



Maple Street Biscuit Company



Maple Street sprung into action to serve dozens of communities during the pandemic by quickly shifting from a dine-in to off-premise focus. Understanding third-party delivery services were less profitable, the team turned to Revel's native online ordering solution. Paired with creative marketing tactics, the switch resulted in record-setting online sales.

About

- Founded in 2012 in Jacksonville, Florida
- 40+ locations spanning the southern United States
- Acquired by Cracker Barrel Old Country Store, Inc. in 2019

History

Since its start in 2012, Maple Street Biscuit Company (Maple Street, for short) has made a name for itself serving comfort food with a modern twist. Now spanning seven states across the southern United States, the fast-growing brunch concept transcends its restaurant designation through a commitment to stewardship in the communities it serves.

Maple Street's Chief Executive Officer Scott Moore is constantly asking himself, "how do our guests need us to serve them?" This philosophical approach enables each location to execute a customer-first mission. Starting with the business roles at each restaurant, Maple Street locations don't have store managers, but instead refer to restaurant leads as community leaders. The same approach extends into all facets of the brand's overall operations and identity.

It consists of a group of community stores rather than a restaurant chain, all named after the communities they serve.

This clear mission helped forge a highly successful fast-casual brand, and in 2019, Maple Street was acquired by Cracker Barrel Old Country Store, Inc. due in part to its attractive unit economics and strong growth potential. Less than one year later, a pandemic rocked the global economy and restaurant industry, forcing the newly acquired Maple Street team to entirely rethink the way they reach and serve their customers.

The Challenge

Scott affirms that the team behind Maple Street has always been very cautious about how they select the technology that powers their operations. Revel's cloud-based point of sale (POS) ultimately made the most sense for their expanding business, and was put to the test when COVID-19 forced a massive shift in operations.



As off-premise dining spiked in popularity, online ordering and delivery offerings quickly emerged as mission-critical responses to the pandemic. The Maple Street team recognized this early on, and began investing tremendous energy in their off-premise presence.

“[Online ordering and delivery] have certainly been a key thing for us. We started out with third-party delivery as an early response to the pandemic, but it wasn’t profitable. We had to add delivery fees to the cost of menu items offered to customers,” Scott explains.



The Solution

A better alternative was available through Revel’s fully integrated online ordering and delivery management solutions. These native solutions allowed the Maple Street teams to explore innovative initiatives while remaining profitable. Community stores quickly began developing different online sales initiatives—including community-driven philanthropy efforts, family meal kits, and more.

Maple Street had Revel’s native online ordering solution up and running in a matter of days when COVID-19 took the restaurant industry by storm. The team leveraged online ordering to temporarily operate as a general store in response to closing their doors. They even

added a philanthropic component to their offering through their Biscuits for Heroes initiative. The initiative allowed customers to order various menu items online, and Maple Street’s staff delivered the orders directly to healthcare heroes.

“Third-party options resulted in forfeited profits, so we turned to Revel’s solution which let us do some unusual things. Early on, we wanted to offer a pantry to our guests with hard-to-find items like toilet paper. Luckily, we had a point of sale that could be modified in real-time, and we were able to make changes to our online store—across all locations—with ease,” Scott explains. “We evaluated initiatives every single week based on performance. Each initiative added a double-digit improvement on percent of sales, which was enough to continue them.”

After heavily relying on their POS to adapt to a global pandemic, Scott adds that the way he thought about Revel transformed significantly. Revel’s flexibility shined, opening a door for the brand to launch more innovative, digital-first initiatives. Technology—paired with team ingenuity—empowered the Maple Street team to remain focused on what they do best: thoughtfully serve their communities.

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“With the addition of Revel’s online ordering solution, Maple Street saw a 200% increase in online orders during the pandemic.”

– Scott Moore, CEO, Maple Street Biscuit Company



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