

Copper Cellar's Quality Experience Extends From the Host Stand to the Kitchen with Technology from QSR Automations

Since 1975, Copper Cellar Restaurants (www.coppercellar.com) has stayed true to its founding heritage — to create and deliver unique and uncompromising quality in a consistently excellent manner. Today, the growing Copper Cellar family of restaurants includes the company's namesake, Copper Cellar, along with Calhoun's, Smoky Mountain Brewery, Chesapeake's and Cherokee Grill.

As the company expanded into five different fine dining and casual dining concepts across 17 locations, the ability to efficiently produce high quality food in high volumes created costly challenges in the kitchen. As a result, Copper Cellar turned to the expertise of QSR Automations to help pump up kitchen performance, reduce stress and boost table turns. Now Copper Cellar is also relying on QSR to connect the host stands to accurate wait times and faster seating.

Taking Kitchen Efficiencies to the Bank

"QSR's kitchen display system has definitely brought calm to our busy kitchens," says Mike Gaston, vice president of information services for Copper Cellar. "The solution is reliable, powerful and easy for our team members to use. Now we can produce food in high volumes with less stress."

Many of Copper Cellar's restaurants have seen a reduction in ticket times from 25 to 12 minutes. "Thanks to QSR, we are taking more money to the bank at the end of the day."

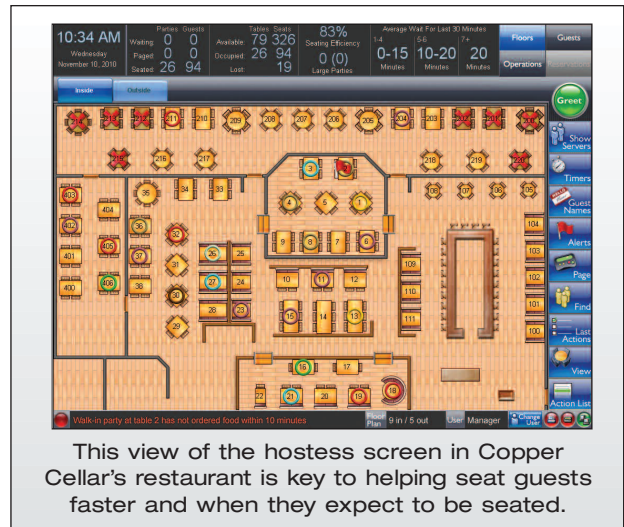
MIKE GASTON, VP OF INFORMATION SERVICES, COPPER CELLAR

With QSR's kitchen automation software and hardware, chefs stay focused on the menu items they need to prepare at the optimal moment to ensure all items within the entire order are ready at the same time. And the kitchen manager is no longer married to the window, now able to mentor and assist at all stations. These efficiencies inside the kitchen translate into happier guests from enhanced food quality and faster table turns, which also drives higher revenue.

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A Host of Happiness Comes to the Table

With the success of QSR's kitchen display solution, in 2010 Copper Cellar began adding QSR's ConnectSmart Hostess graphical software for seating, call ahead and wait list management. Currently deployed in three restaurants, Gaston plans to roll out to all restaurants.



This view of the hostess screen in Copper Cellar's restaurant is key to helping seat guests faster and when they expect to be seated.

Gaston says QSR's solution is very easy to use, helping all team members learn the floor plan — and is especially perfect for those that have grown up with intuitive technology.

"QSR's ConnectSmart Hostess gives the host stand a sense of urgency similar to a kitchen expeditor," says Gaston. "The solution enables our team members to become much more involved in managing the wait list. Our hosts are now looking for opportunities to get guests off the wait list and seated faster."

Gaston says the restaurant managers have gained tremendous confidence in the Hostess solution, and no longer have to be involved at the host stand, instead spending time on the floor with guests. One of the secrets lies with the timers that help the hosts look ahead.

"With QSR's table management system, our hosts are always in planning mode — they focus on the table statuses and attack the wait list," says Gaston.

Another secret to success is the use of historical data combined with real time data to generate accurate wait time quotes. Additionally, the system protects server rotation, ensuring servers can give proper attention to each new party.

"Now that we have added QSR's Hostess solution, we are growing guest satisfaction because our guests are seated faster and when they expect to be seated — and our servers and managers are able to give each guest their best attention," concludes Gaston. ■



502.297.0221
qsr@qsrautomations.com
www.qsrautomations.com