An Agile POS Platform Helped Pizza Patrón Improve Operations and Scale

> Rapidly-growing pizza chain with more than 80 locations and counting

> Headquartered in San Antonio, Texas

> Utilizes Revel Enterprise®, along with DoorDash and UberEats for third-party delivery integrations

History

Established in 1986, Pizza Patrón's founder was on a mission to offer first generation Mexican immigrants a restaurant where they would feel welcome and comfortable. The brand's original locations had Spanish menus, played Spanish music and proudly offered very affordable menu options for guests.

While Latin influence is still at play for Pizza Patrón in elements like a maize-based crust option on the menu, the brand has since shifted focus to a broader, more diverse audience of hungry customers. Guests can now choose between Latin-inspired and classic pizza menus when they visit. As the pizza chain evolved, it also started to grow, adding store locations and even expanding to new states.

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The Challenge

Common with many pizzerias, Pizza Patrón faces challenges like slim profit margins, multiple digital ordering channels, and a need to maintain consistency across nearly 100 operating locations. Starting with the slim margins, when the brand was purchased by CEO Charles Loflin and Chris Partyka in 2016, it still had menu pricing in line with its 1980s inception.

"When [Charles Loflin and Chris Partyka] bought the brand, we were selling $5 pizzas," says Pizza Patrón Director of Business Development Isaiah Melendez. "You've got to sell a lot of $5 pizzas to make any money."

Nonexempt from other marketplace challenges, like rising inflation and the global pandemic in 2020, Pizza Patrón keeps a close eye on performance data. Today the brand calls on sophisticated technology solutions to strike the right balance between pricing, operational needs and the cost of doing business, all with the end goal of continued profitability. But that wasn't always the case.

"When I started back in 2016, we were probably using a small fraction of Revel's capabilities—it was almost like a glorified cash register," says Melendez.

The corporate team recognized the value of data, they just needed help with an infrastructure to gather, organize and interpret the data. Fortunately, Revel's cloud-native platform offered a solution for data centralization.

"When Mr. Loflin and Mr. Partyka bought the company and moved the corporate offices down to San Antonio, we actually started bringing in some data analysts to help configure and take advantage of the open API," says Melendez.

"We're actually acquiring and taking advantage of data straight from the API and Revel has provided a lot of support in allowing us to really understand how to do that—how to acquire the data and what to do with it."

Isaiah Melendez,
Director of Business Development,
Pizza Patrón

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Building A Better Solution, Together

As Pizza Patrón's franchise operations have grown, so have Revel's capabilities. Today the brand leverages Revel Data Connector, a solution that combines point of sale (POS) data with data from other businesses intelligence tools for a single, comprehensive view of key performance metrics.

In addition to more sophisticated and actionable reporting, Pizza Patrón has adapted to marketplace demands for diversified ordering channels, too. According to Melendez, leveraging third-party delivery solutions, like DoorDash and UberEats, has yielded a huge lift in the brand's delivery orders. Their team will continue to explore options for expanding third-party delivery, which has been a profitable endeavor for them.

"We brought the raw data over through Revel Data Connector recently. In doing that we've been able to really ad hoc some reports and get very granular in what we want to see to help our store managers to efficiently schedule their employees, maintain labor costs, and to help our accounting team with some of those establishment payments reports."

**Isaiah Melendez,
Director of Business Development,
Pizza Patrón**

A Lasting Platform for Whatever the Future Brings

Pizza Patrón has evolved significantly since its 1986 inception, and even since selecting Revel Systems as its POS platform of choice in 2014.

"We've learned a lot from Revel, and hope that Revel's learned a lot from us," says Melendez. "The partnership has evolved quite a bit over the years."

With a brand that embraces change and challenges head-on and a technology partner nimble enough to support pivots as they arise, Pizza Patrón and Revel's enduring partnership is one poised to continue long into the future, come what may.