

# Butcher & Catch launches with confidence thanks to real-time, EPoS-integrated table bookings

## Introducing Butcher & Catch

- » Local restaurant based in Sheffield
- » Founded in 2017 as an alternative to multi-site mass caterers
- » The experience is just as important as the food
- » An emphasis on provenance, quality and sustainability

## The Zonal Solution

- » EPoS
- » Zonal Bookings



## The Business Challenge

Business partners and founders of Butcher & Catch, Adam Pearce and Liam Ridge, wanted to provide a completely different experience to the multi-site, mass catering approach that they had witnessed during their years in the restaurant industry.

Tired of seeing the same, predictable dishes on every menu, they wanted to offer creative, locally-sourced produce that delights diners. As part of this superior experience they knew they needed to offer live, real-time, confirmed bookings via mobile, so that customers could book in confidence while on the move or during their night out in Sheffield.

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**Our restaurant is not located on a highly trafficked road, it's a destination restaurant, so immediacy and live availability to a reservations diary was key.**

Adam Ridge, Co-owner and Founder, Butcher & Catch





## The Solution

Having successfully used Zonal's EPoS for several years in previous companies, Butcher & Catch were keen to explore another product from Zonal's range of hospitality business solutions to manage reservations – Zonal Bookings.

Zonal Bookings is an EPoS-integrated, real-time reservations solution that allows customers to book from any device and through any channel.

Using Zonal Bookings means:

- » Customers can book with confidence at any time on any device
- » Staff can analyse booking data and identify trends
- » Customer table preferences can be accommodated with no fuss
- » It's easy to keep track of meal stages and in-session diners
- » Potential bottlenecks can be avoided by staggering reservations

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**Using Zonal Bookings meant we could open with confidence, knowing that we had full control over volume and flow of bookings. We could protect ourselves from any potential negative customer experiences due to overbooking, which in turn led to a totally successful launch.**

## Key Achievements

- » Valuable insights into trends and busy times to strategically plan available slots
- » A seamless, mobile-friendly reservations system that is integrated with EPoS allows customers to book with confidence

## Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

- » Greater visibility of in-session diners and table availability
- » Operational efficiency by spreading demand and avoiding bottlenecks
- » Increased profits thanks to improved yield

## Results

- » Greater table visibility and EPoS integration means moving tables and juggling customers and tabs in-session is fast and simple
- » By tweaking available booking times they can fit in an extra sitting, and therefore increase yield and revenue
- » The user-friendly system means staff training is quick and painless
- » They benefit from greater control over their business by staggering reservations and managing expectations
- » Workload is less stressful for kitchen and ops staff due to intelligent planning

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**Through these analytics we have been able to analyse data for busy times – such as Friday and Saturday nights – and identify when most customers were requesting a table. By tweaking available booking times, we are now able to fit in an extra sitting, significantly increasing the yield and revenue.**

**Adam Pearce, co-founder, Butcher & Catch**



## Contact Us Today

Contact Zonal to discuss how our innovative range of solutions can transform your hospitality business.

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**[www.zonal.co.uk](http://www.zonal.co.uk)**

# Zonal

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