

Success story

Charcoal Group ignites efficiency

Hospitality leader leverages Sage Intacct to serve up scalable growth and keep teams aligned

“Sage Intacct got us out of the spreadsheet business. Financial statement prep time is down from hours to just minutes.”

Bruce Dimytosh

CFO, The Charcoal Group of Restaurants



The challenge

As Charcoal Group rapidly expanded, its reliance on Sage 300 and manual reporting processes could no longer keep up with the demands of managing multiple restaurant locations, making timely decision-making a challenge.



The solution

The company migrated from Sage 300 to Sage Intacct, a cloud-based financial management solution that automates reporting, streamlines multi-entity management, integrates with other line-of-business applications, and provides real-time insights accessible across all locations.



The result

With their move to Sage Intacct, Charcoal Group has achieved significant operational improvements:

- Substantial reduction in monthly financial statement preparation time.
- Real-time data access for managers powers rapid data-driven decisions across all locations.
- Automated integrations with POS, payroll, and inventory systems reduces manual tasks and speeds data sharing.
- Improved scalability fuels the addition of 6 new restaurants without increasing accounting staff.
- Enhanced teamwork grows from aligned financial and operations teams focused on shared goals.

Organization

The Charcoal Group of Restaurants

Location

Ontario, Canada

Industry

Hospitality

Sage Products

Sage Intacct

Sage Partner

Perceptive Data

CHARCOAL GROUP
RESTAURANTS

About The Charcoal Group of Restaurants

Charcoal Group has led Ontario's hospitality industry for over 65 years, known for exceptional dining experiences through its unique family of brands, including Beertown, Wildcraft, Long Bar, Bauer Kitchen, Solé, and Sociable Kitchens. With a mission to build “insanely great restaurants” that exceed guest expectations, Charcoal Group remains focused on innovation, quality, and growth across 16 locations in Southern Ontario.

Sage



A legacy of exceptional hospitality

For over 65 years, Charcoal Group has been a beacon of hospitality excellence in Ontario, with vibrant restaurant brands offering unique dining experiences. With Beertown, Wildcraft, Long Bar, Bauer Kitchen, Solé, and Sociable Kitchens, their 16 restaurants are designed to exceed expectations with every meal, every guest, every time. Even amid the challenges of the pandemic, Charcoal Group's growth has surged, adding eight new restaurants since 2020. This growth-oriented approach demands an agile financial infrastructure, which led Charcoal Group to look beyond Sage 300 as they expanded. Their solution? Sage Intacct.

Growth Puts a new financial system on the menu

While welcome, the company's rapid expansion introduced new challenges. When CFO Bruce Dimytosh joined, the company had six restaurants and was managing their finances with Sage 300. While Sage 300 worked well for a smaller operation, Charcoal Group's needs quickly evolved as they opened more locations. Bruce's mission was clear: ensure that Charcoal Group's financial systems could keep pace with their growth, eliminate manual reporting, and provide managers with real-time data.

Bruce quickly noticed the limitations of Sage 300 in handling multi-entity consolidations. Consolidating reports across restaurants required extensive Excel spreadsheets, with data

manually extracted, restructured, and emailed out to managers. By the time the reports reached restaurant managers, the data was outdated — rendering it nearly useless for timely decision-making in a fast-paced industry.

"Hospitality is a real-time industry," Bruce notes. "If we can't access the data in the moment, we miss opportunities to adjust course and have to play catch up."

Minimizing busy work, maximizing collaboration

Since moving to Sage Intacct, Charcoal Group has seen remarkable improvements in both efficiency and accessibility. Monthly financial statement preparation time has been slashed significantly, a reduction that has allowed Bruce and his team to focus on strategic initiatives rather than routine data tasks.

"Sage Intacct got us out of the spreadsheet business," says Bruce. "Monthly financial statement prep time is down from hours to just minutes."

Real-time data, real-time decisions

The Sage Intacct dashboard feature has been a game-changer for Charcoal Group, giving every restaurant manager access to up-to-the-minute financials. Where managers once relied on monthly reports to evaluate performance, they now review



The move to Sage Intacct allows store managers to access operational and financial data in real-time — data that fuels smarter, more informed decisions.

real-time metrics like product costs, sales, labour hours, and inventory, with the ability to adjust business strategies and staffing based on weekly and even daily shifts.

“Our managers have real-time visibility, which is pivotal,” Bruce notes. “It’s not just about meeting end-of-month goals anymore. Now they can make decisions that impact performance in the here and now. As a result, our meetings have shifted from ‘let’s catch up on last month’ to ‘how do we maximize this week?’”

Charcoal Group’s transition to Sage Intacct has also enhanced accountability. Managers prepare for board meetings with laptops open and ready to address questions on the spot, a change Bruce describes as transformative. “Now, every manager knows their data. It’s right there — clear, accessible, and actionable,” Bruce says.

One of the most significant benefits of Sage Intacct has been the cultural shift it has facilitated. Previously, the finance and operations teams operated in silos, with “them” and “us” mentalities. With Sage Intacct providing everyone with transparent access to real-time data, Charcoal Group now operates as a unified team, with all departments aligned toward the same goals.

Integrated technology for a seamless experience

With help from their Sage business partner, Charcoal Group integrated Sage Intacct with its restaurant point-of-sale, payroll, and inventory management systems. These connections allow data to flow automatically, eliminating the need for manual imports and exports. Each restaurant independently manages its inventory, while Sage Intacct processes the data into accounts payable invoices and petty cash entries in real time to keep the information fresh and actionable.

“This automation takes so much off our accounting team’s plate,” Bruce explains. “Previously, we spent hours entering these data points. Now, they’re instantly available in Sage Intacct, reducing errors and saving time.”

Regional operational leaders, each responsible for multiple restaurants, can easily view performance at both individual and group levels. The system’s flexibility lets these managers pivot and respond immediately, eliminating bottlenecks and keeping operations fluid.

Fueling growth without adding staff

Despite nearly doubling the number of restaurants, Charcoal Group hasn’t hired additional accounting staff since moving to Sage Intacct — a testament to the system’s efficiency. Bruce points out that their growth trajectory would have been unsustainable under their old system. With Sage Intacct, however, Charcoal Group can expand confidently, knowing they’re equipped to manage additional locations without stretching their team thin.

“Time is our most precious commodity,” Bruce notes. “Sage Intacct gives us back time. We’re prepared for any growth opportunity but don’t need to scale up our accounting team just to keep pace.”



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CFO

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A foundation for continued success

Using Sage Intacct, Charcoal Group tracks and manages construction costs as they open new locations, ensuring accurate budgeting and resource allocation throughout each build. The system provides near real-time visibility into expenses, allowing Bruce and his team to monitor construction project costs closely, make informed adjustments, and keep expansion projects on budget. This insight has proven invaluable, as the organization can now see precisely where funds are allocated, supporting both strategic growth and financial accountability across their expanding footprint.

As Charcoal Group looks ahead, they plan to implement Sage Intacct budgeting and planning tools to enhance collaboration across departments further. Bruce sees budgeting as a team effort, with Sage Intacct providing a platform that fosters the communication between finance and operations.

“Sage Intacct has helped set us up for long-term success,” Bruce concludes. “In an industry that demands agility, having real-time data at our fingertips is invaluable. Sage Intacct is a complete set of tools that empowers our team, saves time, and supports our growth ambitions. With this foundation, we’re ready to scale as far as we can go.”



A woman with long brown hair, wearing a black tank top and dark jeans, is smiling and looking towards the left. She is standing in a bar or restaurant with a brick wall and shelves of bottles in the background. The lighting is warm and ambient.

MOTTO #88

**THERE IS A
DIFFERENCE BETWEEN
GREAT SERVICE, AND
GENUINE HOSPITALITY.**

BEERTOWN



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