

Case Study

Meadowfresh Butcher

Multi Retail



Profitable Epos
made simple...

Meadowfresh of Chesterfield Food Hall

Reasons for buying epos

1 Change of premises

The move of premises was to allow us to stock a bigger range of items but also to improve our food service side from a coffee and cake to main meals and table service and a wine bar in the evening.

2 Management system

The size of the operation meant we would have to put in place a management structure, we couldn't rely on staff alone.

3 Shop and Café

The new shop would include both product sales and food service and we didn't want to get two separate systems to learn and control.

4 Future proof

After opening we needed a system that could take us further as we developed and grew.

The Company

Although Meadowfresh are well known as a master butcher in the Chesterfield area and for their award-winning pies. The food hall is taking this to a whole new level being butchery and fish sales on one side of the shop and food service either eating in or takeaway on the other.

The project needed a working partner to guide them through the full range of topics needed to install a working epos system from scratch. Open Retail were instrumental in providing a flexible platform allowing customers to buy and eat in any way they wanted. This included checkout design and product range loading for both tills and scales. It is a new concept and so we had to work it out as we went along.



Although we were using scales before to serve and sell we have totally changed the serving style with the new operation.

We need the scales to label the food boxes as the customer may move around the shop buying meat, fish and bread as well.

As the money is taken by epos touch screen till points , it needed to be quick and simple as to what was in each meal box without reopening them to see what was inside.



The back office system is fully integrated with scales and directly with our epos touch tills. This method is particularly quick in handling price changes during the day. Pick the button that relates to the goods being purchased and the pricing is done by the till, so simple. The new checkout from Open Retail has made the shop layout more workable. It is far more efficient in serving customers more quickly, and takes less space. We can also show marketing messages on the customer facing screens.



The design of the screen is done in house and can be changed instantly. The advantage is that the content is coming directly from the stored system data and can be controlled by us in store. This is particularly useful when you have food menus that not only change each day but during the day too, e.g. Breakfast, Lunch and Afternoon tea .As well as menus the TV can also show picture adverts and promotional messages or TV food programs.

Why choose Open Retail ?

“ I am glad I chose Open Retail as my supplier as it has been a working partnership in getting the epos system installed.

I had no previous experience in this area as my background is a high street butchers.”

Tyronne Brookes— Owner

Benefits of the system

1 Prices linked to till and scales

Once we get the market prices it takes no time at all to enter these in and get them downloaded into the tills and scales.

2 One system

We can add shop items to your food bill and vice versa and issue promotions relating to the whole business

3 Real time information

Knowing what is selling well during the day gives you chance to get some more ordered and not run out .

4 Christmas Orders

Open Retail offers an ordering system that is particularly useful for managing customer orders at Christmas .



0115 9677493

www.openretailsolutions.co.uk



Farma Associate