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HOODSWEENEY

The Flying Fig Deli

If you've dreamt about visiting New York, but can't afford the huge airfares or the time off work, North Adelaide has your answer: The Flying Fig Deli.

As soon as you walk in, you're surrounded by bagels, pastrami, lox (cured salmon) and of course, pickles. It feels like you've just stepped off the streets of Brooklyn or the Upper West Side – this refined Jewish delicatessen has it all! Then there's the amazing coffee, which America isn't normally known for. You could say that Paul Serafin found a way to merge the best of New York City and Australia, for one incredible dining experience.

Paul Serafin has worked in hospitality his entire working life. He has successfully started and run various businesses in and around Adelaide, but it was a growing trend with out-of-the-way cafes that gave him his next big idea. "Corner cafés were on the way up around the time I was on one of my many trips to the US. I realised that Adelaide didn't have a traditional Jewish deli and it was something I thought would resonate well with the locals." He went on to say that, "Adelaide's food scene has really matured in the last 10-15 years, so I thought it could handle authentic Jewish favourites like the Reuben, pickled herring and latke (potato pancakes)".

Having set up businesses before, Paul admits his best lessons have come from both his past successes and failures. He says, "I had all of these things I wanted to create, but didn't have the money to invest in extensive market research, which is normally how it's done in the industry." This unorthodox approach was buoyed by Paul's previous industry experience and a lot of faith in his unique offering. He quickly purchased an existing site on Jeffcott Street, North Adelaide and started putting his delicious ideas down on paper.



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Paul Serafin

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With his refined menu in place and The Flying Fig Deli up and running, Paul found the time he needed to sit down with his advisors at Hood Sweeney, to review his initial business plan. The good news: Hood Sweeney accountants, Daniel and Louisa said that his plan was sound. But Paul isn't the kind of guy to rest on his laurels – he's always looking for new ideas for his menu and more efficient business processes. "My eyes have always been bigger than my stomach and I needed some rational heads to keep me on the right path," Paul says. "Our regular accounting meetings and quarterly catch-ups ensure I'm sticking to the budget and timelines forecasted by my accountants."

Daniel and Louisa introduced Paul to payroll and inventory management programs, Deputy and Kounta. "I've never used this stuff before, but I needed to trust the process so I can focus on what I do best." He's not using a completely paperless system yet, but it's something he'd like to use as The Flying Fig Deli progresses. Either way, this software implemented by Hood Sweeney allows him to run his deli and track expenditure, without taking him away from his core business and plans for growth. "We create most of our produce on-site, so naturally, we're planning to move into retail down the track," Paul says. The software and his advisors keep him up-to-date with the real-time running costs, to know exactly what he can do and when he can do it, without compromising the business.

"Nowadays, so many people want to make their money immediately. But I've learnt that running a business requires patience, persistence and belief," says Paul. He's only just over a year in and he has some grand plans for The Flying Fig Deli. He'll be relying on Daniel and Louisa to do the rational thinking, while he dreams BIG!

Hood Sweeney Food, Wine & Hospitality team is a leading provider of professional services to the Food, Wine and Hospitality industries and can assist you with:

- Outsourced bookkeeping
- Financial and management reporting
- Taxation advice and business structuring
- Taxation compliance and reporting
- Budgeting, cash-flow, forecasting and financial modelling
- Strategic business planning and performance coaching
- Cloud Solutions
- Cloud Accounting
- Point of Sale
- Payroll
- Total integrated solutions.

The team is committed to finding the best solutions for your industry and have unparalleled experience in what works best for you.



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