

## Blue Ribbon Given to Pioneer POS for Unmatched Support

**January 2012** – [American Blue Ribbon Holdings](#) (ABRH) is the parent company of nationally known family dining establishments that include Bakers Square (awarded top honors at the National Pie Championships over the last several years), Max & Erma's and Village Inn. ABRH has about 50 Bakers Squares and Max & Erma's across the country, as well as over 100 Village Inns and corporate locations with 51 Franchise locations using their POS system. Headquartered in Denver, CO and founded in 1958, ABRH now has 300 restaurants employing 5,000 people in 38 states.

ABRH utilizes their own proprietary POS system not only across the many franchise locations, but also in their corporate offices as well. Director of IT Applications at ABRH Darren Pastore, mentioned that "When ABRH purchased the Max & Erma's concept in August of 2010 we began researching our current hardware position. We determined that due to the age and unreliability of the current hardware that a refresh was needed. In the past we had moved away from the all in one solution for the reasons of cost and supportability through off the shelf components. This in itself represents issues due to the fact that off the shelf products are not hardened for restaurant use".

While researching hardware solutions for the Max & Erma's hardware refresh, Darren said it was apparent that all-in-one solutions are much more in line from a pricing standpoint and easier from an install and support standpoint. This prompted ABRH to move to the all-in-one solution and ultimately choose [Pioneer POS](#) for the POS hardware needs and roll out the [17" S-Line](#). The S-Line is an All-in-one touchcomputer with integrated EPSON printer. Its compact design allows [easy setup](#), saves precious counter space and reduces cable clutter. Support is easy because the [S-Line's printer](#) can be easily replaced in the field in minutes, without affecting the entire system. By choosing the S-Line, ABRH was able to easily add a bar code scanner to the 315 total units that were installed.

Darren went on to say that "The ABRH technology is a full blown POS system which handles all day to day front of house needs comprising of order entry including gift card functionality, payment acceptance, time keeping and work schedule enforcement". Also, integrated guest satisfaction survey systems, a reservation module and a kitchen display system supports quick service, and fast and casual dining in bar and server bank environments. On top of all the functionality it makes for perfect integration for reporting between management and staff.

The ABRH internal POS systems were installed in all 52 Max & Erma locations, including 9 locations running kitchen display systems. The other 43 locations utilize kitchen printers using [StealthTouch S-Line](#) has improved efficiencies particularly from the support and installation standpoint. In the hospitality industry, it is hard to stay consistent when processing hundreds of orders at a time by both people and the POS systems that they use. The main problems with any restaurant are inaccurate ordering and check errors causing confusion in any dining experience. Thanks to the Pioneer POS hardware and ABRH system partnership, this process is now streamlined and reliable.

The installation of the new hardware occurred between store closings and openings the next day, as to not interrupt service. Darren also said that the Pioneer POS solution coupled with the ABRH system, “Allows the staff focus on the needs of the restaurant without worrying about the technology. This in turn keeps our resources on the floor taking care of customers providing them with the best possible service which improves profitability”.

Sounds like another successful installation thanks to Pioneer POS reliability and unmatched support!

To [contact](#) Pioneer POS please call 888.468.9757 or email at [info@pioneerpos.com](mailto:info@pioneerpos.com).

### **About Pioneer POS**

[Pioneer POS Inc.](#) designs and manufactures a complete line of industry specific all in one computers, touch screen monitors, and kiosks. Founded in 1994 and based in California, Pioneer POS manufactures its solutions from start to finish in the USA which are deployed in Healthcare, Retail, Hospitality, and Gaming applications. Pioneer POS has built an exceptional reputation with its customers and reseller partners for superior flexibility and responsiveness to customer needs including short lead times, long product life cycles (minimum of 5 years), easy customization, and quick turnaround. Pioneer POS sells through qualified technology resellers throughout the US and globally.

### **About American Blue Ribbon Holdings**

[ABRH](#) is owner and operator of Village Inn and Bakers Square restaurants. Since 1958 when the first Village Inn Pancake House opened, families have known they can expect their favorite home-style meals from extra-friendly servers in a sparkling clean and comfortable setting. With locations in the Upper Midwest, Bakers Square is the destination for guests who wish to enjoy everyday occasions, creative and unique fare such as focaccia sandwiches and stir-fry pitas or a slice of blue-ribbon pie. Now in our fifth decade of success, we’ve restructured and are beginning a new era with a stable foundation. Our new name, American Blue Ribbon Holdings, LLC, symbolizes our pride in the quality and service we provide our guests. In an industry where concepts quickly come and go, we’re proud of our longevity. And we’re proud that we continue to satisfy our guests’ hunger for life’s simple pleasures.

To learn more visit <http://www.abrholdings.com>