

Steven Bankler, CPA, Ltd.

Client Spotlight: Magnolia Pancake Haus

“Once you get into the restaurant business, it stays in your blood,”

Robert Fleming explains when

reflecting upon the decades he has spent in the food and hospitality industry.

Fleming, who owns the famed Magnolia Pancake Haus in San Antonio, isn't kidding. He got his start as a dishwasher at a popular Greek restaurant in Chicago at the age of 13. By 16, he was a broiler cook. He spent his young adulthood moving to several places around the country, including San Antonio, staying close to his restaurant roots along the way.

In 1989, a colleague in Minnesota handed him an old family recipe for buttermilk pancakes.

“He told me to save it, that I'll want to use it someday,” Fleming reminisces. Ten years later, that same recipe became the inspiration for a fresh start for his young family back in San Antonio and, thus, Magnolia Pancake Haus was born.

“At the time, no one was serving what I call a ‘Yankee breakfast’ in the San Antonio area. So when we opened up—with our pancakes, hash browns, sausage and bacon—we did well from the beginning.”

Fleming attributes his continued success to two factors: He doesn't cut corners and he strives for consistency.

THE MAGNOLIA PANCAKE HAUS
...everybody eats when they come to my HAUS!



“Nearly 100 percent of the items on our menu are made in-house—from our pancake syrup to our

smoked and cured meats,” he explains. As for consistency, it's not as easy in the restaurant business as it may seem—with costs of supplies and vendors endlessly changing. But Fleming decided long ago he'd rather roll with the punches than change ingredients and offerings based on pricing.

That gamble has paid off, with regular customers raving that the pancakes taste every bit as delicious as they did 17 years ago.

What hasn't stayed the same are Fleming's business strategies. When he first met Steven Bankler 15 years ago, Fleming was content with his CPA. But, as he began looking at expansion and long-term goals several years later, he realized he could benefit from Steve's vision.

“Steve has an insightful long view when it comes to small businesses and maintaining profits,” Fleming says, who adds that Bankler helped reorganize the restaurant's corporate structure with an

eye toward the future. “He understands how to balance labor, supplies and materials, and is always looking for opportunities for improvement.”

Learn more about Magnolia Pancake Haus at magnoliapancakehaus.com.



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