



Where Comfort Food Tradition Meets Digital Transformation and Profitable Growth

Software they switched from: Popmenu

+\$31,309

Increase in integrated
online-order revenue

+29%

Increase in orders
online

+\$50,000

Average net annual
profit

“Before, we had people taking orders over the phone, re-entering them into tablets, and sending them to the kitchen... it was chaos. Once the Chowly Platform fixed that, we just took off.”

— **Harvey Butler, Owner of Mr. B's**
1 location in Chester, Virginia



Mr. B's is a comfort food institution in Chester, Virginia. Opened in 2007 by Harvey “Mr. B” Butler and his wife, the restaurant has become known for meals that taste like Sunday dinner at grandma’s. Guests line up for turkey and dressing, fried chicken, pork chops, macaroni and cheese, collard greens, and a rotating lineup of nine desserts, anchored by sweet potato pie and pineapple-coconut cake. The menu also features nine different vegetable side dishes, giving guests the kind of variety and abundance few restaurants offer.

Mr. B's is the life's work of Harvey Butler, who brings more than 40 years of hospitality experience to the table. He ran multiple McDonald's locations before moving into the cafeteria world with Morrisons and Piccadilly, learning how to scale comfort food at volume while keeping the heart intact. That foundation shaped the soul food and community-focused service that define Mr. B's today.

The business began in Hopewell before expanding and consolidating in Chester, where the flagship now stands. Over the years, Harvey and his wife balanced multiple outlets, catering contracts, and even a factory cafeteria. Then came COVID. Within weeks, sales dropped by half. To survive, Harvey turned to technology, signing up with third-party marketplaces and adopting Chowly's direct integration to eliminate tablet chaos and keep online orders flowing into the kitchen.



That step proved pivotal. Over time, Mr. B's deepened its partnership with Chowly: moving from direct integration to first-party ordering, and eventually embracing the full Chowly Platform. Each step reduced strain, captured more revenue, and laid the groundwork for sustainable growth.

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

With a conversion-ready website, integrated ordering, and digital marketing support, Mr. B's finally had a storefront as strong as its reputation, fueling revenue growth, more catering orders, and a stronger digital backbone for the future.

Challenge

Mr. B's had the food, the following, and the reputation — but the digital side of the business lagged behind. Orders came in almost entirely by phone, forcing staff to write tickets, re-enter them into tablets, and send them to the kitchen. Third-party apps helped during COVID, but the 20–30% commissions cut deeply into margins and customer data never came back to the restaurant.

To reduce the chaos, Harvey first adopted **Chowly's direct integration**, which sent third-party orders straight into the POS. That solved the worst of the tablet clutter, but it didn't address the bigger picture. Customers still lacked a simple way to order directly, catering was hard to capture, and seasonal surges like Thanksgiving overwhelmed the phone lines.

The bottom line: Mr. B's needed a complete digital storefront — one that could evolve beyond direct integration to bring first-party ordering, marketing, and catering under one roof.



The Shift

The turning point came when Mr. B's moved beyond direct integration and into a full partnership with Chowly. What started as a way to clean up tablet chaos during COVID became the foundation for building a complete digital storefront.

Step one: Direct Integration. By routing DoorDash, Uber Eats, and Grubhub orders directly into Lightspeed POS, Mr. B's eliminated re-entry errors and reduced the front-of-house scramble. For the first time, delivery orders flowed cleanly into the kitchen.

Step two: First-Party Ordering. With tablet chaos resolved, Harvey saw the need to capture guests directly. Chowly helped launch a conversion-ready website, shifting orders off costly marketplaces and into a channel Mr. B's owned. Suddenly, families could order Sunday dinner with a few clicks — and Mr. B's kept 20–30% more per ticket.

Step three: The Platform. From kickoff to go-live in just 30 days, Mr. B's went live on the Chowly Platform with a complete suite of tools:



- ✓ Integrated online ordering → direct and third-party orders flow into one kitchen system.
- ✓ Conversion-ready website → built to drive direct sales.
- ✓ Google Business Profile cleanup → menus, hours, and branding aligned across search.
- ✓ Digital marketing campaigns → Google Ads tied to real orders.
- ✓ Catering online → streamlined family meals and holiday surges through the website.

In just over a month, Mr. B's went from outdated systems and phone-order chaos to a fully functioning digital storefront. Instead of playing catch-up, the restaurant could finally grow on its own terms – profitably, sustainably, and without losing the comfort-food roots that make it a community staple.

“People want convenience. When they can order Sunday dinner for the whole family on our website and just come pick it up, that’s a game-changer. It saves us time and makes it easier for them.”

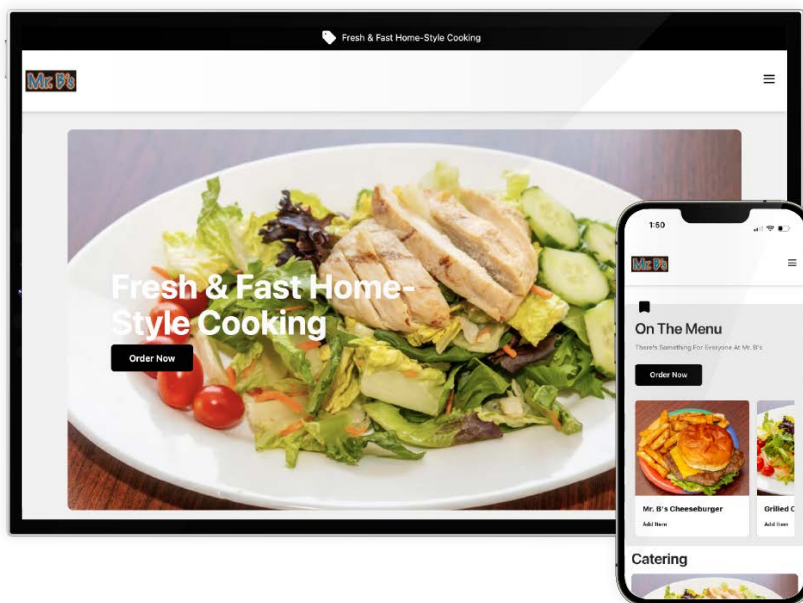
– Harvey Butler, Owner of Mr. B's
1 location in Chester, Virginia

The Results

Mr. B's went from paper tickets and phone chaos to a fully integrated digital storefront, and the impact was immediate.

Since implementing the [Chowly Platform](#), Mr. B's has:

- ✓ Added +\$31,309 in integrated online-order revenue (Jan–Apr vs. May–Aug 2025)
- ✓ Increased online orders by 29% (2,785 → 3,593 orders)
- ✓ Generated \$126,526 in online revenue in just four months
- ✓ Kept food costs stable (29–30%) despite a broad comfort-food menu
- ✓ Maintained consistent profitability, netting ~\$50K annually on ~\$900K–\$1M sales
- ✓ Balanced work-life harmony with a four-day schedule while still matching or exceeding five-day sales
- ✓ Streamlined holiday surges and built catering into a new growth channel



"I've been really impressed with Chowly—the service, the communication, and the results. What they told me they could do actually happened, and it's made a real difference for us."

— **Harvey Butler**, Owner of Mr. B's
1 location in Chester, Virginia

The results go beyond the numbers. Moving takeout and catering online freed up staff, reduced errors, and gave guests a faster, easier way to order. Holiday spikes like Thanksgiving and Easter, once overwhelming, can now be managed more cleanly through the website.

The Chowly Platform turned a beloved, family-run soul food spot into a profitable, digital-first business, without losing the comfort-food charm and personal hospitality that keep customers coming back. For Harvey and his family, the return isn't just financial, it's time: time to celebrate anniversaries, time with grandkids who help out on Sundays, and time to keep doing what they love without burning out.

	Payment	Tip	Total	Tip Charge Withholdings	Number of Payments
Cash	\$91,961.31	\$4.81	\$91,966.12	\$0.00	3632
AmEx	\$4,256.75	\$175.76	\$4,432.51	\$0.00	103
Discover	\$2,671.12	\$114.22	\$2,785.34	\$0.00	63
MasterCard	\$33,924.08	\$1,109.73	\$35,033.81	\$0.00	960
Visa	\$116,624.52	\$4,004.10	\$120,628.62	\$0.00	3494
V/MC/D Subtotal	\$153,219.72	\$5,228.05	\$158,447.77	\$0.00	4517
Credit Total	\$157,476.47	\$5,403.81	\$162,880.28	\$0.00	4620
Online Order Integrated	\$94,478.84	\$738.41	\$95,217.25	\$0.00	2785
Other	\$1,989.71	\$0.00	\$1,989.71	\$0.00	2
Tenders Total	\$96,468.55	\$738.41	\$97,206.96	\$0.00	2787
Total	\$345,906.33	\$6,147.03	\$352,053.36	\$0.00	11

	Payment	Tip	Total	Tip Charge Withholdings	Number of Payments
Cash	\$95,212.36	\$0.00	\$95,212.36	\$0.00	3898
AmEx	\$4,090.10	\$209.75	\$4,299.85	\$0.00	113
Discover	\$2,041.75	\$99.55	\$2,141.30	\$0.00	51
MasterCard	\$36,759.21	\$1,146.35	\$37,905.56	\$0.00	1107
Visa	\$119,375.96	\$3,844.24	\$123,220.20	\$0.00	3736
V/MC/D Subtotal	\$158,176.92	\$5,090.14	\$163,267.06	\$0.00	4894
Credit Total	\$162,267.02	\$5,299.89	\$167,566.91	\$0.00	5007
Online Order Integrated	\$124,986.99	\$1,539.28	\$126,526.27	\$0.00	3593
Tenders Total	\$124,986.99	\$1,539.28	\$126,526.27	\$0.00	3593
Total	\$382,466.37	\$6,839.17	\$389,305.54	\$0.00	12498

Payouts from January - April vs May - August, 2025



Conclusion

Mr. B's proves that even a family-run, comfort-food institution can evolve into a profitable, digital-first business without losing its roots. By starting with direct integration, then adding first-party ordering, and ultimately embracing the full Chowly Platform, Mr. B's transformed phone chaos and third-party reliance into sustainable, direct growth.

The lesson for independent restaurant operators is clear: profitability doesn't come from adding more tools or chasing traffic. It comes from owning your digital storefront, streamlining operations, and capturing more orders where guests already are. The Chowly Platform delivers exactly that, helping restaurants like Mr. B's thrive outside the four walls while preserving what makes them special.

Key Takeaways:

- Start with integration, then scale into a full digital storefront.
- Replace phone and tablet chaos with one streamlined flow.
- Keep margins healthy by driving first-party orders and catering online.
- Profitability = more than dollars. It's time saved, stress reduced, and customers served better.

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Check it out

