

Slack's Hoagies Orders Electronic Menu Board Solution

Throughout the day, from Philly Cheese Steak and Corn Beef Hoagies, to their signature Godfather sandwich, Slack's Hoagie Shack prepares a variety of sandwiches for their loyal patrons. Offering over 68 different types of sandwiches, prepared with endless amounts of additions and modifications, Slack's Hoagie Shack needs to be able to quickly adjust and efficiently display detailed menus at each location. With locations throughout different areas of the East Coast, Slack's Hoagie Shack also requires store operators to cater to their customers' unique tastes by offering specialty sandwiches specific to that area.

Since most of Slack's stores are owned by independent franchise operators, corporate has traditionally had little capacity to control how specials, promotions and the menu boards in general were maintained. With no uniform menu, Slack's corporate management had concerns that marketing material was not being displayed in a timely fashion, or at all in some cases.

To resolve these issues, Slack's Hoagie Shack selected ElectroMenu®, a system with a built-in, powerful and easy to use set of design tools that allows the creation of an electronic menu board display in minutes. The implementation of the solution included installing a controller at Slack's corporate headquarters and 26 electronic menu boards at 13 store locations. The varying levels of control solved the issue of store operators displaying appropriate menu items for their specific area, and also helped strengthen brand imaging because the headquarters were able to share consistent imagery and promotion information to all locations.

The bundled system included the LC8700, a retail hardened PC from Bematech, which comes embedded with ElectroMenu's® OS and application software that is integrated with a LCD monitor to offer a complete electronic menu board solution. The LC8700 was built with the food service industry in mind; it is a fanless and ventless computer making it ideal for harsh environments that typically have high levels of dust, oil and other liquids. The electronic menu boards use a unique "pull" strategy that enables enterprises to streamline image and promotion updates across hundreds of locations. The solution is a non-windows based, "crash proof" application that requires zero maintenance at the store level.

SLACK'S HOAGIES			SLACK'S STEAKS		
	HALF	GIANT		HALF	GIANT
THE GODFATHER <i>"Award Winning"</i>	7.75	15.50	<i>Choice of Beef or Chicken</i>		
Italian	6.25	12.50	Steak	6.00	12.00
Turkey	6.75	13.50	Steak Hoagie	6.25	12.50
Tuna	6.25	12.50	Cheese Steak	6.50	13.00
Italian Deluxe	7.50	15.00	Cheese Steak Hoagie	6.75	13.50
Roast Beef	7.75	15.50	Pizza Steak	6.75	13.50
Aramingo	6.50	13.00	Buffalo Chicken Steak	6.75	13.50
Richmond	7.25	14.50	THE WILD THING	7.25	14.50
Passyunk	6.50	13.00	<i>Chicken with Salsa, Jack & Cheddar</i>		
Capicola	6.50	13.00			
SLACK'S HAND MADE BURGERS			<i>2 Liter Coke Products</i>		
The Slack Daddy <i>Topped With Slack Sauce</i>	4.99				
Double Slack	4.49				
Triple Slack	5.49				
Home Run <i>4 Patties</i>	6.49				
Out Of The Park <i>5 Patties</i>	7.49				
SLACK'S DOGS					
Hot Dog	1.99				
Texas Tommy <i>With Bacon & Cheese Sauce</i>	2.99				
SLACK'S ALERT!!! \$3.00 Hoagie on the first Wednesday					



With plans to expand their chain on the horizon, Slack's selected a solution that was easy to install and simple to use so that it could be deployed enterprise-wide. A single 2 person crew installed and went live in all 13 stores in just 3 days. At Slack's headquarters location, training only involved 2 separate, 3 hour training sessions.

Slack's has realized multiple benefits from introducing electronic menu boards at these locations. First, they have now provided corporate with a virtually labor free method for

updating menu boards at all locations, saving time and resources that were traditionally spent at the store level. This now ensures that all locations are all running the same promotions and displaying the appropriate imagery. Second, independent store owners can also manage specific menu items to cater to the tastes of their stores' region.

Through the use of these engaging electronic menu boards, owners of each location are realizing increased sales and improved customer throughput, which is leading to greater profitability. For customers who may have been overwhelmed in the past by the variety of menu items to select from, or were frustrated by a menu board that was missing regular items or promotions, the new electronic menu boards make ordering clearer, much easier and more enjoyable.

This was confirmed by Dennis Slack, CEO of Slack's Hoagie Shack, who was elated at the positive results they were seeing stating,

"In the 20 years we have been in business, we have never sold as many Godfather hoagies as we did the first 2 weeks following the installation of the ElectroMenu® system."

He continued,

"We are seeing about a 15% gross increase in purchases overall from our walk-in business."