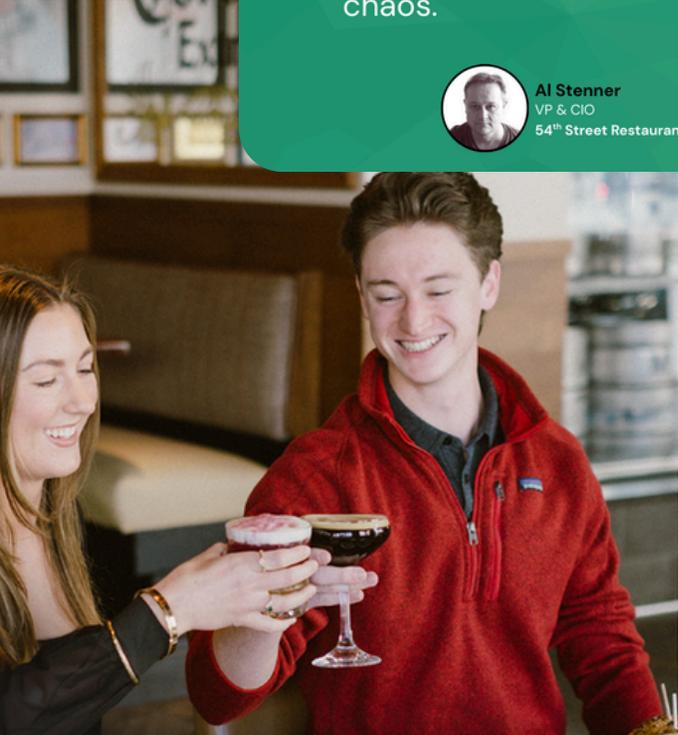> "
> Curbit removed the manual guesswork from our off-premise operations. Our teams can focus on execution, not managing chaos.
>
> **Al Stenner**
> VP & CIO
> 54th Street Restaurants

curbit®
CASE STUDY

curbit.com

54TH STREET
RESTAURANT | DRAFTHOUSE

FIVE FOUR
RESTAURANT | DRAFTHOUSE

54TH STREET
SCRATCH GRILL + BAR

Client: 54th Street Restaurants
Segment: Elevated Dining in a Casual Environment
Locations: 30+ across the Midwest
Curbit Focus: Order Orchestration, Curbside Pickup, Guest Experience

54th Street Restaurants: Optimizing Off-Premise Operations and Enhancing Curbside Pickup

54th Street Restaurants is known for its Made from Scratch menu and vibrant dine-in experience. But as off-premise orders surged, especially digital delivery and takeout, the leadership team recognized a growing need to modernize their approach to order fulfillment.

PROBLEM 1: MANUAL DEMAND MANAGEMENT

Store-level teams actively monitored volume and manually adjusted throttling configurations as needed within their ordering system. Big game tonight? Adjust throttling. Friday dinner rush? Adjust throttling. Slow Tuesday afternoon? Adjust back down.

While effective, the manual process required ongoing attention and created opportunities for variability and mistakes during peak periods. Managers used forecasted demand to guide throttling adjustments. If misaligned, this could lead to kitchen compression or overly conservative order throttling, turning away orders unnecessarily.

PROBLEM 2: EVOLVING THE CURBSIDE EXPERIENCE

When guests arrived for pickup, they called the restaurant from their designated parking space to notify the team of their arrival. An Express team member would confirm the order and deliver it curbside. The process relied on manual coordination at the Express station, which required additional attention during peak periods.

While guests had clear instructions, the process relied on phone-based communication.

WHAT CURBIT CHANGED

Part 1: Automated Demand Management

Curbit provided make-time minute recommendations based on actual production data rather than static configurations. Then, during peak periods, Curbit automatically extends lead times in the ordering system so new orders don't pile up faster than the kitchen can produce.

When volume drops, lead times tighten back up automatically.
The result: Store teams no longer manually adjust throttling. The system responds to real-time kitchen load without human intervention. Kitchens stay in control during rushes. Staff focus on making food, not managing system configurations.

PART 2: GUEST TEXTING + EXPO VISIBILITY

Guests now text their arrival. That message displays instantly on the expo station screen showing order number, guest location, and arrival time.

No phone calls. No dedicated station staff waiting by the phone. The to-go runner sees the alert on screen, grabs the order, walks it out.

The result: Guests arrive with accurate promise times and clear instructions on what to do upon arrival. Staff has real-time visibility on who's waiting and where they're parked.

THE OPERATIONAL IMPACT

Before Curbit:

- Managers manually adjusting throttling based on expected demand
- Guests calling when they arrive, staff answering phones mid-rush
- Dedicated pickup station required
- No visibility into who's waiting outside

After Curbit:

- Automatic throttling adjustments based on real-time kitchen load
- Guests text arrival—notifications on expo screen
- No phone calls, no dedicated station
- Staff see arrivals instantly on existing KDS
- Accurate promise times → guests arrive when food is ready

The result as a more automated, visible, and scalable off-premise workflow that further supports both team efficiency and guest experience..

Connect with our team to see how Curbit can streamline your operations across every location. Schedule a consult today at curbit.com/book-demo

curbit®