



Chowly + Uncle Sam's

“Our profit margins run between 15% and 20%, and that’s because we’ve built a well-oiled machine that focuses on consistency in both the product and our marketing efforts.”

~ Bret Frimmel, Owner of Uncle Sam's



NUMBERS

The impact of adopting Chowly's Off Premise Platform is evident in the following performance metrics:

15-20% consistent profit margin

despite rising labor costs and operational challenges.

54,564

(149% increase in the past 3 years)

Uncle Sam's reaches monthly through Chowly Digital Marketing.

27% email open rate

consistently exceeding the 22% industry benchmark.

44,076

(3X growth in the past 3 years)

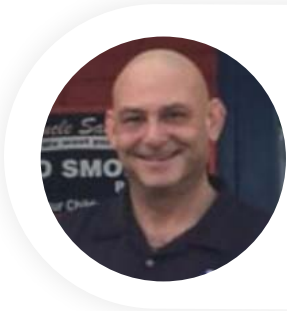
Uncle Sam's reaches monthly across Facebook and Instagram through Chowly Digital Marketing.

Introduction

Bret Frimmel, owner of Uncle Sam's, has been a fixture in the Phoenix restaurant scene for over 45 years. Taking over the family business at just 18, he has since grown Uncle Sam's into a beloved local institution known for its consistency in both food and service. Specializing in East Coast-style pizza and sandwiches, Uncle Sam's uses only the highest quality ingredients, making everything by hand and to order. With two locations offering dine-in, online ordering, and catering, the restaurant is deeply rooted in the community, supporting local youth sports and fostering multiple generations of long-standing customer relationships.



Over the past 2-3 years, Bret has partnered with Chowly to optimize his digital marketing efforts, helping maintain the restaurant's visibility in an increasingly competitive landscape. Through targeted email marketing campaigns, Bret has continued to attract new customers while managing rising costs. Bret is committed to running a profitable business that serves the community with dedication and consistency.



“We keep things light, entertaining, and focused on what customers enjoy. That’s what it’s all about—making sure people look forward to what you send them.”

~ Bret Frimmel, Owner of Uncle Sam's

Challenges Faced

Bret has faced several challenges as the restaurant industry evolved, including rising labor costs, the complexities of digital marketing, and adapting to modern consumer habits. Though his restaurant has a loyal customer base, Bret found it increasingly difficult to reach new audiences through traditional methods like mailers and in-store promotions. Additionally, increased labor costs and a shifting employee work ethic posed operational challenges, making it harder to maintain profitability. Bret needed a way to sustain the restaurant's success without overspending on marketing or losing the connection with his core customers.



“I believe people come to Uncle Sam’s to enjoy themselves and be entertained. Our emails need to make them laugh or smile, not just show a burrito wrapped in tin foil.”

~ Bret Frimmel, Owner of Uncle Sam’s



Solution

Chowly Digital Marketing helped Uncle Sam’s embody its America-themed, playful, and irreverent brand voice through highly effective email marketing campaigns. These emails not only captured the essence of the brand but consistently resonated with customers, driving open rates above and consistent with industry benchmarks. Through targeted, value-driven campaigns, Uncle Sam’s was able to engage its audience, leading to higher customer engagement.



38.7% open rate for the National Eat A Hoagie Day email campaign delivered on 09/14/23, well above the 22% industry benchmark.

WHAT ARE WE CELEBRATING THIS WEEKEND?

NATIONAL HOAGIE DAY AT UNCLE SAM'S

We like to think every day is a good day to treat yourself to a delicious Hoagie, but since this Sunday is **National Hoagie Day**, **LET'S CELEBRATE!**

We like to think every day is a good day to treat yourself to a delicious Hoagie, but since this Sunday is **National Hoagie Day**, **LET'S CELEBRATE!**

16 HOAGIES AVAILABLE!

SEE MENU

ENJOY YOUR FAVES & A DEAL!

20% OFF
YOUR TOTAL BILL

DINE IN ONLY. THIS OFFER EXPIRES 05/08/2024. MAY NOT BE COMBINED WITH ANY OTHER OFFERS, SPECIALS, OR DISCOUNTS. ONE COUPON PER PARTY OF 8 OR LESS. SUBJECT TO CHANGE AT ANY TIME.

VISIT US

ORDERING ONLINE?

GET 15% OFF

PROMO CODE: PROMO 15

TAKE OUT OR DELIVERY:
UNCLESAMSAZ.COM

NOT VALID FOR ALCOHOL. May not be combined with any other offers, specials or discounts. Subject to change at any time.

ORDER NOW!

HAPPY HOUR

EVERY DAY FROM 3-7 PM & 9 PM - CLOSE

DRAUGHT BEERS <small>(COORS LIGHT & MILLER LITE)</small>	PINT \$3.25 1/2 PITCHER \$6.50 PITCHER \$13.00
PREMIUM DRAUGHT BEERS <small>(BLUE MOON, DODD X LAUREN, LAUNITAS IPA, BIG BLUE VAN)</small>	PINT \$3.50 1/2 PITCHER \$7.00 PITCHER \$14.00



36% open rate for President's Day email campaign delivered on 02/19/24, well above the 22% industry benchmark.

A MEAL FIT FOR A PRESIDENT

WE ALL DO BETTER WHEN WE ORDER UNCLE SAM'S FOR DINNER

WHAT'S MORE PATRIOTIC THAN CELEBRATING PRESIDENT'S DAY AT UNCLE SAM'S?

YEAH, THAT'S WHAT WE THOUGHT!

CLAIM YOUR DEAL!

\$10 OFF \$50
\$10 OFF OVER \$50 ORDERS | DINE IN ONLY

\$25 OFF \$125
\$25 OFF OVER \$125 ORDERS | DINE IN ONLY

CLAIM YOUR DEAL!

\$10 OFF \$50
\$10 OFF OVER \$50 ORDERS | DINE IN ONLY

\$25 OFF \$125
\$25 OFF OVER \$125 ORDERS | DINE IN ONLY

HAPPY HOUR

DRAUGHT BEERS (COORS LIGHT & MILLER LITE)	PINT \$3.25 1/2 PITCHER \$6.50 PITCHER \$13.00
PREMIUM DRAUGHT BEERS (BLUE MOON, DOB X LAGER, LAGUNITAS IPA, CORONA PREMIER)	PINT \$3.50 1/2 PITCHER \$7.00 PITCHER \$14.00

Present this offer to your server. May not be combined with any other offers, specials, or discounts. One coupon per party of 8 or less. This offer expires 02/27/2024. Subject to change at any time.

ORDERING ONLINE?

GET 15% OFF

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Facebook and Instagram icons.

Beyond email, Uncle Sam's social media performance saw substantial growth: Instagram clicks and views significantly increased in the past 12 months, and Facebook Page stats reflected higher engagement and impressions. This combined strategy allowed Uncle Sam's to stay visible and connected with its community while maintaining its core values of consistency and authenticity. Ultimately, Uncle Sam's continues to thrive, attracting both loyal customers and new visitors.



Uncle Sam's boosts visibility with Chowly, increasing email open rates and new customers, while maintaining a 15-20% profit margin despite industry challenges.

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Check it out

