

Baking up success.

*Armagh's Catapult POS system
a key ingredient in expansion recipe.*



The Catapult system has streamlined the cashing out process in the expanded Monastery outlet, while giving managers unprecedented reporting capabilities.

Armagh and its Catapult POS system have been key ingredients in the evolution of Oakville's Monastery Bakery & Delicatessen, which took a giant leap forward earlier this year with an 8,000-square-foot expansion.

Opened in 1990 by Angie and Gennaro Stalteri along with son, Leo, as a tiny bakery/deli, today's operation offers its customers a wide range of products and services including prepared meals to go, fresh produce and meats, specialty grocery items, frozen foods, gift baskets and more.

Angie says the family knew its existing POS system would not meet the demands of the expanded retail operation. **"My son Leo, who runs day-to-day operations, looked at different providers and systems before**

recommending that we go with Armagh and the Catapult system," says Angie, adding they first saw Catapult in operation at Hamilton-based Goodness Me natural foods stores, and were immediately impressed.

Angie says she likes several aspects about the Catapult system, including the ability to update product pricing information on the fly. **"We can put something on sale, or launch a special promotion, and the cashiers don't even have to know about it. When the customer comes to the cash, the system already knows."**

Catapult has also allowed the family to implement new customer loyalty programs, like its 10 per cent off Seniors Day every Thursday. "Each customer applies for a Seniors Card which enables them to get the discount," says Angie. "But it also allows

us to learn more about our customers purchasing patterns. It even provides an opportunity to offer rewards as a special thank you."

Angie says the program has been very popular, drawing in new customers who hear about the seniors' discounts from friends and family.

The powerful reporting capabilities of the system, including hourly sales reports, are becoming increasingly important to managing the growing business.

Monastery takes its current name from its location on Monastery Drive in the Glen Abbey area of Oakville.

About Armagh: The POS Specialists

Armagh has been serving the grocery, retail and hospitality industries in Canada since 1979, delivering solutions for a range of operators, from single-unit small businesses to multi-unit national chains. We are specialists in touch screen and scanning point of sale (POS) systems for both restaurants and retail stores, cash registers, scales, liquor inventory control systems, and grocery label and wrapping equipment.

With 30+ years POS industry experience the sales staff at Armagh provides experienced consultants in point-of-purchase management, customer service efficiency, process automation, and restaurant order management.

Armagh's award winning Catapult Retail Software and Digital Dining Restaurant Software are best-in-class, and Armagh is a Certified Toshiba POS Partner.