Hawaiian Bros Gains Full Control of Their Third-Party Menus with Chowly's POS Sync
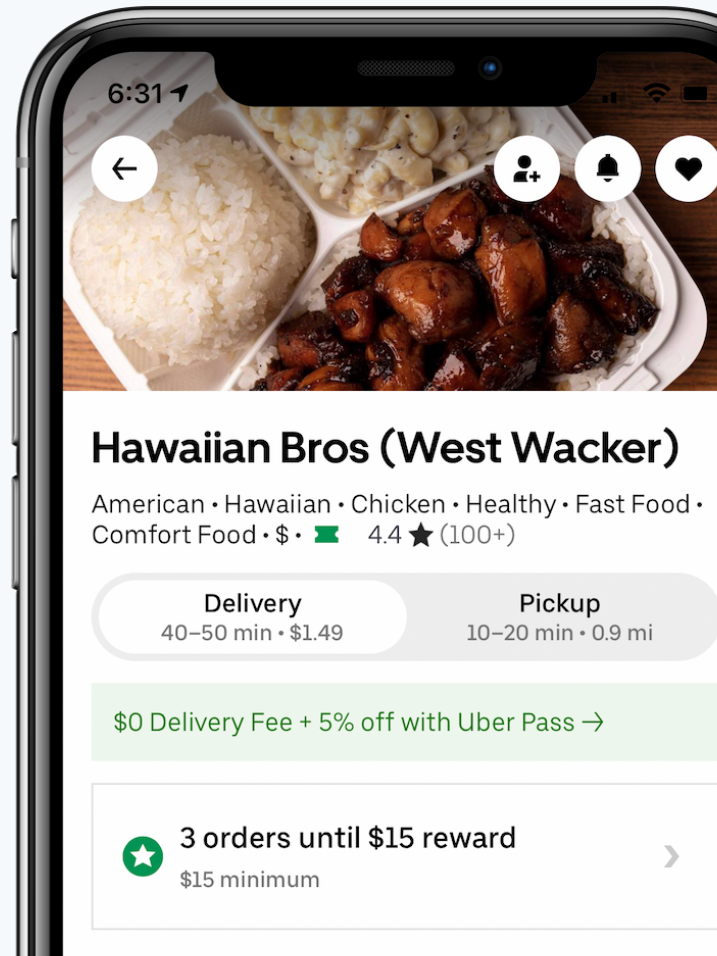
Chowly synced Hawaiian Bros third-party menus to the menu in their Toast POS system to allow for quick and timely 86'ing

↑ **437%**

increase in delivery order volume in the first 6 months with Chowly

↑ **384%**

increase in off-premise revenue in the first 6 months with Chowly

6:31

Hawaiian Bros (West Wacker)

American · Hawaiian · Chicken · Healthy · Fast Food · Comfort Food · $ · 🎟️ 4.4 ★ (100+)

Delivery
40–50 min · $1.49

Pickup
10–20 min · 0.9 mi

$0 Delivery Fee + 5% off with Uber Pass →

⭐ 3 orders until $15 reward
$15 minimum

Introduction

From their first taste of Hawaiian cuisine, founders of Hawaiian Bros, Cameron and Tyler McNie along with their wives Taryn and Megan, knew they wanted to share the flavors of Hawaii with the mainland. After being personally taught traditional Hawaiian recipes and cooking techniques used by natives for generations, the first Hawaiian Bros Island Grill opened its doors in 2018, offering a variety of Hawaiian comfort foods like Huli Huli Chicken and Luau Pig.

The Situation

In April of 2020, Hawaiin Bros was getting ready to launch DoorDash—their first delivery marketplace—in an effort to expand their revenue and customer base.

However, when the pandemic hit, they sped up their timeline to get the restaurant on the marketplace as fast as they could.

Hawaiian Bros quickly realized the challenges that came along with the DSP tablet and the burden that was placed on the managers. They had to manually accept and key in hundreds of online orders a day while still managing the rest of the restaurant. Additionally, Hawaiian Bros found themselves struggling with the tedious and time-consuming process of making menu updates and inventory adjustments on a separate DSP portal. McNie pointed out, "Updating our DoorDash menu involved a lot of extra steps that were easily forgotten or not done and then, all of a sudden, I have a customer ordering an item that I no longer have in stock and I have to figure out how to explain it to them and hope they're not too upset about it."

Without a centralized way to manage their orders and menus, it was not feasible for Hawaiian Bros to add on any more delivery service providers.

"Chowly took the [tablet] management piece out of the managers hands allowing them to focus more on the restaurant, instead of worrying about confirming delivery orders and re-keying them into the POS. Chowly has provided us with a seamless online ordering solution."

Cameron McNie
Owner and Co-Founder of Hawaiian Bros

The Solution

Using Chowly's integrative technology, Hawaiian Bros' online orders began integrating directly into their POS system, taking the burden off of their employees and eliminating order inaccuracy due to human error. With Chowly, Hawaiian Bros

was able to add on Grubhub and Uber Eats—increasing their order volume by over 400% in just 6 months—all without the need for tablets.

Chowly further helped Hawaiian Bros gain control of their third-party menus with their POS Sync technology. Now, when Hawaiian Bros needs to make a menu update, they can simply do so in their Toast POS—a workflow they are already familiar with–and Chowly automatically transmits that change to all of their third-party menus. McNie notes, "[POS Sync] keeps our menus organized and consistent across all platforms and is a major time saver."

The Results

↑ **437%**

increase in delivery order volume in the first 6 months with Chowly

↑ **384%**

increase in off-premise revenue in the first 6 months with Chowly

In the first 6 months of implementing Chowly's integration technology, Hawaiian Bros added on two new marketplaces—Grubhub and Uber Eats—increasing their total delivery order volume by **437%** and revenue by **384%**.

On their Uber Eats platform alone, Hawaiian Bros delivery sales grew over **3000%** in the first 6 months.