

## Case study

# Z-teca Gourmet Burritos

HP Retail Solutions serve up reliable, customizable quality built for growth



### Industry

Foodservice

### Objective

Provide dependable POS systems for growing fast-casual food franchise

### Approach

Deploy scalable, reliable HP RP7 7800 and RP5 5800 Retail Systems

### IT matters

- Enhance loss prevention by recording discounts and void transactions via integrated webcam
- Communicate products and promotions to customers via customer-facing POP display
- Dramatically reduce program and system maintenance demands

### Business matters

- Enable real-time corporate office visibility to franchise locations
- Facilitate new offerings to expand sales such as gift card options
- Deploy reliable POS solution meeting restaurant requirements



**“The last thing we want to worry about when opening a new store is whether the technology will work and keep up with store demands. With HP retail solutions, we have confidence rather than worries.”**

– Gabe Sarracini, president, Z-teca Gourmet Burritos

Frustrated with a lack of healthy options and nutritious food available quickly at a reasonable price, a couple of Canadian entrepreneurs built their new business on that concept. With years of foodservice experience behind them they focused on creating the ultimate fast-casual gourmet burrito. In a quest to turn traditional fast food on its ear by doing things differently, they decided to go back to basics, creating recipes from scratch with quality ingredients. Z-teca was born to answer the call for better quality and fresher, healthier menu choices. To create an experience that reflected the simple approach of Z-teca and to provide a smooth franchise growth pattern, the owners turned to HP technology delivered by SilverWare POS Inc.



A small—but growing—chain of quick service restaurants, Z-teca launched its first store in the Toronto underground in September of 2007. Reflecting evolving market desires for healthy, quality food choices, the company has built a strong, successful brand with a loyal customer following. Currently, eight franchise stores have opened and the company is on pace to add three to five new sites each year.

**“When we say ‘less is more’, there is no room to hide; that means each ingredient needs to be absolutely fresh and top-quality. The same goes for our technology, it must be streamlined, reliable, and expandable. HP gives us all that and more.”**

— Gabe Sarracini, president, Z-teca Gourmet Burritos

Gabe Sarracini, president, Z-Teca Gourmet Burritos, explains, “It’s not hyper-growth, but we want to do it right.” Part of doing it right meant replacing its original POS system with a more robust, reliable and future-proof solution. Sarracini engaged with SilverWare POS Inc., an authorized HP OEM partner and quickly became convinced that SilverWare had the retail expertise and passion for teamwork that would match Z-teca. So when SilverWare POS recommended HP retail solutions, Sarracini listened.

## Quality in, quality throughout

Michael Thalassinis, regional sales manager, SilverWare POS Inc., explains, “We’ve been providing turnkey solutions to the retail industry for 20 years. In that time, we’ve supported different brands and we have moved to primarily recommend HP hardware. We can be confident in presenting HP technology to our customers because of the superb quality and reliability HP provides.”

SilverWare POS recommended the HP RP7 Retail System, Model 7800, a customizable, next-generation all-in-one retail solution. Z-teca tested the solution in two separate demos: one at SilverWare’s site followed by an in-store demo of several months that reflected a true working environment. Sarracini says, “We wanted strong confidence in a new system before rolling it out to our franchise partners.”

Today, Z-teca has a RP 7800 POS in each store, along with a HP RP5 5800 Retail System, a robust, long-lifecycle back office retail platform. The systems run SilverWare POS software linked to a Microsoft SQL Server database.

“The POS solution has improved reporting which helps us in decision-making,” Sarracini says. “It also decreases the amount of time we need to spend updating information.”

Now, the corporate office can access information at each of the eight franchise stores in real-time or as needed. For instance,

the integrated web cam is automatically activated when a discount or void is created, recording both the employee who is doing the transaction as well as the authorization. This enables the company to have clear records of any anomalies in the pricing structure. Similarly, the integrated rear-facing screen helps Z-teca communicate with customers—the screen is used to present static messages as well as share new products and promotions.

“We tried to offer gift cards with the old system, but it just didn’t work the way we wanted it to,” Sarracini says. “Now we are able to provide this sales option that customers want very easily. And we can also track them as needed.”

Sarracini adds that another huge productivity boost has been achieved with the new system. Before, when a new special or promotion was going to be launched, his partner would physically go to each store to download the information into each POS. With the HP and SilverWare POS solution, we can now manage this from an office desktop PC or notebook PC at home with the SilverWare POS web-based management tool. This is especially critical as Z-teca eyes expansion outside the Toronto metro area.

“Everything about HP technology—the reliability, design, relationship, service, support, the overall experience—is excellent. We can truly recommend HP to our customers with the highest confidence.”

– Michael Thalassinos, regional sales manager, SilverWare POS Inc.

Thalassinos says that dealing with high rates of hardware failure with other manufacturers is a thing of the past. “The quality built in to HP technology contributes to our trust and recommendation of HP,” he says. “And it means SilverWare POS can spend more time serving our customers like Z-teca.”



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4AA5-0617ENW, February 2014

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