

# Star Micronics Receipt Printer Integrates with Fatwood Barbeque Food Truck for a Sweet Mobile POS Solution

Fatwood Barbeque, a local restaurant in Alamogordo, NM with a brick-and-mortar restaurant and food truck, offers customers a unique experience on the Holloman Air Force Base with their classic barbeque.

## THE CHALLENGE

The obstacle Fatwood faced was that they had a bottleneck line of customers coming to the truck to place their orders. Like many other food trucks, the Fatwood team would relay orders by shouting to each other, making order management complicated as order volume increased. Increasing employee efficiency and customer satisfaction was on the top of their list to solve to ensure that staff members could manage a large number of orders and increase revenue.

## THE SOLUTION

*“I’m a huge believer in speed and efficiency in the food business and that’s what I wanted for the POS,”* says David Quinlan, Owner of Fatwood Barbeque. By using Addmi’s QR code software solution, customers were able to place orders by scanning the QR code on the truck, receive order confirmation texts, and printed receipts.



**End User:** Fatwood Barbeque

**Challenge:** Order Organization and Bottlenecking

**Solution:** Addmi’s POS software integrated with Star Micronics printers

**Products:** TSP143III



Addmi is a point of sale and online ordering solutions provider with a goal to drive businesses' success with the support of their technology. By integrating the Star Micronics TSP143III with USB to connect to the iPad and receive QR orders in the truck, they eliminated their bottleneck ordering issue. The USB connection allows Fatwood use of the printer without requiring network connectivity, which makes operating a food truck easier.

The solution install took less than 5 minutes and training on the system was minimal as a result of Addmi's intuitive software interface. Fatwood Barbeque customers can now place online orders from a QR code at the truck boosting ordering efficiency, order accuracy in the truck, and the tips for the staff which have increased over 100%. The platform has given customers multiple access points to fast and easy ordering.

## THE RESULTS

The addition of Addmi and Star Micronics point of sale system offered Fatwood customers the flexibility to place an order online or by scanning the QR code on the truck. Since the installation of the solution, the Fatwood staff's productivity increased, customers get their orders faster without waiting for increased customer satisfaction, and return customers have access to an automated loyalty program. After installation of Addmi solution, Fatwood Barbeque has been able to drive \$1,000-\$1,400 in sales in only 2 hours with only 2 people working the truck, increasing tips and driving repeat customers.

