

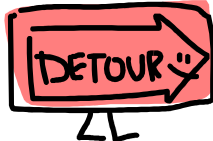


# POSITIVE THINKING

March 2009



## For Your Interest



### *Avoiding the Economy's Rough Patch Back of House*

#### Exit High Costs and Waste

- ❖ Lower costs by using fewer distributors and ordering less frequently
- ❖ Avoid per-delivery surcharges by ensuring all deliveries are over the minimum drop amount
- ❖ Find and use products with innovative processing and packaging technologies that guarantee longer shelf life, reducing your need for frequent deliveries
- ❖ Be sure you are using your products across multiple parts of your menu (each product should fit on your menu at least three ways)

#### Opportunities Ahead

- ❖ Add Delivery—Delivery sales will increase incremental sales revenue, and delivery vehicles can act as brand awareness billboards and cheap advertising
- ❖ Sports Appeal—Many consumers cut out their cable sports packages to save money, so make your place a destination to watch the big game
- ❖ Offer Catering—Consumers still don't feel like cooking when entertaining, and businesses are cutting costs by ordering in for office meetings
- ❖ Try a Frequent Diner Program—Drive traffic on slower days by offering extra points; increase business on special occasions—"eat free on your birthday" drives loyalty and keeps patrons coming back

## Special Report

### *Rocks & Doubles*

#### Overview & Background

Every point-of-sale system can provide you with a generic "Fixed Cost" button named Rocks or Double. Aloha can provide the same function but actually define the Up-Charge price based on the item being modified. The Aloha Liquor Up-Charge Button is designed as a Percentage. If you really think about it the Up-Charge price to the customer for ROCKS should not always be the same price. On the average a drink on the rocks contains 3/4 to 1 additional shot of Liquor. If the base price for "Speed Rack" Vodka is \$3.00 and "Premium" Vodka is \$4.00, why charge the same price for Rocks. You're losing money each time.

#### How It Works

When the database is designed for the restaurant, we create a customer defined Percentage Up-Charge for Rocks and Doubles. For Example the Rocks Up-Charge may be 40% times the base price instead of a fixed charge.

#### The Old Way

Premium Brand Vodka \$3.00  
Rocks 50 Cents \$.50 Premium  
Vodka on Rocks \$3.50

#### The New Way

Premium Brand Vodka \$3.00  
Rocks @ 40% 1.20  
Premium Vodka on Rocks \$4.20

#### The Justification

In a restaurant that sells 500 "Premium Liquor" Rocks drink per Week the following cost justification would apply:

Rocks Sales Using Old Method \$250.00  
Rocks Sales Using New Method \$600.00  
Additional Revenue Per Month \$350.00  
Additional Revenue Per Year \$4,200.00



# Welcome to the Family

*Arooga's 15, Camp Hill  
Backyard Ale House, Scranton  
Big Ten Pizza & Subs, Lehman  
Bridge Inn, Oley  
Eagles, Milton*



*Gilly's Steak & Seafood, Scranton  
Old Forge Brewing, Danville  
Olde Lincoln House, Ephrata  
Pleasantville Diner, Oley  
Ray's Burgers & Fries, Colleagueville  
Roma Pizza, Pottsville*

## Did You Know?

### Daylight Savings Time

Don't forget to "Spring ahead" with Daylight Savings Time on Sunday, March 8, 2009 at 2am. Not sure how your Aloha system will update the time? Call your favorite SCR tech to find out!



# Introducing R.P.S.

## Radiant Payment Services



Why pay for your processing when Radiant will?  
Limited Time – Offer expires March 31, 2009



RPS is offering FREE PROCESSING. All cost above interchange and assessments will be paid for by RPS. A \$500 value or six months which ever comes first. Call now to take advantage of this EXCLUSIVE OFFER!

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