

TouchBistro® + EVA'S ORIGINAL CHIMNEYS

How TouchBistro helps the needs of a fast-growing business

About Eva's Original Chimneys

For co-owners Kristin and Justin Butler, the inspiration for Eva's Original Chimneys came on their honeymoon in Hungary, after being introduced to *Kürtoskalács* or chimney cakes – a sweet pastry rolled on a wooden cylinder and baked on an open rotisserie grill. After that first bite, the remaining five weeks of their trip were spent planning to bring this idea back to Canada.

When couple arrived home, they spent the next couple years perfecting the recipe, building their food truck, and expanding their menu offering. After operating with just a basic point of sale (POS), Kristin and Justin realized they needed a POS upgrade – something that would better suit their customizable menu and growing demand from customers.



Kristin's POS wishlist:

- A scheduling integration
- Easy-to-use menu modifiers
- Visually appealing hardware



That's when she discovered TouchBistro.



Type

Quick service restaurant (QSR)



Serving

Delicious chimney cakes



TouchBistro Locations

5 restaurants + 2 food trucks



Licensing

Dual



Integrations:

7shifts (scheduling)

How Eva's Chimneys Uses TouchBistro:

- 7Shifts integration to schedule staff
- Menu modifiers that have increased check sizes by 20%
- Kitchen Display System (KDS) to communicate orders from front to back of house
- Pro Server and multiple cashier iPads for faster counter service
- Heat maps that show busy vs slow times for more informed decisions about labor
- Cloud reporting to see the top 10 bestsellers and the bottom 5%
- Remote menu management to make changes to promotional and regular menus from anywhere
- Sales reports to make projections on inventory and prep needed for following week



EVA'S ORIGINAL CHIMNEYS

Making Better Business Decisions:

"We track how much of each item we're selling every day so we can do projections on what we need to bake for the following week," says Kristin.

She also uses the sales reports to see what's selling the most and what's selling the least, basing any menu changes on these numbers. A new promotional cone that consistently makes the dashboards' top 10 bestsellers will get added to the regular menu. Then an item in the bottom 5% gets taken off.

Powering up staff

TouchBistro's menu modifiers don't just improve the speed of service. The system also provides a sales boost, with easy upsells that customers love. **"We've seen a 20% increase in the average check size, thanks to TouchBistro."**

Serving More Customers Faster

"We had long lineups at our Bloor Street store. Customers were taking their time figuring out what they wanted. Meanwhile the customer behind them were ready, but we couldn't take their order because we only had one cash," says Kristin, remembering how she decided two iPads were needed up front. "I called TouchBistro, and they were able to have two cashiers running at the same time by using the Pro Server."

Making More Money:

"Training our staff to be on cash takes literally five minutes with TouchBistro. It's very self-explanatory. Then we can spend more time focused on customer service and menu knowledge."

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touchbistro.com/request-a-quote/

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