Fueling First-Party Growth
with Burgers, Booze & Better Tech

+18.78%	**7.76x**	**+81%**
Increase in First Party Delivery Revenue	ROAS from Google Ads	Increase in Website Traffic

"Since switching from our previous platform, sales with the Chowly Platform are about 20% higher—and the focus on Google Ads is exactly where our new customers come from."

— **Jason Lujick,** Owner of Beeryland
   1 location in Oakland, California

[Beeryland](#) isn't your average burger joint. It's an Oakland original on Telegraph Ave, a dog-friendly, string-lit beer garden where locals post up for big-flavor burgers, a deep craft-beer list, and the cult favorite: **boozy slushies**. The brand's roots go back to 2012, when a small coffee shop morphed into a full-service burger-and-bar concept. Since then, Beeryland has become a true neighborhood hang out spot, hosting trivia nights, charity events, and pre-show crowds bound for the Fox Theater.

The model hums in summer. Winter is tougher. Northern California rain and cold can turn a strong $3–4k day into **$600**, not enough to cover payroll. That seasonality pushed owner **Jason Lujick** to find reliable, **year-round revenue** beyond the patio: more first-party online ordering, stronger **local discovery**, and a digital flow that didn't chew up margin.

Beeryland had tried Owner.com. The onboarding was smooth, but afterward the support went quiet and sales plateaued. Third-party marketplaces weren't the answer either: fees "**killed the margin**," so Beeryland leaned on **Square** and direct ordering already, but needed a platform that could **grow** first-party demand, not just host it.

CHOWLY™ Platform

That's where the [Chowly Platform](#) came in.

In late May, Beeryland kicked off a full cutover: a **conversion-ready marketing website and ordering, Google Business Profile** alignment, and **Google Search Ads** tied to real orders, not just clicks. Chowly's team ran weekly working sessions, executed test orders, and set up loyalty and surveys to strengthen repeat business. From kickoff to go-live in **19 days**, Beeryland flipped the switch and started measuring what mattered, **profit, not just traffic**.
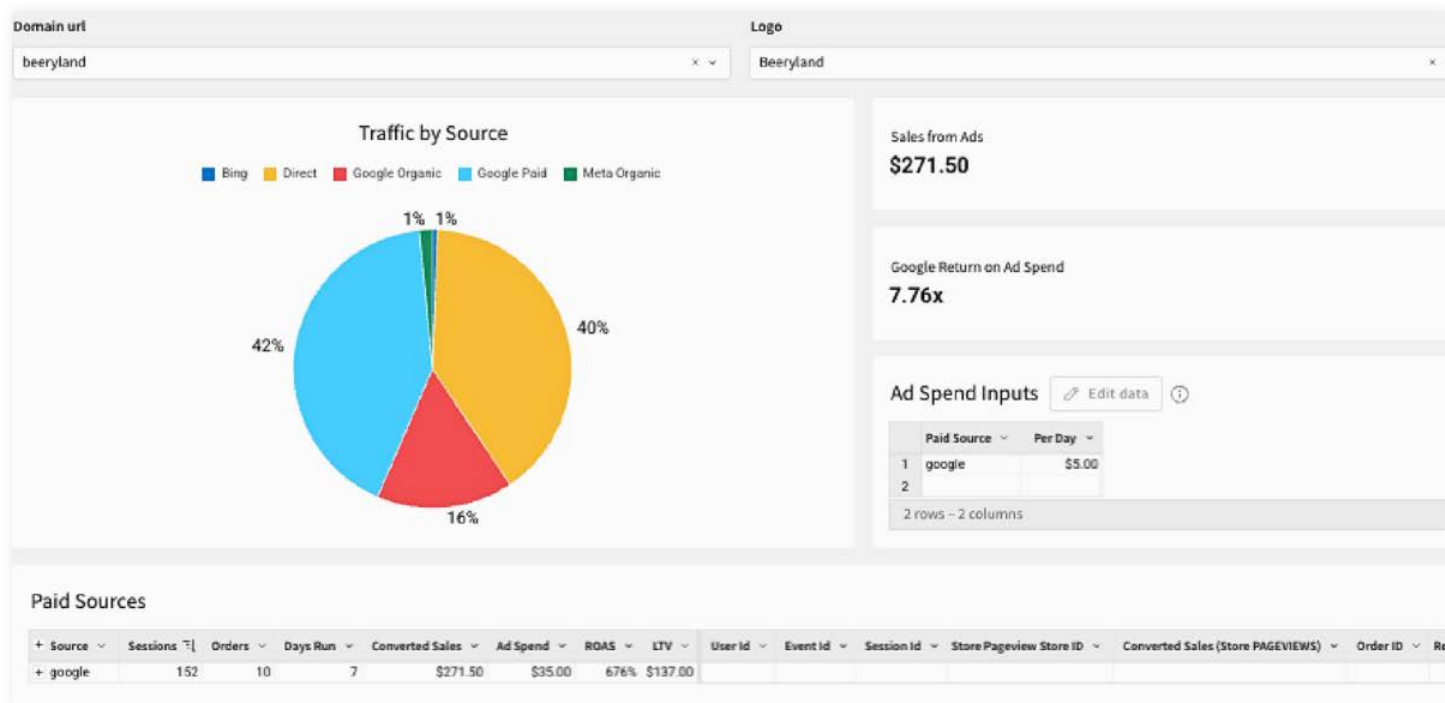
Challenges

Beeryland wanted simple: more sales, **more direct business, less margin leakage**. They didn't need another "shiny" tool; they needed a platform that moved the needle and **played nice with Square**.

Instead, they faced:

- A prior platform that **stalled after launch**, no cadence, no iteration

- **Seasonal revenue drops** that winter couldn't offset in-house

- Third-party apps that **erased food margins** with fees

- Fragmented workflows and no **connected ad→order attribution**

- Limited leverage of Beeryland's existing **Square loyalty and customer data**

They needed one partner to centralize the digital storefront, **drive demand**, and prove it with **order-level results**, without adding work to a lean team.

The Shift

Beeryland chose the Chowly Platform to consolidate tools and **grow first-party demand**. The plan was pragmatic: ship fast, integrate tightly, iterate weekly.
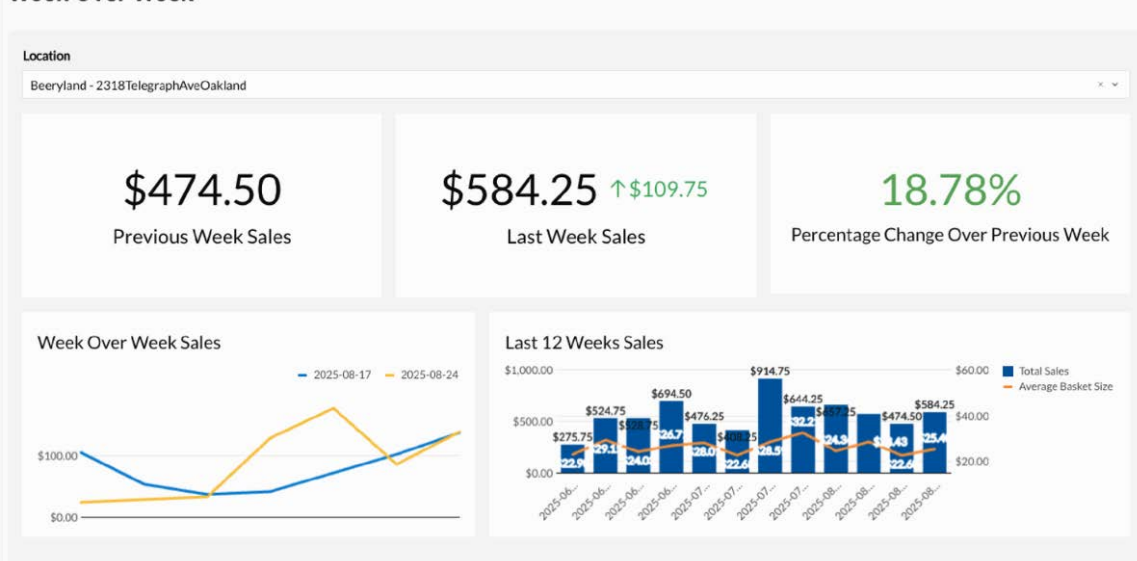
Here's how the Chowly Platform delivered:

✔ A **conversion-focused** website built to rank locally and funnel orders, not just clicks

✔ **Google Business Profile** cleanup to match brand, menus, and hours

✔ **Managed Google Search Ads** aimed at "near me" and intent queries, with **true ROAS** tied to orders

✔ **Loyalty + customer data** aligned with Square to fuel repeat business

✔ **Customer surveys** turned into quick wins for ops and marketing

✔ **A branded mobile app** (iOS at launch) to meet guests where they are, with Android under evaluation

✔ A steady drumbeat of working **sessions→health checks** to keep momentum (weekly → bi-weekly → monthly)
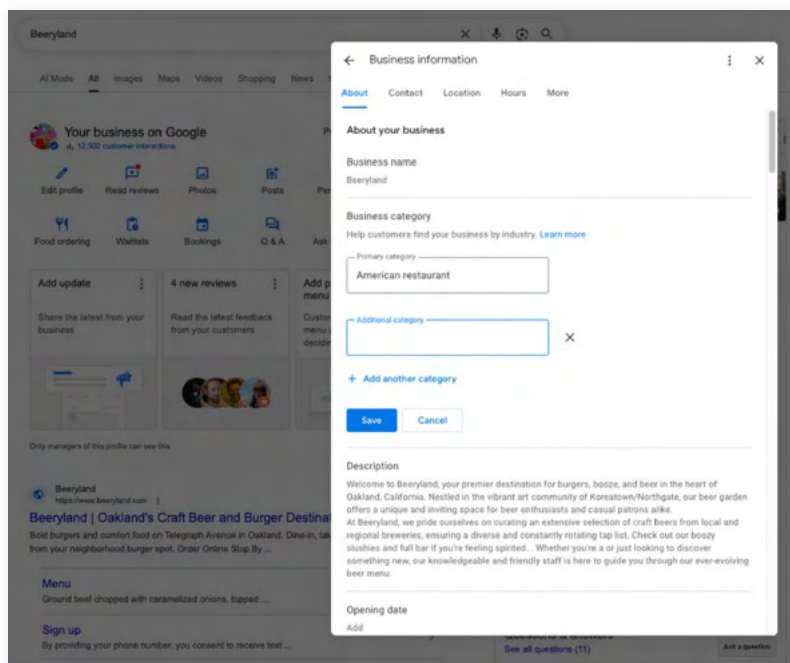
> "The onboarding team was really good. Meeting every week was helpful early on, and Chowly's follow-through kept us moving."
>
> **— Jason Lujick, Owner,** Beeryland
> 1 location in Oakland, California

Week Over Week

Location

Beeryland - 2318TelegraphAveOakland

$474.50	$584.25 ↑$109.75	18.78%
Previous Week Sales	Last Week Sales	Percentage Change Over Previous Week

Week Over Week Sales — 2025-08-17 — 2025-08-24

Last 12 Weeks Sales — Total Sales / Average Basket Size

The Results

Momentum showed up fast, and measurably. Beeryland kept its **direct-only** stance (no marketplace fees) and used Chowly to **find and convert** higher-intent guests searching nearby. A recent 12-day window delivered **7.76x ROAS**, while monthly sales outpaced the previous platform, even with seasonality in play.

Since launching with the **Chowly Platform**, Beeryland has seen:

✔ **+18.78%** first-party delivery revenue vs. previous platform (Owner)

✔ **7.76x** ROAS from Google Ads

✔ **19 days** from kickoff to go-live; weekly→ monthly health checks sustain lift

✔ **Square-integrated** ordering: tickets print to kitchen, no tablet juggling

✔ **Direct-only model** preserved margin by avoiding third-party fees

✔ **Loyalty and customer list** centralized in Square (9,000+ contacts ready for campaigns)

✔ **Website + GBP** tuned for local search and conversion (order, not browse)

✔ **iOS app** live to capture repeat orders

"We don't use third parties, the fees crush food margin. The Chowly Platform helps us keep orders direct and actually grow them."

— **Jason Lujick, Owner,** Beeryland
1 location in Oakland, California
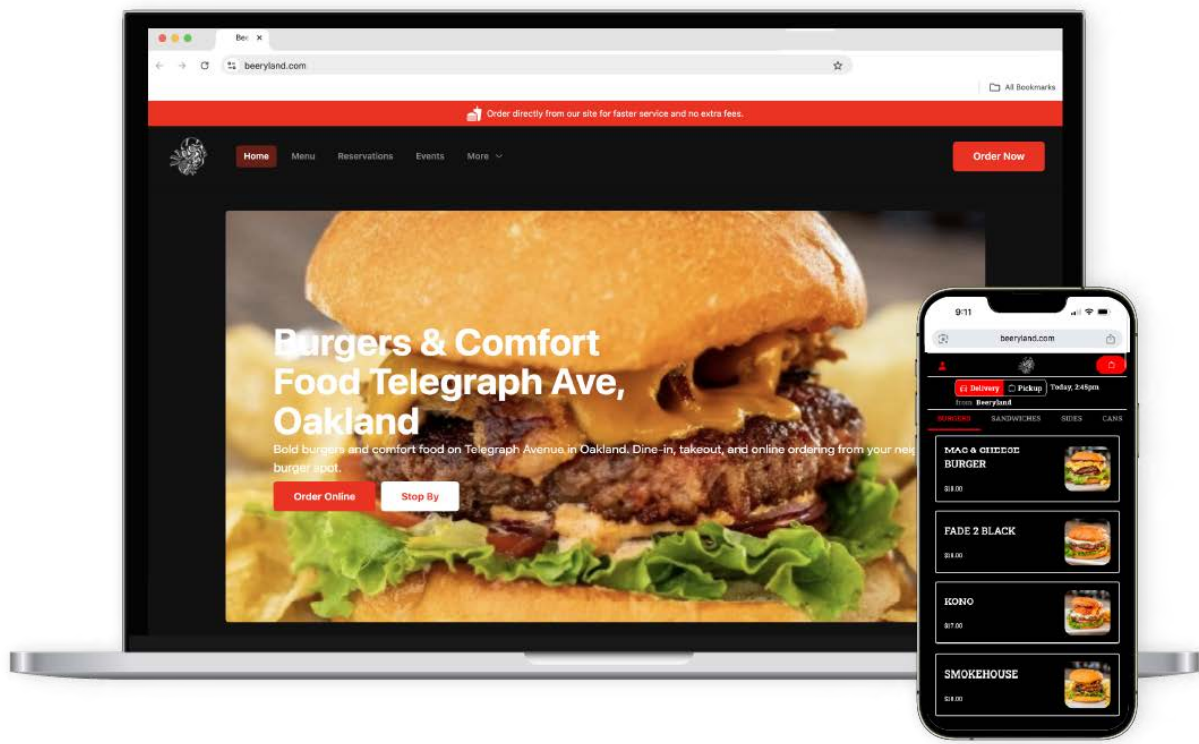
Conclusion

Beeryland didn't "add marketing." They installed a **revenue system**. With the **Chowly Platform**, first-party demand is up, ordering is **Square-simple**, and the team finally sees **which dollars work**, and which don't. The platform gives Beeryland a way to **bank summer momentum** and **blunt winter slowdowns** without burning the team or the margin. For independent restaurant operators, the playbook is clear: make direct the default, measure to orders, and keep iterating.

Key Takeaways:

- First-party wins: protect margin, grow loyalty, control the guest

- Connect ads to **orders**, not clicks, optimize to ROAS

- Integrate with the POS you already use (Square)

- Ship fast (go-live in 19 days) and keep improving

Want to drive more direct revenue like Beeryland? Let's talk.

chowly.com | sales@chowly.com

Check it out