

The View from Thai Rock



Maitre'D
BY POSERA

With the launch of a Jamaica Bay eatery in 2011, Robert Kaskel with his wife, Metta, changed their lives and the face of the Rockaways. Here, this longtime Maitre'D user reflects on why they value the solution and shares their latest success.

In 2009, Metta and I changed our lives by moving from Manhattan to the Rockaways. It's New York City's only oceanfront real estate and is alongside the very largest parklands and nature reserves in all of the city. Two years later, we opened our restaurant, Thai Rock, which is recommended in the Michelin Guide and was voted one of the top blues venues in the United States. The summer of 2012, we launched Rockaway Jet Ski, now New York City's #1 jet ski rental and tour company. We love being part of the Rockaways and enjoy the six-mile boardwalk, year-round surfing community and easy access to the city by subway, bus, ferry, bicycle, car or boat.

We also love Maitre'D, which we've relied on since opening Thai Rock. Our average ticket is \$75, and on a busy day we exceed 500 covers. We just couldn't handle that volume without Maitre'D. We use it for everything from time punches and sales reports to tax filings. It also helps inform our business planning and analysis. From the start, it has helped us run more efficiently and provides answers we need quickly.

Back when we were considering our options, it wasn't just the system capabilities of Maitre'D that sold us; it was also the sales support. I am pleased to say the support has continued ever since. When any problems arise, they're fixed quickly so we can keep running our business. We also value the solution's flexibility and the fact that we're able to organize POS usage around our business approach, not the other way around.



Robert Kaskel with his wife, Metta.

In the summer of 2017, we implemented Berg for liquor control and couldn't believe how smoothly the integration process worked. With Berg and Maitre'D, we are saving on inventory costs, can account for every ounce, and provide more consistency in our drinks and cocktails. In addition, while our food sales stayed about level with the year before, we have realized a 10% increase in liquor sales. The only way to explain this is the integration of the Berg system into our day-to-day operations. Based on cost savings and increased revenue, we expect a return on investment in four to six months.

Maitre'D has served Thai Rock well for seven years and counting. Even as our business has grown and expanded, we remain extremely happy with the features and benefits that the solution continues to offer.