



# Playa Bowls Case Study

Playa Bowls saw a **370%** increase in daily online orders in the first 8 months with Chowly.

## Introduction

Since its founding in 2014, Playa Bowls has grown from a blender, a patio table, and a fridge to nearly 100 stores nationwide, with thousands of employees, and a mission to lead communities in healthy, sustainable living. As they continue to expand, Playa Bowls partnered with Chowly to gain control of their off-premise operations and expand their digital presence.

## The Situation

The Playa Bowls brand is made up of corporate, joint venture, and franchised locations all operating with the Clover POS system. Many stores leveraged a few third-party marketplaces such as DoorDash and Uber Eats, but it often seemed the burden of tablets and manually managing online orders outweighed the benefits. The tablets often had to be turned off if a store did not have the staff to enter in orders.



*"We have seen a large uptick in our third-party delivery business since integrating with the Chowly platform," said Warren Sidosky, Chief Financial Officer at Playa Bowls. "The stores using Chowly have been able to add on new marketplaces and reach our customers who are looking for the convenience of delivery."*

## The Challenges

1

*Hesitant to  
add on new  
platforms*

2

*Inefficient process  
for managing  
third-party orders*

3

*Not reaching  
full off-premise  
opportunities*

## The Results

Playa Bowls locations that have integrated with Chowly have been able to roll out numerous online ordering solutions in an efficient and cost-effective manner. The brand saw a 392% increase in sales so far in 2020. The average daily order totals have jumped 370% now

that each store is maximizing its online time and efficiency with managing third-party orders.

**370% increase** in daily online orders

**392% growth** in off-premise sales

**22% month-over-month growth** in third-party sales

