

fooda

How a Barbeque Restaurant Increased Business by 33%

Todd Beird was miserable working in the insurance industry for almost 20 years. Then he bought Blue Moon Barbeque in Lebanon Tennessee from his brother-in-law. Beird replaced days full of policies and deductibles with briskets, chickens, and mac & cheese. Since then, he loves waking up early every morning to fire up the smokers, and continue growing his successful restaurant. Just a few years after taking over, the pit master began thinking about expanding the BBQ concept to a second location.

But opening restaurants involves many expenses: overhead, leases, build outs, supplies, staffing. Not to mention a lot of risk, something he was familiar with coming from the insurance industry.

Then Beird learned about a way to increase revenue without the big investment. The program is called Fooda, and as he explains it, “imagine having a food truck without having a food truck. You’re going into a large company or office building, you’re setting up, and you’re serving people during a high-volume lunch hour.”

Beird’s favorite part about Fooda?

“We had no risk. We had a good catering business established, and anybody who’s doing catering already has everything needed for a Fooda Popup. There’s really nothing to lose by doing it.”



But Beaird found there was plenty to gain by partnering with Fooda:



BRAND RECOGNITION

The restaurant has served thousands of new customers in Nashville, with an existing customer base now established if they decide to expand to the city



BRICK & MORTAR TRAFFIC

Even though Blue Moon Barbecue is about 30 miles from where it pops up in Nashville, office workers make the drive after work and on the weekends for another taste



INCREASED FOOD SALES

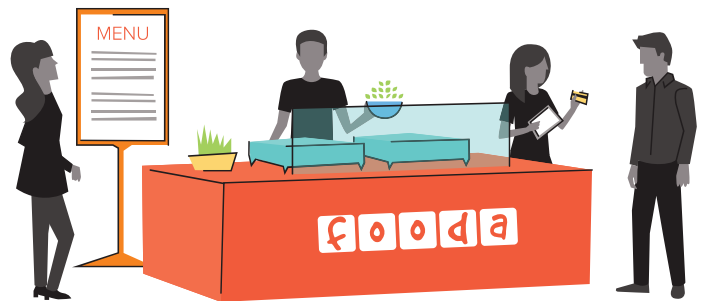
Blue Moon Barbeque started doing 3 events per month, and now they're up to 35 per month

The customers Beaird has met through Fooda have great things to say about his Blue Moon Barbecue. Thousands of them voted for the restaurant to win the "Best of Fooda" award in both 2016 and 2017. Beaird hopes to go for the "3-peat" in 2018.

Beaird has some simple advice for other restaurant owners who are considering starting a partnership with Fooda.

"Fooda works for a lot of restaurants. Sign up, do a few events. It could be a huge business boost like it is for us. Why not give it a shot?"

*"Fooda is profitable for us. It's helped us grow. It's put us in front of people who we otherwise wouldn't have served. **Fooda was 25% of our business in 2017.**"*



Interested in increasing sales, revenue, and customer exposure at your restaurant?



Contact us to learn more about Fooda
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