



Blendz of Los Gatos, CA

FUN. FAST. FOOD.™ Blendz is a quick-service restaurant specializing in a healthier fast food and founded in Campbell, CA by Matt and Denise Phipps . The couple opened the first Blendz in Historic Downtown Campbell, California in 2003 and now having four more locations in Northern California. "Our mission is to provide a better fast food in a fun environment where our customers can get an energetic lift during their busy days," Matt stated. "We are great-tasting, healthier food that you can get at the speed and convenience of traditional fast food, which makes Blendz different."

In order to create a work environment that supports, rewards, and coaches Blendz' Franchise Partner's success and its growth plan, Matt believes that a strong and scalable POS system is crucial. Matt found that Digital Dining software with the POSIFLEX JIVA 5815 played an important role for this mission. "It rings a sale, manages inventory, provides critical reports and communicates directly with our accounting system. From a franchisor perspective, we can roll out new menu items across units, run reports for system-wide sales, and proactively work with our franchise partners to fine tune their business through the use of tight financial controls" said Matt.

"Our Posiflex hardware is a perfect match for the Blendz model. It is stylish, easy-to-use, and is a simple and efficient standard to build our growth upon

Matt Phipps, Blendz



Posiflex with Digital Dining software installation at Blendz of Los Gatos, CA

Shannon McDonough, Owner of Blendz of Los Gatos, CA

"We are very pleased with our decision to move to the **Digital Dining software** for our POS system. It manages all the critical components of our restaurants' success and is very scalable to grow with us. It was important for us to make the right decision early for our franchise model, and I believe we have the system that we will be based upon for a long time to come."

A standard OEM white box PC cannot meet Matt's requirement anymore. Referred by POS Specialists, a Digital Dining reseller, Matt has installed the POSIFLEX JIVA 5815 terminals with

Magnetic Stripe Readers in each franchise location for the operations. Stylish, space-saving, reliable, easy to use and a fast turn-around technical support service are the keys to gaining Matt's confidence that POSIFLEX is the brand they can rely on.

Blendz plans to expand through successful franchise growth. Their goal is to have 200 units throughout California, Arizona, Nevada and Colorado within the next five years. For more information on Blendz, please visit www.blendz.com



www.digitaldining.com



www.posiflexusa.com