

# UNTAPPD

## Increasing Revenue and Sales While Reducing Labor and Printing Costs

Untappd for Business

### CASE STUDY



### OVERVIEW

CPG Restaurant Group is a hospitality group based in Chicago, IL, that operates two Cheesie's Pub & Grub locations and one Whiskey Business whiskey bar. Cheesie's is one of CPG Restaurant Group's original concepts and Chicago's first grilled cheese restaurant complete with full bar, arcade games, and good times. Trying to bring back the kid in everyone with an emphasis on the 1980s and 1990s, Cheesie's is a fun, comfortable, relaxed environment that brings people back to their childhood with delicious grilled cheese. The

goal with Cheesie's is to take classic favorites, such as chicken tenders, jalapeno poppers, mac and cheese, french fries, and more, and put them into grilled cheese for adults. The extremely popular eatery has become a staple in Chicago.

Whiskey Business is a very approachable 1980s- and 1990s-themed whiskey bar. The bar serves whiskey right in the heart of Wicker Park, featuring a 3,000-square-foot rooftop and over one-hundred different whiskeys.

## CHALLENGES

Keeping menus up to date across all platforms and locations. With three separate high-volume establishments all offering their own regular food, brunch, drink, and beer menus, CPG Restaurant Group found it challenging to keep all of those menus organized and up to date. Whiskey Business alone offers 115 whiskeys on one menu while the two Cheesie's locations feature twenty-five to thirty-plus items spread out across food, brunch, and drink menus. CPG Restaurant Group recognized the need to employ a program that housed all their different menus in one place,

allowed for easy, on-the-fly updates, streamlined their day-to-day procedures, and increased operational efficiencies. Additionally, during the COVID-19 pandemic, CPG Restaurant Group looked for a safe, contactless way to present its menu to patrons. Untappd for Business' QR codes and digital menus allowed Cheesie's and Whiskey Business' managers to update their menus across all platforms with speed and ease while providing a secure, touchless way for its customers to view its menus.

*“We’re changing so many things constantly, running out of products, etc., so that was our biggest priority when we jumped in [with Untappd]. It’s nice to be able to have software that we could implement right on the fly to keep things up to date for the customer without reprinting QR codes and menus [on our end]. It has a very easy user interface. We could update things without having to reprint or go back to the drawing board.”*

**- Tony Contri,  
Chief Operating Officer**

*“We’ve saved on printing costs and definitely on labor costs. From an administrative perspective, changing the menus is so much easier. Communication [amongst our staff] has improved because we’re able to 86 items pretty quickly or change a beer on the fly.”*

**- Tony Contri,  
Chief Operating Officer**

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*“We’ve sold a lot more of our whiskeys at Whiskey Business because the whiskey list is a lot easier to access and see what we have on there. We have 115 bourbon whiskeys, so people are doing more suggestive ordering rather than just ordering what they came into drink.”*

**- Tony Contri, Chief Operating Officer**

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## SOLUTION & RESULTS

After implementing Untappd for Business’ QR Codes and digital menus, the two Cheesie’s Pub & Grub locations along with the Whiskey Business bar saved on both printing costs and labor costs.

Additionally, since joining the Untappd for Business platform in May 2021, whiskey sales at both Whiskey Business and the two Cheesie’s Pub & Grub locations combined have increased fifty percent in just three months.

And as of August 2021, Whiskey Business and both Cheesie’s Pub & Grub locations combined had reached over 45K menu views. For all of these reasons, CPG Restaurant Group recognizes the advantages Untappd for Business contributes to their operational procedures and bottom line.

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*“Our whiskey sales have increased by fifty percent for Whiskey Business and Cheesie’s combined since we launched with Untappd.”*

**- Juliette Driscoll,  
Marketing Director**

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**OVER 45K  
COMBINED  
MENU VIEWS**



**COMBINED 50%  
INCREASE IN  
WHISKEY SALES**

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*“[Untappd] has been such a blessing. It’s wonderful, particularly for me. [In fact], we’re going to start implementing digital menu boards on TVs in about a month. We’re hoping for some more interaction with Untappd. If we can get that interaction, hopefully we can increase the amount of craft beers we have at Cheesie’s and maybe even have some tap takeovers and events to throw up on the digital signage as well.”*

- **Juliette Driscoll, Marketing Director**

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## ABOUT UNTAPPD

Untappd is the world’s largest social network for the beer community with over 9M registered users, 165K monthly downloads, and 15M check-ins each month and over 1B check-ins all-time. Users share and discover beer while connecting with new businesses and friends. Beer enthusiasts engage with Untappd for Business partners through the mobile app, providing businesses with valuable data and analytics in real time.

The Untappd for Business platform not only helps businesses gain exposure to a targeted market,

but partners also leverage a database of over 2M beers. The all-in-one menu publishing toolkit syncs social accounts, websites, print and digital menus, and Untappd profiles in one click.

Businesses save time by posting content to Facebook and Twitter pages from the Untappd for Business dashboard. Untappd for Business partners stand out on the app by showcasing events and specials and alerting subscribers to new beers and events via push notifications.

REQUEST A DEMO TODAY AT:

[UNTAPPD.COM/BUSINESS](https://untappd.com/business)