

Case Study: Restaurant



Suchef Branded a Success with ONELAN

Introduction

Suchef is the brand name of the chain of nutritional food-to-go restaurants, based in London, from Aroma Food Group (UK) Ltd.

Aroma Food Group is an ambitious and innovative food company that plans to transform food retail. It is keen to stand out from its competition by offering inspiring high quality food.

Project objective

Its brand, Suchef, needed a digital menu board solution to enable it to regularly update content to its store locations. It wanted the solution to be networked and scalable for future growth.

Digital signage was selected as it enables staff to implement menu, pricing and stock changes across all locations quickly.

It also creates a modern brand image. A cloud based solution was needed so that staff could log in online, from any location, and make instant changes.



Solution

- Two ONELAN digital signage media players are located in each store to deliver content to the displays. Eclipse Digital provided a scalable, cloud based digital menu board solution using its online, cloud based digital signage software, embedsignage.com, to manage and distribute the content. The digital menu board solution gives Suchef the ability to update menu board content instantly from any location with an internet connection. It also provides an overview of the content being displayed in each location and the device status for each store. Suchef is also now able to add more locations under one account as it continues its expansion across London.



Customer Testimonial

- "Working with Eclipse Digital has been a success from day one. Not only has it provided us with leading edge technology and ideas on how best to deliver our menu board content; it was also ahead of the competition when it came to addressing regulatory changes in our industry that determined what information we would be legally required to deliver to our customers. Eclipse Digital's thought process, professional creative skills and technical know-how have enabled us to confidently deploy digital menu boards throughout our locations and we would strongly recommend it to any food and beverage outlet looking at implementing a digital solution. At a very competitive price you will get a first-rate product coupled with the level of service that is unparalleled".

Mikhail Shiyanov, Operations Manager, Aroma Food Group (UK) Ltd

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