

TERIYAKI MADNESS

Case Study | Restaurant

creative
materials
corporation



Location
Nationwide

Project Type
Restaurant

Areas Supplied
Retail Floors & Walls,
Kitchen Floors & Walls,
Dining Room Feature Wall,
Back of House Floors

Products
Oakwoods, Omni, Array
Natural Stone, Quarry
Tile, Rubber Base, Setting
Materials

You may not associate the taste of teriyaki with Seattle, but that's exactly where Teriyaki Madness got its start. Known for its flavorful, healthy meals and quick service, Teriyaki Madness has expanded rapidly, attracting a diverse customer base with its convenient and tasty dining options. With over 150 locations throughout the USA, this Japanese restaurant franchise remains one to watch.

CHALLENGE | Stock-out Blues

When a tile supplier fails to reserve stock for its multi-unit brand clients, there is a risk of losing that stock to the supplier's other customers. This issue often arises with suppliers with multiple focuses, such as residential and showroom sales. This was the situation with the tile supplier that Teriyaki Madness relied upon. Tile stock ran out, causing delays in project completions and subsequent openings. Stockouts also often impact multiple facets of the construction process, and may increase direct and indirect costs for the national brand.

SOLUTION | Dedicated Inventory

An existing partnership with another multi-unit brand client initially led us to discussions with Teriyaki Madness. They needed materials for a location in Texas urgently. Creative Materials met this need and subsequently offered Teriyaki Madness a comprehensive program, including tile, stone panels, and rubber base. Stock is strategically housed in a central warehouse, carefully selected to align with the brand's expansion plans and national presence, ensuring timely shipments for scheduled openings.

Additionally, our Design Services Team created tile pattern layouts for the back-of-house areas including quarry tile, and the restroom walls. Our team wanted to show Teriyaki Madness how the brand could find additional savings using alternate layouts. Once approved, the saucy and successful partnership began.

"When the brand's current supplier failed to maintain adequate stock, Creative Materials promptly stepped in to source the necessary materials and arrange immediate shipping, paving the way for a new partnership."

Doug Salatino,
Business Development Lead
Restaurant & Retail Brands
Creative Materials Corporation