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Burger Business Grows With Social Media, Online Ordering

SEATTLE, WA--The South Lake Union venue of Blue Moon Burgers has doubled their business in the last six months, said manager Nils Petersen, thanks to online ordering from NetWaiter, along with Facebook and Twitter, to drive the increases in business.

Blue Moon Burgers is a specialty hamburger restaurant, selling hamburgers, French fries and other items. Their menu features pastured meats--hormone free and 100% grass fed--all sourced from a single ranch. Blue Moon makes as many ingredients in house as possible, and sources much of the other products locally in the greater Seattle area. "We want to be sustainable," said Petersen, "and maintain as small a carbon footprint as possible."

"The sales info from NetWaiter is telling us that 40% to 50% of the online orders we get each day are new to us," said Petersen, "at least from an online perspective. But that online business is what we like. Customers come in, get their food and get back to their offices. It increases our efficiency, frees up the tables in the store, and customers get served quickly."

"The only advertising we do is social media--Facebook and Twitter," continued Petersen. "But we are right next door to the new Amazon offices. That's huge for business. Those are the kind of customers--technology workers--that are very comfortable with online ordering. Blue Moon also uses coupons in all outgoing bags and some signage to communicate the availability of online ordering."

Petersen recently took over managing the Fremont store of Blue Moon Burgers. Again, he says, there are many of the same types of opportunities. ""Google and Adobe are very close," he said, "and there are also some smaller software firms."

"We are real big on Twitter," added Charlie Olson, owner of Blue Moon Burgers, "which helps draw the online orders. We have 1,600 or 1,700 followers. We put up signs in the stores, have drawings and promote it on our comment cards. We initially tried to handle the social media ourselves, but now we have someone and that's all they do. It requires a full-time person."

"When I first learned about NetWaiter, I saw the potential," said Olson. "During our busy times we have a line that goes out the door. NetWaiter gives our regular customers an opportunity to go up to the front of the line and have their order paid for and ready to go. It's a great solution for us."

For more information, contact NetWaiter at 1-866-638-9248, or logon to their website at www.NetWaiter.com.