

LEMON MOON ADDS TECHNOLOGY TO THE RECIPE...

Lemon Moon, a casual West L.A. eatery, is named for its owners, Josiah Citrin and Rafael Lunetta. Most known for French cuisine, the menu at Lemon Moon is a departure in style for the duo that features traditional, made-to-order American lunch and breakfast favorites. It caters to the local business crowd and offers an old-fashioned cafeteria dining experience along with the convenience of take-out.



BUSINESS CHALLENGE

Lemon Moon opened in March 2004 to a booming business. From day one, faced with daily luncheon line-ups of 20-30 people, the owners found they were losing business because customers were hesitant to join an already long line. As well, some customers in the line simply gave up.

SOLUTION

When Lemon Moon opened in March 2004, they implemented the Squirrel Restaurant Management System. This included three stationery terminals running Squirrel's latest software, integrated credit card processing and a requisition printer in the kitchen.

Line-ups are a good thing but getting the line-up at Lemon Moon to move faster was essential. So, Lemon Moon asked Squirrel to help them add some technology to the mix and implemented Squirrel's hand-held order entry solution.

Utilizing hand-held order devices, the servers at Lemon Moon take orders from guests standing in the line-up. The resulting orders print into the kitchen in real-time. When the guest reaches the cashier, they pay, receive an order number and take a seat. A server delivers and serves the made-to-order meal to the guest.



Lemon Moon Owners, Josiah Citrin & Rafael Lunetta, test drive Squirrel hand-held

The results at Lemon Moon were immediate. While it does depend on the preparation time of the item ordered, in many cases a guest is at their table and being served their made-to-order meal in less than ten minutes.

Lemon Moon has reported dramatic improvement in customer satisfaction and significant increases in revenues. This recipe for success is a creative combination of culinary expertise, years of collective experience, with a touch of technology - just where it's needed.

"The addition of Squirrel's hand-held technology has doubled our speed of service; which has enhanced our customer satisfaction, and revenue. The service provided by the Squirrel staff is the highest I have experienced in the industry."

Josiah Citrin, Chef/Owner

ABOUT SQUIRREL

The latest offering from Squirrel Systems, is a native 32-bit application and is fully integrated with the Microsoft Windows XP operating system and SQL Server database. At the terminal, the user interface was ergonomically designed when Squirrel teamed up with human factors engineers, industrial designers, graphic artists, Squirrel end-users and Microsoft to give restaurateurs a goof-proof graphical user interface. The functionality of the Squirrel Restaurant Management System is completed with modules that support credit card integration, loyalty, gift card, reservations/waitlist, business intelligence, take-out & delivery, time & attendance, inventory control, kitchen display and much more.