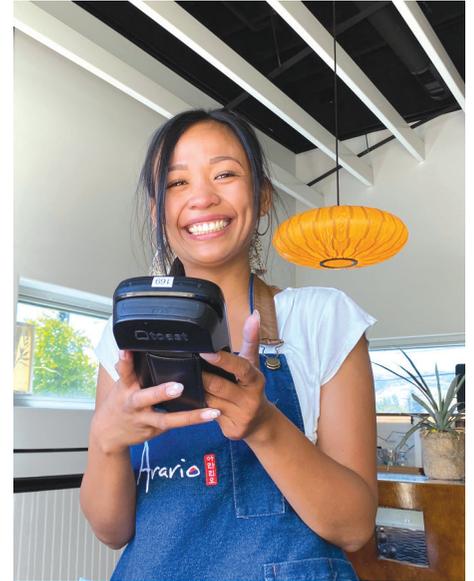




Annalissa Santoemma at The Cheese Board



Sarah Castillo at The Jesse



Mary Relucio at Arario

A Toast to Technology

Software company helps Reno-Tahoe restaurants through pandemic and beyond.

WRITTEN BY CLAIRE MCARTHUR

Technology has never been more important for restaurants than during the pandemic, and for many Reno-Tahoe eateries, restaurant-software company Toast was exactly what they needed to survive during the hard times and thrive during the good.

With an already successful point-of-sale system, payroll and team management, online ordering, and marketing software, Toast saw the needs of restaurants shift last year with closures, limited dining capacities, and increased demand for delivery and pickup orders.

“We brought in online menu ordering and contactless payment systems,” explains Shy Din, Toast’s West Coast hardware operations manager. “One of our most popular devices, Toast Go 2, also was extremely helpful during this time. The server simply comes to your table with a small handheld device, places the order, and it shoots right back to the kitchen. It takes payment at the table, too.”

The restaurants saw more accurate orders, a reduction in food waste from incorrect orders, and faster turnover at tables.

“The online ordering and delivery system has been amazing for us, especially because we can control the pace of our own delivery without using the outside sources of delivery,” explains Caitlin Fletcher, co-owner of The Cheese Board in Reno. “That has been such a savior for us during COVID. We love Toast.”

During the pandemic, Toast also launched the grassroots movement Rally for Restaurants, encouraging diners to continue supporting their favorite eateries; donated to the Restau-

rant Workers’ Community Foundation and World Central Kitchen; waived fees for its customers; and offered loans to struggling businesses.

TJ Cho, owner of Arario in Reno, switched to Toast in January 2020 and believes it was integral in helping his restaurant survive the pandemic.

“That was one of the best decisions we made,” Cho says. “Having everything in one platform with one company helped us get through the pandemic and continue to endure.”

Cho appreciates the daily and weekly sales and labor reports he gets through email and the ease with which he can make adjustments to the menu if an entrée is running low.

“Toast is an incredibly user-friendly and intuitive POS system, which is wonderful for our bartenders and servers in that it allows them to focus on customer service,” adds Piper Stremmel, owner of The Jesse

Hotel and Estella Tacos in Reno. “It’s easy and convenient for our managers to utilize at any time, from anywhere, to make real-time updates or edits to menus, labor, or payments.”

With a restaurant customer success team on staff to evaluate “Toasters” operations and offer high-quality technical support, the people behind Toast are committed to using technology to help Reno-Tahoe restaurants prosper.

“Empathy is really what sets us apart. We pride ourselves on being able to be there for restaurant owners and having the ability to offer them a world-class experience.” Din says. “We have an amazing opportunity to bring technology into the restaurant community, and with us doing that, we are seeing our customers thrive using our platform.”

