

# Tomatina Grows Revenue as They Re-engineer Entire Service Flow with Ready



In just 30-days, Tomatina saw their average order values increase by \$11, revenue increased an average 29% across all their locations, tables turned 35-minutes faster, and server tips increased by 20%.

Why keep them waiting? Join the future and meet guests' demands for better restaurant experiences.

**ABOUT**

# A Twist on Traditional Italian Cuisine

Tomatina, a subsidiary of Syfy Enterprises, is known for their modern and fresh interpretations of traditional Italian recipes that are becoming as legendary as their creator, Executive Chef Rogelio Jacinto.

Operating in the Bay area of San Francisco, at 8 locations, Tomatina offers fresh local produce, seasonal ingredients, and their famous pizza and signature piadine, made from scratch in open-air kitchens.



**CHALLENGE**

Tomatina recognized the current challenges of labor shortages and rising costs facing the foodservice industry early.

They wanted a solution and strategy that would not only mitigate those challenges, but a way to use technology to improve even under these difficult circumstances by focusing on operational efficiency to lessen the workload on servers and on great customer experiences to continue to drive guest loyalty and brand awareness.



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## SOLUTION

Using Ready, Tomatina re-engineered their entire service flow from a traditional menu to utilize a digital menu with order & pay for table experiences.

Tomatina chose Ready as their solution because it was cost effective and no hardware was needed. Tomatina was impressed by Ready's open tab feature and the superior guest experience overall.

A combination of high guest adoption rates (89% in some locations) and a management team focused on a long term, robust digital transformation strategy have meant that Tomatina is seeing the full scope of the value Ready brings. As part of the implementation strategy, Tomatina focused heavily on staff training, communicating a clear value proposition to staff and ensuring server engagement across all the properties.

## RESULTS

### Increased Revenue

REVENUE INCREASED BY  
**↑29%**

AVERAGE ORDER UP BY  
**↑\$11**

TIPS UP BY  
**↑35%**

TABLE TURNS FASTER BY  
**↑20%**

Since implementing Ready, Tomatina has seen an average revenue **increase of 29% across all their locations** and have seen table turns **slashed by 30+ minutes, average order value increased by \$11**, and up to **60% of payments are processed by Ready during peak hours**. This brings efficiency to the service flow, and takes the pressure off servers so they can focus on more important touchpoints that enhance the guest experience.

Additionally, one or more of the Tomatina locations are continuously in the top 5 performing locations in terms of Ready usage (orders paid with Ready vs non-Ready).

### Tips

Ready transactions consistently receive **+2.5% higher tips than traditional payments** across all eight locations and the **average cheque size has increased 20%**. And in the

current climate of labor shortages, this is a great incentive for Tomatina staff. A combination of high guest satisfaction and the ability to cover more tables per server have been the key driver of this result.

### Guest Experience

With Ready, guests don't have to wait to post their feedback on social media channels. Ready's feedback survey is one of the most useful features being used by guests at Tomatina. This gives FOH Managers near instant feedback directly from guest, allowing them to make adjustments to service quickly and efficiently.

With a **4.58 star rating** out of 5 stars with **25,734 ratings** submitted and growing more everyday, Tomatina's guests have embraced the option to self-pay.

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**“Ready has helped us customize and improve our service and customers have embraced the contactless experience.”**

*Patrick La Cava  
EVP Operations*



## About Ready

Ready partners with innovative restaurant, foodservice, and hospitality brands to create frictionless order & pay experiences that WOW guests and is redefining service as we know it.

Our mobile-first flexible order & pay dining platform empowers guests with more choice, boosts revenue, and connects brands directly with customers.

We are a company of food lovers whose goal is to make guests, servers, and operators say, “Why hasn’t it always been like this?”

Our clients are Restaurants, Hotels, Stadiums, Venues, and anywhere food or drinks are served.

**Ready to order. Ready to pay. Ready when you are.**

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