Bellissimo!

Digital Dining drives growth at popular Niagara pizzeria after move to new location.

It's Saturday night, and waves of customers are crashing through the front and side doors at Mossimo's of Fonthill, Ontario for hours on end.

The pace is non-stop throughout the 8,000-square-foot restaurant that pushes out more than 2,000 pizzas and 3,000 pounds of chicken wings weekly. Also on the menu are a variety of fresh salads, hot and cold subs, flatbreads, wraps and more.

"We couldn't manage these volumes without Digital Dining," says Guy Citrigno, who went searching for a POS system almost four years ago when he and brother Massimo decided it was time to move to a new location – the biggest by far in their 25-year history – with a view to the future.
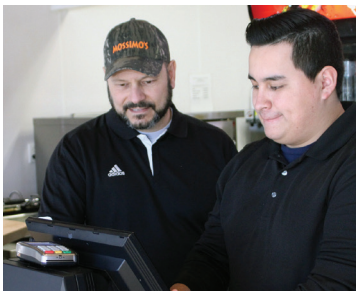
"We're running multiple businesses here. We have table service dine-in with a patio in the summer, a full sit-down bar, as well as an extremely busy take-out and delivery business."

Guy looked at a number of POS systems before finding Armagh and Digital Dining. "Harry (Mitchell) came down to see us, to learn what we were doing and to see how Armagh could help. The rest is history."

Digital Dining was a perfect fit on a number of fronts:

- **Digital Dining Go Mobile** – Mossimo's tossed out its 'pink slip' notepad ordering system in favour of iPad Minis that servers use to input orders directly at each table. The brothers say their use has driven sales volumes higher because they are so fast, easy to use and virtually error free.

- **Toppings Matrix** – Armagh programmed Digital Dining's specialized pizza ordering software to handle the infinite ordering possibilities that include five base sauces and 35+ toppings in any configuratioin the customer prefers. Assistant Manager Andreas Roynos says the pizza toppings matrix visually depicts each pizza order on screen, with options for whole, half and quarters of the pizza along with an alphabetized toppings list that makes it easy for phone order takers as well as servers to punch in exactly what each customer wants.

- **Sales Reporting** – managing the business has been streamlined by sales reports that break down sales in each area of the business.

"Digital Dining is helping us to grow this business – we're

Guy Citrigno holds up the notepads his servers used until two years ago, while head server Cindy Laflamme displays her iPad Mini Go Mobile.

busier today than we were when we first opened our doors two years ago," adds Massimo. "It's also great knowing Armagh is there 24/7 to support us in the event of problems."

ABOUT ARMAGH POS SOLUTIONS

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 35+ 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 Digital Dining Restaurant Software and Catapult Retail Software are best-in-class, and Armagh is a Platinum Toshiba POS Partner.

Massimo Citrigno with Assistant Manager Andreas Roynos reviews orders at one of eight Toshiba POS terminals.

iPad Minis are hung at the charging station at the end of each day.

ARMAGH
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