



ALTITUDE CHOPHOUSE & BREWERY

LAUNCHES SUCCESSFUL MUG CLUB PROGRAM WITH ALOHA LOYALTY



LOCATION

Laramie, Wyoming

TECHNOLOGY SOLUTION

- Aloha Table Service POS
- Aloha Loyalty
- Aloha Stored Value
- Radiant Systems POS Hardware

PARTNER

BEC POS: Denver, Colorado

BENEFITS

- Created and implemented a loyalty program that reached capacity in just two weeks
- Generated more than \$144,000 in revenues from 200 members in first six months
- Generated revenue of more than \$1,000 from each of its top 40 members in first six months
- Increased frequency of visits and dollars spent from all loyalty program members

“Tracking sales and spending habits of customers can’t be done any easier than with Aloha Loyalty. We are extremely pleased with this application and its contributions to the success of our Mug Club program.”

*-Karen Robillard, Owner
Altitude Chophouse & Brewery*

Altitude Chophouse & Brewery is a locally-owned and operated restaurant and microbrewery located in downtown Laramie, Wyoming. Since opening its doors in 1999, Altitude has enjoyed national publicity from magazines such as *Via*, *Better Homes & Gardens* and *Wyoming Homes & Living* as well as won numerous regional and national awards for its microbrews.

CHALLENGE

Although it is home to the University of Wyoming, outside of the college population, Laramie is a small town of only 25,000 residents. While small in size, there are a variety of diverse restaurants all marketing to locals and students. Altitude knew that in order to succeed and continue driving profits, it needed to develop a following of local residents who would dine and drink in its restaurant frequently.

SOLUTION

In order to stimulate repeat business and reward loyal customers, Altitude turned to its POS technology provider, BEC POS, who recommended implementing the Aloha Loyalty application because of its seamless integration into the existing Aloha POS system. In March of 2009, Altitude developed and launched its Mug Club program with Aloha Loyalty. “We ultimately decided to use Aloha Loyalty for our program because it is a comprehensive loyalty application that tracks sales and spending habits of our members, makes it easy for us to reward them with incentives and discounts and intuitively ranks members in areas such as frequency and spending,” says Karen Robillard, co-owner of Altitude. In order to remain exclusive, only 200 members are allowed to be a part of the Mug Club. Members receive personal mugs, which are assigned a unique code within the Aloha system, to decorate and keep at the restaurant’s bar. With the \$40 annual membership fee, Mug Club members receive several benefits, including discounted beer at every visit, \$25 rewards dollars for every \$350 spent at the restaurant and invitations to exclusive events such as brewery dinners, beer tastings and happy hour parties. As an additional incentive, the top five members with the most points at the end of each year receive a free five-gallon keg of beer and free membership for the next year.

RESULTS

“We have definitely achieved our goal with the Mug Club,” says Robillard. “We have a very regular clientele of Mug Club members who frequent more often than other guests and spend more money on average.” Altitude currently has more than 100 people on a waiting list to be part of the club. During the Mug Club’s first six months of operation, there were 7,266 visits from members with sales totaling more than \$144,000. “We were excited to see that our top 10 Mug Club members visited the restaurant and bar an average of 150 times each during the first six months, which is almost every day!” says Robillard. “We also found that the top 40 members each spent more than \$1,000 during that time period. We are thrilled to secure such loyal customers with the program.” Aloha Loyalty helps Altitude easily track visits from its membership as well as automatically distribute benefits to them. With Aloha Loyalty, Altitude has increased customer spending and visit frequency. “Tracking sales and spending habits of customers can’t be done any easier than with Aloha Loyalty,” says Robillard. “We are extremely pleased with this application and its contributions to the success of our Mug Club program.”



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