION

One hour with your operations lead, starting from the eight questions on sheet four. Wherever the real pains turn out to be, that's what we build first.

fn A PILOT BEFORE ANY BUILD

We prove it on one workflow first. If it doesn't hold up on your floor, you walk away with the process maps we drew.

CONTACT

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SCAN TO OPEN THIS BRIEF
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