

Bbot Case Study

MIKKELLER

Bbot

sales@bbot.menu



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1. BACKGROUND

Mikkeller is a Danish brewery and bar that opened its first New York location in March 2018 in Citi Field. "A major part of the company's mission is to promote inclusion in the beer community," GM Alex Silberstein explains, "It's important to us for people to be able to come in and enjoy beer in their own way." In support of that mission, Mikkeller has a large menu, and delivering food and drinks efficiently to guests' tables is key to their success.

2. MORE DRINKS FOR MORE FANS

"With 25-40,000 fans on any given day during baseball season, we needed help with throughput," Alex said. "Our sales could have been higher, but people were afraid of the lines. We were looking for a way to give customers more options for how they could order." Bbot provided exactly the solution Mikkeller was looking for with Smart Ordering--a simple way for guests to browse menus, order, pay and tip, and receive drinks and food directly to their location without ever getting up from their seats. Bbot prints tickets directly to the kitchen and bar printers, making ordering easy for both customers and staff.

3. BEHIND THE SCENES

Bbot was quick to install and it's been easy for the Mikkeller team to maintain. "The whole system took about an hour and a half to install, and with a direct connection to our POS, anything we update is automatically added or taken off of the Bbot menu. We have a huge menu, and that's a significant time saver," Alex said. "I've also been impressed with how easy it's been for our customers. Sports fans and tourists of all kinds have easily understood how to look up the menu, order and pay from their phones guided by the simple signage we have on the tables and surrounding standing areas."

4. RESULTS

With Bbot in place as an additional way for customers to order, Mikkeller's food sales are up 55% and beer sales are up 5%. Alex reports, "Customers enjoy it because it allows them to stay engaged in the moment at their table, and for our team it's been amazing. On busy game days, the tickets just print and print. Even without adding any staff, those are orders that can be made so much quicker than a normal service situation. We started with Bbot at the end of last season and it worked so well that we've continued this season with incredible results."

- 55% increase in food sales
- 5% increase in beer sales
- 0 increase in payroll cost



Alex Silberstein,
General Manager