

Heartland

A Global Payments company

Going paperless with the right partner

Find out how a brewing company
used cloud-based tech to increase
revenue from the taproom to the
greenroom

Meet Matanuska Brewing Co. — a growing
business lost in the shuffle of paper tickets

Their challenge was a common one: Outdated paper-
based processes were leading to slow service and a
compromised customer experience.

With four locations, including indoor and outdoor spaces
and a large live music venue, they needed to improve
transaction times across the board.

Paper tickets not only made it almost impossible to
effectively serve large crowds at the music venue,
they also slowed the kitchen down. This reliance on a
slow paper-based system led to mistakes — meaning
a less-than-stellar experience for customers and
servers alike.



Matanuska Brewing Company

<https://matanuskabrewco.com/>

Alaska restaurant + live entertainment venue
Heartland Restaurant and Mobile POS



shorter transaction times¹



faster table turning¹

2 weeks

to set it all up¹

“

We needed a system that helped us get out there and sell at any location... The challenge was being able to rapidly take people's orders, get them turned in and get their orders out.

— Matt Tomter
Owner

Their new future: exceeding expectations tableside, tap-side or anywhere in between

If their challenge was relatable, the solution was equally clear: bringing in Heartland Restaurant, a cloud-based, mobile POS solution built for their multi-location restaurant, brewery and entertainment company.

After adopting the technology, Matt saw the difference immediately — and so did his guests.

We've reduced our time from the order taken at the table to the product being delivered to the table by a tremendous amount, and our guests notice it right away.

— Matt Tomter
Owner

Servers now take orders tableside and confirm details before sending anything to the kitchen. That same device can then be taken into the concert venue or brewery and handle multiple transactions at the same time. They've cut transaction times in half and reduced mistakes, too. Kitchens in every location use screens that are synced with mobile devices, so orders populate from FOH to BOH automatically.

Faster service isn't the only thing leading to better customer experiences. Heartland Restaurant helps servers upsell by suggesting pairings, or even customers' past favorites, stored within the system. Prompts to promote a Mexican lager with a serrano pepper burger, or the ability to see customers' previous orders, make it easy for every server to confidently build better relationships, bigger tickets and higher tips.

It's as guest-friendly as it is user-friendly. Even for our older guests. We're getting at least 15- to 20-minute faster turnover. I have seen an increase in tips because of this system.

— Reina Graziano
Lead Server

Hands-on support every step of the way

General Manager and Events Coordinator Monica Gomez was familiar with Heartland from working for another company. When she arrived at Matanuska Brewing Co. and saw how paper-based processes slowed things down, deciding what to do next was easy.





I knew I wanted to bring Heartland into this restaurant to be more efficient and faster with our staff and our customers.

— Monica Gomez
General Manager and Events Coordinator



In addition to the technology, the ability to receive local support was a big factor. With other providers, getting service after the sale was often a struggle. But working with Heartland offered Matanuska Brewing Co. a different experience: real people behind the technology and a helping hand every step of the way.

It's difficult in Alaska to have on-site customer support and that was really what sold us. Greg [Matanuska's software relationship manager] was on-site through the whole implementation, from Palmer to Anchorage and everywhere in between. We've had multiple different systems over the years and never had that.

— Matt Tomter
Owner

Facing similar challenges and want to achieve results like these?

Contact us today at globalpayments.com to get started.