



## First Nation-wide Vegan Chain Effortlessly Manages Multi-Location Loyalty Program and Deployments

Native Foods Café was founded in 1994 with a single location in Palm Springs, California, and has embarked on rapid growth since Daniel Dolan and Andrea McGinty, joined as co-owners in 2009. As of 2013, 14 locations are open and more are under construction in Southern California, Chicago, Colorado and Oregon, with additional restaurants in development in existing markets and the East Coast. Native Foods Café aims to be the first fast-casual vegan chain to open nation-wide and promotes its mission to help the country make a lighter footprint by doing the most social thing we know: **EATING!**

### solution overview

- ✓ **Industry:** Fast Casual Restaurant
- ✓ **POS Software:** Brink POS
- ✓ **POS Hardware:** PAR ES 500
- ✓ **Installation Services:** Brink POS

### challenge

With its rapid growth strategy, Native Foods was looking for a powerful solution that would allow them to easily manage multiple locations and provide system wide reporting, while offering an advanced loyalty program across all channels. Easy and efficient deployment to new locations, along with a close connection with its customers meant finding a single solution point of sale that could cover all of their needs.

### solution

The flexible loyalty features of Brink POS were able to deliver a powerful loyalty program that, among other things, offered instant rewards to guests based on the dollars spent. Offering a sign-up incentive reward made the program too appealing to pass-up for almost every guest. Native Foods was able to quickly collect valuable guest information that could be used later for direct marketing and new location launches. Fully integrated online and mobile ordering allowed guests to earn rewards both in store and online, driving guest frequency higher.

The multi-unit management tools and enterprise reporting features offered by Brink POS were just the tools Native Foods was seeking. System wide menu changes and deployment of new locations were made very simple, freeing operations personal to focus less on POS related duties and more on growing the business.

### results

Native Foods Café's growth phase is well underway, with a new location expected to open at least every month, and their loyalty program has been an incredible success. The tools provided by Brink POS have allowed Native Foods to sign up an unprecedented percentage of their guests. The instant rewards provided by the loyalty program have increased guest frequency, while visibility into their guests has greatly helped in promoting new locations and even helped identify new target markets. Visit Native Foods Café online at [www.nativefoods.com](http://www.nativefoods.com).