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Casual Dining Group partners with Zonal Retail Data Systems

The Casual Dining Group (CDG), one of the UK's largest independent restaurant groups, has partnered with Zonal Retail Data Systems to implement an EPoS solution across its 300-strong estate.

On the back of a seismic period of change, the company, which operates some of the UK's favourite dining brands including Bella Italia, Café Rouge and Las Iguanas, recognised an opportunity to review and upgrade its current EPOS provision, implementing a new, cutting-edge system that can deliver real-time insights to its operators.

Commenting on the partnership, Tim Doubleday, CDG's CFO, said: "In the past two years, the business has been transformed. We've expanded significantly, investing in our existing restaurants, opening new sites and acquiring two businesses. As a result of this ambitious expansion, we chose Zonal Retail Data Systems to effect a step change, providing us with a best-in-class solution and real-time management information on performance across our restaurants.

"With a commitment to creating fantastic and memorable customer experiences, and recognising the growing importance of technology, we are keen to be at the forefront of technological innovation. We needed a solution that would future proof our business, give us new tools to engage with our customers, whilst providing robust management information."

Following an extensive procurement process and evaluation, Casual Dining Group selected Zonal to provide its entire solution. This included the Aztec EPoS software used by over 500 hospitality companies throughout the UK, giving operators complete control and visibility over their business. This is powerful, not only for those at the sharp end who can use the data for effective planning and management, but also for head office teams who have total visibility over how the estate is performing.

The pilot programme started in October 2015, and the ambitious rollout, which started in March 2016, has now this week been completed across the 300-plus restaurants within the CDG portfolio.

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Zonal's sales and marketing director, Clive Consterdine, added: "Aztec has been developed for its versatility and flexibility to accommodate multi-brand operations. It provides robust management insight with the ability to enhance the overall customer experience, which was incredibly important for the Casual Dining Group. We are delighted to partner with Casual Dining Group in its transformation to one of the UK's leading casual dining operators."

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. For over 36 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

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