



ANOTHER
Broken Egg Cafe

More than **80** locations, including corporate and franchised restaurants

One of the fastest growing brands in the daytime restaurant segment, with locations spanning **15** American states

Today, **over 15%** of sales are to-go, both through online ordering and third-parties



History

Another Broken Egg Cafe is the largest actively franchising brand in the combined breakfast, brunch and lunch space. One key factor in their growing success is their hybrid restaurant model, which blends quick service restaurant (QSR), fast casual and full service options for diners.

Another Broken Egg President and Chief Executive Officer Paul Macaluso explains that “welcoming the idea of indulgence” is another factor that sets Another Broken Egg’s dining experience apart from competitors in the space.

“Brunch is a very social experience and we lean heavily into that. We have a full bar, and some of our cafes do over 20% of their sales in alcohol, which is pretty wild to think when you consider that we’re only open from 7 a.m. to 2 p.m.,” says Macaluso.

Read on to learn how this dynamic franchise embraces technology to attract customers across ordering channels, increase table turns, and create an inviting space for hungry patrons to indulge.



The Business Challenge

When Macaluso joined Another Broken Egg in November of 2019, he helped lead the charge in assessing the brand's current technology stack and discovering where they could find efficiencies. Little did he know, a global pandemic was right around the corner.

Related, Macaluso learned they were doing 2% of sales to-go with no online ordering platform—everything was coming in over the phone.

While Macaluso understood that both issues presented a big opportunity for the brand, the onset of the pandemic quickly accelerated the need to upgrade their POS.

“Our point of sale (POS) system was a legacy system. We were having some issues with payment processing and the fact that it wasn't cloud-based. It became apparent that we needed an overhaul to our POS system.”

Paul Macaluso
President and Chief Executive Officer,
Another Broken Egg Cafe

Service Expansion Through Online Ordering

With the emergence of the pandemic—and seemingly overnight—to-go orders were the only viable option for patrons of Another Broken Egg as dining rooms closed their doors.

Revel's open API was key to the success of the restaurant brand's online ordering and delivery integrations and further backed Macaluso's hunch that the team needed a cloud-enabled POS behind their operations. The team integrated **online ordering platform Olo** and customized an online ordering experience that helped them drive direct, digital sales.

To date, online ordering has been very sticky for Another Broken Egg locations, even after dining rooms reopened. In fact, now “over 15% of our sales are to-go, both through online ordering and third-parties,” says Macaluso.

Time Savings Resulting in Fast Table Turns

Quick table turns are extremely valuable to Another Broken Egg's table service offering. During weekend brunch, for example, the franchise has no trouble generating business. Profits all come down to how quickly tables turn. The team conducted a time and motion study with a third-party company to help them quantify their efficiency in this area.

"Mobile order takers were a big opportunity for us. Traditionally servers would approach a table with a notepad, write down orders, walk over to a central POS system, enter the orders there, and sometimes they might have to wait behind another server or two who was entering orders of their own or closing out checks," Macaluso says.

3.6

Minutes saved per order

Revel's mobile order takers (MOTs) allow staff to meet in-person diners tableside and submit their orders to the kitchen in real time as guests explain them. The study concluded that the use of MOTs have saved staff 3.6 minutes per order in terms of getting orders to the kitchen faster.

"We also launched **kitchen display systems (KDS)** in our restaurants, where formally we had a printer," Macaluso says. "We actually went with five KDS screens, one specifically for to-go orders because it's such a big part of our business. The study found that restaurants using KDS systems were saving about a minute per order in the back of the house."

On the whole, boosting Another Broken Egg's technology stack has started to add up to quicker table turns across the franchise. Today the brand is testing Revel SmartPay, a contactless, mobile payments solution. Early tests have shown that the team is saving about 2.7 minutes in terms of table turns with SmartPay.



Staying Agile for the Future

Able to add convenience and efficiency to their already sought-after full service breakfast, brunch, lunch and cocktail experience, Another Broken Egg has continued to elevate their offerings in a competitive and lucrative space.

"When I joined the company in 2019 the average unit volume was \$1.5 million," says Macaluso. "We're approaching \$1.9 million today. And technology has been a huge part of the reason why."

With a passion for innovation on their side, there is no doubt that the team behind Another Broken Egg Cafe will continue to prioritize a modern technology stack to maintain the guest experience loyal customers have come to appreciate.

For more information, please visit revelsystems.com or call +1 (833) 437-3835