

SoCal Based Specialty Sandwich Chain Board & Brew Facilitates Expansion Using Focus CA Point of Sale



Sandwich chain Board & Brew has found a concept that keeps customers coming back. The restaurant's always fresh from scratch menu items, craft beer selection, and famous "secret sauce" draws appeal from customers all over Southern California.

First established in Del Mar, California in 1979, Board & Brew has since expanded to locations across LA and San Diego County and recently opened up shop in Phoenix, Arizona. Regardless of location, customers always enjoy a relaxed beach atmosphere and friendly environment.

Board & Brew's fast expansion drove demand for a scalable POS system that would allow for control over operational workflow and processes. They chose to partner with Focus CA in 2012, establishing a standard for future franchise locations and long lasting relationships.



Client:

Board & Brew

Objectives:

Replace a POS system that did not allow for scalability and operational control as the franchise continued to expand to more locations.

Installation:

- Focus POS software
- Focus workstations
- Epson printers

Results:

Focus CA provided Board & Brew greater visibility and aided in the chain's expansion. All but one location are currently powered by Focus.

THE CHALLENGE

It wasn't long before Board & Brew realized they had a winning restaurant concept and growth would be a part of the business' future. When they started expanding, leadership determined that their existing POS system did not offer sufficient scalability. The business began its search for a system that would allow more control over processes in all areas of the business.

THE SOLUTION

Board & Brew chose to partner with Focus CA, a POS provider with decades of experience in the restaurant industry. Focus CA installed a complete solution for one of Board & Brew's locations in December 2012, establishing a standard for future franchise locations. Focus equipped the store with two terminals and Epson receipt printers.

With features such as a multi-check dashboard, custom screen layouts, and packaged commands for quick size selections, Focus ensured ease of use and training. The new systems optimize labor scheduling and manage inventory — operational efficiencies that result in excellent customer service.

Focus also has a Franchise Fee Service that helps franchisors overcome challenges they may face with royalties. It automatically debits and deposits fees into a corporate bank account using POS data, so both parties have an accurate account and record of payment. Board & Brew continues its partnership with Focus CA both organically and through franchising. It has now expanded to 17 locations, 16 of which are powered by Focus CA.





RESULTS

One of the most significant benefits Focus CA provided is greater visibility into operations. The new POS system integrates with Board & Brew's above store system. This enables Focus CA to populate detailed reports with both data from back office applications as well as the point of sale to provide actionable insights into sales, labor, inventory, and enterprise management.

Board & Brew has also found that training new employees is easier. Focus CA trained the staff at the location of the first Board & Brew install, but Board & Brew was able to handle training of all other sites and franchisees because the POS system is so intuitive and easy to use.

The Focus POS system also enables Board & Brew to meet their goal of fast, efficient customer service. With Focus CA's customizable user interface, Board & Brew can optimize screens for order entry and serves guests more quickly than ever before — another reason Focus CA has become an integral part of operations throughout the Board & Brew enterprise. Currently, 16 out of 17 total Board & Brew locations are powered by Focus CA.

ABOUT FOCUS CA

Founded in 1999, Focus CA serves clients throughout California, Nevada, Utah, and Arizona. From single stores to multi-unit chains in the food service and hospitality industries, Focus CA is dedicated to employing solutions that will streamline your day-to-day operations and improve performance for your business.