



CONSOLIDATED  
CONCEPTS®

| CASE STUDY

**HOW THIRSTY LION LEVELED  
THE PLAYING FIELD WITH  
CONSOLIDATED CONCEPTS**

Thirsty  Lion  
GASTROPUB

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## THE CHALLENGE

Thirsty Lion, a brand under Concept Entertainment, faced challenges in competing with larger operators due to limited purchasing power. As a mid-sized operation, they needed a solution that would enable them to buy products at competitive prices without compromising on quality. **Enhancing gross profit (GP) margins was a top priority to maintain profitability and growth.**



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## THE SOLUTION

**To address these challenges, Thirsty Lion partnered with Consolidated Concepts.** The Consolidated Concepts team conducted a comprehensive review of their existing product lineup, identifying alternatives that offered cost savings without sacrificing quality. Leveraging their purchasing expertise, they enabled Thirsty Lion to access competitive pricing typically reserved for larger operators. This streamlined approach accelerated decision-making and improved efficiency for the food and beverage team.

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*Consolidated Concepts helped us accomplish what we were looking for a lot quicker, making our team more successful. If you have a small or mid-sized operation, you can purchase like a big operator using Consolidated Concepts.*

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— Keith Castro, Vice President Of Food And Beverage, Thirsty Lion



## THE RESULTS

By working with Consolidated Concepts, Thirsty Lion was able to improve their GP margins and compete more effectively with larger operators. The ability to access high-quality products at reduced costs empowered their team to achieve their goals faster, enhancing overall operational success. **The partnership proved that even small to mid-sized operators can leverage the buying power of larger chains through Consolidated Concepts.**

[Check out our Thirsty Lion story on YouTube!](#)



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