

SOLUTIONS ON DISPLAY

Merchandisers drive traffic and boost engagement.

■ The Autonomous Retail Merchandiser (top) helps operators save labor with its cashier-less transactional system (top). The Refrigerated Self-Service Counter Case for fresh food and chilled beverages takes advantage of unused counter space to increase impulse purchases.



As consumers look to trim their restaurant spending by moving down the value chain from fine dining to casual restaurants and quick-service restaurants, Structural Concepts continues to provide an unparalleled value to those operators with a diverse collection of reliable merchandisers that work harder, better display and sell more fresh food, have the shortest industry lead times, and minimize operating costs.

With 39% of operators expecting to offer more fresh or packaged food items for sale on premise to increase their business, and 69% saying off-premise presents the best opportunity for growth, the manufacturer can help increase customer patronage with its flexible grab & go displays.

Structural Concepts also assists restaurants in realizing untapped profit potential with its countertop merchandisers that take full advantage of unused space, whereas its combination models optimize floor space with multiple display areas within a single piece of equipment. Elevating the customer experience even further, the company boasts a vertical combination of a grab & go display offering both hot and cold temperatures in the same case.

The company recently enlisted two independent labs to determine the total costs of ownership associated with its own and other heated and refrigerated food merchandisers. Structural Concepts outperformed the competition in the measured costs associated with starting up the equipment, ongoing operation, and upkeep of the equipment, as well as safely displaying fresh food over extended periods. These are all critical considerations in the total evaluation of the overall lifespan of a fresh food merchandiser.

For those 40% who said they are likely to invest in new technology within the next 24 months to increase their operations, the new Autonomous Retail Merchandiser (ARM) is the perfect solution. Offsetting labor and operational challenges with a cashier-less transactional system, supported by an easy payment acceptance and integration system, and the ability to streamline inventory management, the ARM delivers on meeting the needs of restaurant operators, that are using, or planning to use, automation to decrease their team's time on hands-on work.

In conducting similar Total Cost of Ownership evaluations for the ARM unit, the merchandiser had the lowest energy consumption, lowest fees, and lowest labor costs, while generating the most profitability as compared to similar autonomous models in the market.

To learn more about how Structural Concepts can lower the total cost of ownership and provide more innovative solutions to drive your business, please contact Danielle McMiller, Vice President of Marketing, dmcmliller@structuralconcepts.com to receive the full Total Cost of Ownership reports. ■

Sponsored Content

SC Structural Concepts[®] Café

DAILY SPECIAL

An unparalleled value of meeting restaurants' expanded need for high-quality, fresh food offerings with a diverse collection of reliable, flexible merchandisers that work harder, better display and sell more food, and minimize operating costs.

STARTERS

- Shortest Industry Lead Times
- Lowest Total Cost of Ownership
- Energy Savings
- Reduced Labor Costs
- Front-to-Backend Support



MAIN COURSE

- Innovative, Wide-Ranging Unit Designs
- Convenient Service Formats
- Variety of Grab & Go Options
- Space-Saving Innovation
- Fit Any Configuration



DESSERT

- Increase Customer Patronage
- Serve More Customers
- Increase Fixed Capacity
- Remain Competitive
- Drive Profitability



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South Hall - Booth #1278