



## Reimagining Breakfast Classics

While eggs are often synonymous with breakfast, **Eggslut** is changing the way diners think about their standard over-easy egg in the morning. This chef-driven, gourmet food concept elevates and reimagines breakfast classics. From a bacon, egg & cheese sandwich, to the more exotic—the Gaucho features seared wagyu tri-tip steak and cage-free over medium egg dressed with chimichurri and arugula—the restaurant is paying homage to a longtime breakfast staple. Eggslut’s mission is fueled by an appreciation of classic comfort fare with a twist, and eggs are the star of the show.



Founded as a food truck in 2011, Eggslut has scaled its egg-centric concept to 10 locations across the U.S. and internationally. Whitney Myrus is a director and board member at ITICO, which is the franchisee and licensee of two restaurant concepts, including Eggslut.

Because Eggslut is the licensee, they were able to be involved in the electronic point of sale (ePOS) decision making process. Their preference from the start was to have a singular ePOS so their staff could master one system. They also knew they wanted it to be a cloud-based solution to support a multi-unit operation.

*“When you consider the efficiency at which Revel works, in comparison to the many ePOS solutions I’ve worked with, it is the most intuitive in many, many aspects,”* Whitney explains.

Revel now powers Eggslut’s two London locations, and the solution’s flexibility has been instrumental in keeping up with new customer demands and shifting operations accordingly.



## Restaurant Management Simplified

Eggslut's market differentiator is that they provide fresh, made-to-order dishes created with the finest, chef-driven ingredients. Whitney explains that the team is passionate about executing dishes at the highest level with the highest quality ingredients, always ensuring there's an egg on it.

The result is a somewhat simple, ingredient- focused menu made up of nine items. Revel's **robust menu building feature** helps Eggslut drill down to categories and subcategories of ingredients within those nine dishes, each with specific shelf lives. This feature, paired with Revel's ability to track inventory at the ingredient level, ensures they're always prepared to serve a fresh, quality product. Whitney explains that Revel "has pushed us forward with regards to inventory and menu management in a way that we wouldn't otherwise have thought of or accomplished."

Weekly, monthly, and annual **reporting** is also hugely important to the brand, and Whitney appreciates how easy it is to manage and pull reports when compared to the more manual process he had in place prior to Revel. With Revel, pulling reports—from product mixes, to ingredient-level tracking, to hourly sales to help identify top selling products—are available in real-time from anywhere.

*"Revel is great in terms of being able to look at, manage, and report on our numbers, all in real-time," Whitney explains. "We're able to give our chairman and chief financial officer access to the system and push reports to them on a regular basis. This has been critical."*

## Increased Customization Via An Open API

Revel's open API lets clients leverage Revel's strong network of integration partners, or add their own integrations to help meet their unique business goals.

At Eggslut, it's important for their team to be able to look at operations holistically, and a huge piece of their operations is comprehensive employee management. That's where an integration with **Harri**—a human capital management (HCM) platform built for the service industry—steps in to help. Through Revel's open API, Eggslut's integration with Harri allows the restaurant to manage the entire employee ecosystem. This includes onboarding, scheduling and shift management, time optimization and more. Harri also makes reconciliation easy with robust reporting.

Access to Harri, on top of Revel's built-in **employee management features**, lets Eggslut's entire staff focus on delivering an exceptional customer experience.

*“Revel has enabled us to easily and intuitively do things that other point of sale solutions haven't allowed us to do. The fact that I'm able to put in a brand new hire, show them the system, and in a matter of minutes, they're not struggling to understand the point of sale is unique,”* says Whitney.

## Driving Loyalty During A New Normal

The team at Eggslut understands the importance of **building loyalty**. Prior to COVID-19 they used a simple card recognition and point system to drive customers back to their restaurants.

“Something we were pleasantly surprised with was Revel's loyalty program and its ability to manage and track customers. This is one of the many best practices that Revel has helped inform,” explains Whitney.



When the effects of COVID-19 became clear, Eggslut noticed a significant shift in customer behavior. Delivery orders jumped from making up 25 percent of their business to 90 percent in a matter of weeks. Knowing delivery was only going to increase in popularity and that they wanted to increase exposure through third party applications, Eggslut sought an integration with **COFE**. COFE is a coffee-focused marketplace, similar to major players like Deliveroo and UberEats. The integration allows them to push orders from the application directly into the Revel ePOS, and COFE's rewards system is fully integrated with Eggslut's loyalty data. When an order is placed through COFE, customers automatically join their rewards program. The Eggslut team can then create and deploy highly targeted marketing messages based on their transaction data and contact information.





*“This concept of digital outreach and reliance on these types of platforms, whether it being via SMS, email, or pushed through a third party app, are going to be critical moving forward to maintain customer stickiness,” Whitney notes.*

And because COFE is directly integrated into their Revel ePOS, the process is seamless and reporting is made easy. Fluid reporting gives the Eggslut team a way to quickly determine how successful the integration is.

### Looking Ahead

Despite confrontation with a new normal just months before opening their second location in London, Eggslut continues to delight egg aficionados with quality ingredients and service. Revel is proud to play a role in helping them meet and exceed those customer expectations.

*“Revel is kind of like the heart of the whole entire organization. I’m really happy with the system, its flexibility, and its ability to scale.”*

**Whitney Myrus,**  
Director and Board Member  
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