



Quick service, loyalty perks, and pretzel treats: Tevalis and Auntie Anne's.

Growing from a humble stand at a Pennsylvania farmers' market in 1988 to a global freshly baked pretzel phenomenon, Auntie Anne's is a quick-service brand like no other. From the classic sweet and savoury pretzel flavours to the modern-day offerings of pretzel pizzas, breakfast buns and seasonal treats, their original recipes continue to delight customers across the world.

Requirements

Auntie Anne's bakeries are mostly located in high-footfall shopping centres across the UK, meaning the quick-service element of their business model is essential for satisfied customers. Now with 40 sites and a focus on sustained growth, they needed a complete EPOS system that provided the flexibility and scalability necessary for such a large brand.

A new EPOS solution had to include improved back-office functionalities, including more in-depth stock management and reporting and seamless communication across all systems implemented and all Auntie Anne's current and future sites. Their outdated EPOS had become hard to manage efficiently, and their extensive product range meant managing their stock was arduous.

"We have 40 locations. That's grown around three or four per year and we are looking at big growth over the next few years. We're hoping to hit 50 stores within the next 12 to 18 months," explains Anthony Baker, Head of Operations at Auntie Anne's.

"We used an EPOS system which was simple. We needed to review that to look at moving to something more modern as the system was limited in what it was able to do. It would only support sales, ultimately, and the store had no stock system."

Why Tevalis?

Their old EPOS did not have the required functionality for even basic back-office tasks, let alone the detailed stock management needed for their changing product offering. As well as this, the impressive number of sites and plans for significant growth meant that Auntie Anne's needed a complete hospitality technology ecosystem with the capability to grow alongside the business.

Essential functionalities for the new system included tailored kitchen management for their large assortment of fresh-baked goods, comprehensive stock management, varied reporting and analytics, EPOS with a user-friendly interface, and smooth communication across all sites.

"We met with several different suppliers. Some were good at the front-of-house, some were good at the back-of-house: we felt that Tevalis offered a whole system solution which included everything we wanted and did it in a user-friendly way which would be easy for our franchisees to use," says Anthony.



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The Tevalis Solution

The key objectives and significant technological requirements of the business were quickly understood by the teams at Tevalis after thorough consultations and workshops with Auntie Anne's team. The quick-service aspect is of particular importance, and Tevalis' expertise in this area was hugely beneficial when discussing the best hospitality solutions for their needs.

“Tevalis assigned a project manager to us from the very beginning which was helpful. They worked through every step, planning, how we deliver the training, how we deliver the rollout of the systems to the sites, and how we were going to follow up afterwards,” explains Anthony.

The 40 sites required varying equipment, but all were installed with robust Tevalis On-Premise technology. This included our user-friendly EPOS alongside a tailored kitchen management system developed by our in-house team to provide the exact functionalities needed for Auntie Anne's QSR and baked-in-store product range.

Anthony says: “our KMS system was custom designed by Tevalis. We worked together to create something that would offer a solution to one of our business's major problems. With pretzels, the natural product goes hard after a little while, so we have a 30-minute time limit where we have to discard all our products. For many years we used different types of alarms or manual systems which we found were getting more difficult to manage. Having a modern KMS system which allowed us to track the pretzels as they're made, to track their shelf life, made life a lot easier for our stores.”

Auntie Anne's On-Premise technology is seamlessly synced with Tevalis Enterprise modules, including Business Analytics, Centralised Management, and Stock Management.

“Using Tevalis' stock management solution for back of house ensures every ingredient that comes through our business is traced and we see what we're using,” explains Anthony.

Benefits

Implementing a comprehensive Tevalis Ecosystem with bespoke developments ensures that Auntie Anne's can continue to grow and expand without concern about the efficiency and scalability of its hospitality technology.

Streamlined kitchen management was an essential requirement for Auntie Anne's teams, as this ensures their customer service is quick and their bakeries are profitable.

"The KMS ensures that we've always got products available so that when our customers come to our store, the merchandise looks full and appealing. It helps our stores manage their wastage which controls their costs, and ultimately makes them more profitable," clarifies Anthony.

Similarly, accessing in-depth reporting and management tools across the 40 sites was critical: sustaining their success and growth whilst expanding needed accurate data.

"The enterprise suite which we use with Tevalis gives us the option of hundreds of different reports, which gives us information on anything we want to see in our business. There's so much information there, it's a great jump forward from where we were before."

Their large product offering meant that stock management was another significant area of improvement. With Tevalis in place, Auntie Anne's can track, move, and order stock easily and quickly.

"Stock management is an essential tool in our business. Auntie Anne's didn't have anything until we moved together with Tevalis, and now we can control our stock. All our stock takes are entered through Tevalis which gives us an accurate track of all the stock movements within the business. The reporting that comes off the stock management module as well is detailed and useful, with detail on what costs are going through the business."

Managing 40 sites has been simplified for Auntie Anne's through the intuitive Centralised Management module, as Anthony describes: "Centralised Management is a great solution from Tevalis that enables us, as a franchisor, to make updates system-wide with the click of a button. For example, if we have a new product, we can create that button once and push that button which sends it to each of our 40 sites. We used to have to do that individually at every single till which would take hours."

Discussing his experience working alongside Tevalis, Anthony says: "Tevalis has enabled us to develop our business. We now have systems in place which support our franchisees to run their business a lot more efficiently, so they can see a lot more data to make good decisions for their business. At the same time, we can use that data as a franchisor, to help them run their business better and make more money from what they're doing on a day-to-day basis."

"Choosing Tevalis as our EPOS partner was a great decision, and we look forward to working with them in the future to develop the next step of what we want to do to make our business better."

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Featured Clients

At Tevalis, we pride ourselves on dedication and commitment to all of our clients, whether you're an entertainment venue, group chain of casual dining restaurants or an independent bar. We believe in working with all of our clients in true partnership and are very proud of the fact that regardless of whether the business is a global brand, small enterprise or an individual person, we always provide a professional and committed service, satisfying the varying requirements and budgets of all customers.



About Tevalis

Tevalis are an award-winning EPOS, Enterprise and Integrated technology solutions provider to the global hospitality industry. Our approach is to provide each client with a 360 fully connected ecosystem of technology that is tailored to their specific business operation. We do this by providing an evolving product set of on-premise, enterprise and integrated software technology solutions allowing our 3000+ global clients to digitally transform their operations through our flexible powerful systems that meet their requirements now and in the future. With more than 8,500 systems installed globally we are a trusted partner.

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