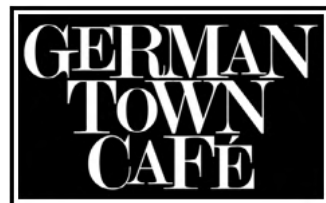




+



Chowly + Germantown Café

+

29.7%

Increase in Total
Sales vs Base Prices

+

\$61.43 → 30% increase

Average Basket Size

Introduction

Staying true to its local roots, [Germantown Café](#), is a home away from home, bringing together charm, flavor, and a lively atmosphere. Nestled in the heart of Germantown, #GTCNash has been the go-to bar and restaurant for more than 20 years. The Café is a welcoming experience with a menu specializing in straightforward cooking with a splash of Southern hospitality - comfortable, not complicated. They boast a signature bar and cocktail program, full of deliciously reimagined classics.



Challenge

Germantown Café faced significant challenges typical of the restaurant industry before stepped in. These include competition, lack of technology integration, labor management, delivery services, growth management, and marketing.



The rapid evolution of technology presented great opportunities for Germantown Café as it moved into the next generation. Incorporating features like mobile ordering, QR code payments, and feedback tools was essential for staying relevant. However, ensuring seamless integration while maximizing benefits remained a primary focus; being a “mom and pop” required them to do more with less when it came to time and resources.

While leveraging third-party delivery services such as UberEats provided convenience, Germantown Café was mindful of the importance of retaining control over its online ordering platform to preserve margins. This balance between convenience and profitability posed a notable challenge.

With ambitious plans for expansion, including the opening of multiple restaurants within a couple years, Germantown Café encountered the formidable task of managing growth while upholding standards of quality, consistency, and operational efficiency.

Solution

Chowly’s Smart Pricing feature emerged as a key differentiator for Germantown Café, setting it apart from other competitors under consideration. Chowly’s Smart Pricing feature has been instrumental in Germantown Café’s ability to tackle technology adoption head-on with confidence. It not only drove more revenue from less desirable third parties, but it opened up the opportunity for them to push guests to their own website further increasing margin and retention. In a fiercely competitive market, Germantown Café leveraged this innovative tool to optimize its pricing strategy specifically for third-party delivery services like DoorDash, UberEats and Google Ordering. By strategically adjusting prices, Germantown Café not only retained better margins but also attracted new customers while encouraging them to order directly through their website (via bag stuffers that informed guests of the benefits of ordering on their native site).

With Chowly’s Smart Pricing, Germantown Café has been able to stay competitive and reach new customers effectively. By making data-driven pricing decisions, they’ve maximized profitability and minimized reliance on third-party platforms. As a result, Germantown Café is making more money while maintaining control over their operations and improving the overall customer experience.

