






CUSTOMER CASE STUDY

How Bevvy's Soda Shop Stands Out in a Saturated Market With TouchBistro POS & KDS

DETAILS

RESTAURANT NAME	VENUE TYPE
Bevvy's Soda Shop	Quick-Service
ESTABLISHMENT YEAR	HQ LOCATION
2023	Payson, Utah

RESULTS AT A GLANCE

-  Improved order accuracy
-  Reduced ticket times
-  Faster staff training

THE CHALLENGE

When Bevvy's Soda Shop opened a year ago, management needed technology that would help them run a concept with lots of customization options and an extensive menu. They also required tools that would be easy for their young staff (many of whom are working their first jobs) to learn and use.

THE SOLUTION

Equipped with intuitive, easy-to-use solutions like [TouchBistro POS](#) and [TouchBistro Kitchen Display System Powered by Fresh](#), Bevvy's Soda Shop can now execute complicated, customized orders quickly and efficiently. This speed and accuracy helps Bevvy's stand out in the saturated market of dirty soda shops in Utah.

INTRODUCTION

Necessity is the mother of invention, and in Utah, where about 40% of the population is Mormon, the necessity of avoiding alcohol and coffee due to Mormon beliefs has led to the invention of dirty sodas: soda-based mocktails enhanced with mix-ins like juices, flavored syrups, creams, and candies.

While a few big chains largely dominate the Utah soda scene, Bevvy's Soda Shop in Payson is an independently-owned newcomer that's making a splash. Bevvy's is a family-run soda shop that's known for its funky branding, colorful selfie wall, and cheeky menu options like the Dirty (Dr. Pepper with coconut syrup and cream) and the Karen (Coke or Pepsi with pomegranate syrup and vanilla cream). If none of the dozens of menu options tickle your fancy, you can come up with your own dirty soda creation.

"We're able to add all sorts of things to sodas for a custom experience," explains Manager Sadie Ercanbrack. To build their own drinks, customers start with a base like Dr. Pepper, Coke, Fanta, or Sprite and can add syrups, creams, fresh fruit, and purees. The possibilities are endless.

Beyond sodas, Bevvy's also serves cookies, ice cream, and smashed sammies (homemade hot pockets), making it the ultimate destination for treating yourself.

Challenges: Stiff Competition, Extensive Customization, and a Young Staff

When Bevy's Soda Shop opened in 2023, it was the third dirty soda shop in the 20,000-person town of Payson. In other words, Bevy's had to find a way to stand out in a saturated market.

To be the best soda shop in Utah, Bevy's needed technology that would make it easier to run a concept that offers extensive customization options and a large menu, while also providing a superior guest experience

Bevy's also faced the challenge of having a young, unseasoned staff.

"This is a minimum wage job and a lot of our staff are 16, 17 years old, so they've also never even worked elsewhere," Sadie says.

With a workforce made up mostly of highschoolers, Bevy's had to find an intuitive solution that would be easy for the green team to learn and use.



Solutions: TouchBistro POS & TouchBistro KDS Powered by Fresh

Bevy's Soda Shop chose TouchBistro POS and TouchBistro KDS Powered by Fresh to meet its technology needs and resolve its challenges.

[TouchBistro KDS](#) is a digital kitchen display system that eliminates the need for handwritten tickets, thereby reducing errors and improving back-of-house operations. TouchBistro KDS integrates directly with TouchBistro POS, meaning as soon as a team member places an order via the POS, it appears on the Kitchen Display System, providing an instant line of communication between front-of-house and back-of-house staff.

Sadie says [TouchBistro POS](#) has made it incredibly fast and easy for Bevy's staff to customize orders from day one.

"I really like the kitchen instructions and how specific the orders can be. We have specific drinks on the menu, but most of the time people create their own dirty sodas. I really like that you can add modifier groups through TouchBistro POS."

Sadie Ercanbrack

Manager, Bevy's Soda Shop

While TouchBistro POS simplifies order placement, TouchBistro KDS helps the back-of-house team fulfill these complicated orders – all while reducing errors – thanks to digital tickets.

"We have a person who takes the order and then a person who makes the drink. We have headsets so those people making drinks can hear orders as they're placed, but when somebody's ordering a 44-ounce diet Dr. Pepper with a lot of modifications – which happens constantly – there's no way staff can remember everything. The KDS is so useful for us because it's a record of what the customer has ordered. **I couldn't imagine not having TouchBistro KDS. I think it would be utter chaos without it. We a thousand percent need it, especially since each drink is so specific,**" Sadie says.



Digital tickets have also made it easy to train Bevy's young employees, many of whom are working for the first time.

"Having somebody order a specific drink can be really overwhelming for somebody who's working their first job. It's very beneficial for them to have something they can keep referencing over and over if they need to. And honestly, handwriting tickets

would be impossible for our business. I can't imagine if somebody had to write 'Dr. Pepper, Blackberry, Raspberry, Light Ice, Add Fresh Lime' – that would just be absolutely ridiculous. It's really helpful for staff to be able to go back more than once and look at the digital ticket in the KDS, because it can be so easy to forget what's going on when you have so many orders and customizations," Sadie says.

As staff gain experience and Bevv's gets busier, ticket times on TouchBistro KDS keep the team on track so they can be the best dirty soda shop in Utah. Sadie says Bevv's wants to be known as the fastest soda shop in town. Keeping an eye on how long tickets have been open helps staff fulfill orders faster.

Another KDS feature that supports Bevv's in completing this goal is order alerts. They let Sadie know when she should jump in during rush times.

"When I can hear alerts going off in rapid succession, and my employees are too nice to ask for help, I can go help them before things get out of hand," Sadie says.

From easy-to-input modifiers on TouchBistro POS to digital tickets that empower staff to make accurate drinks faster on TouchBistro KDS, Bevv's Soda Shop has what it needs to be the best soda shop in Utah.

"I honestly couldn't think of a business that wouldn't benefit from the KDS and POS," Sadie says.




The Future of this Utah Soda Shop: Optimizing Operations & Expanding


Equipped with TouchBistro POS and KDS, Bevv's Soda Shop is currently looking for more ways to optimize operations. Any way the store can increase sales and boost efficiency will help it stand out in the sea – or shall we say, salt lake – of Utah soda shops.

"In the next year or so, we need to focus on this location and really lock in. I know that's a very Gen Z thing to say, but that's our goal." Sadie remarks.

But what's next after that? Sadie says her mom, Bevv's Founder Brooke Holm, has lots of plans for expansion in the future. For now, all we can say is that if you're in Payton, you might be seeing a lot more of Bevv's in town. Just like with the customization options at the soda shop, the sky's the limit for Bevv's empire.

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