



## CASE STUDY

# Star Micronics and LOCFOOD Equip Mexico City Cuisine to Operate at Home & On the Road



mPOP™

Mexico City Cuisine, located in Vista, California, offers full catering services for everything from formal dinner parties and corporate events to casual gatherings and weddings — in addition to having multiple food truck locations. Mexico City Cuisine recently made the switch to Star Micronics' mPOP™ all-in-one cash drawer and printer peripheral POS system paired with LOCFOOD's CRAVE Vend mPOS software.

### THE SITUATION

Prior to this installation, solution provider LOCFOOD would regularly see Mexico City Cuisine doing its daily sales on an iOS device. This sparked LOCFOOD's idea for mobile point-of-sale software to integrate seamlessly into Mexico City Cuisine's daily business transactions; CRAVE Vend was then born. Going forward, Mexico City Cuisine was in search of a compact, easy-to-use POS solution that would be a fit for both in-store and remote locations such as food trucks and food stands. Embracing the mobility wave in the POS world, Mexico City Cuisine was looking for new technology that would be both attractive and reliable in its locations. Star Micronics' mPOP™ all-in-one cash drawer and printer paired with LOCFOOD's CRAVE Vend mPOS software, was the perfect fit for Mexico City Cuisine.

### THE SOLUTION

The mPOS bundle provided Mexico City Cuisine with the most practical option for both in-store and off-site locations. The mPOP™ paired with CRAVE Vend software provided Mexico City Cuisine with a mobile solution compatible with the iOS iPad devices that were already being used for customer transactions. Mexico City Cuisine found the mPOP™ to be the best solution given its modern, sleek, all-in-one design, and its simple Bluetooth connectivity set-up. What's more, CRAVE Vend mPOS software paired perfectly with the solution to create a complete mPOS package, allowing Mexico City Cuisine to use the solution in any of its various locations.



**End-user:** Mexico City Cuisine

**Industry:** Catering and Food Truck

**Products:** mPOP™

**Solution:** The mPOP™ all-in-one cash drawer and printer paired with LOCFOOD's CRAVE Vend mPOS software.

Not just a POS, CRAVE Vend seamlessly works with a suite of apps designed to improve productivity and customer satisfaction:

- **CRAVE Pass:** an iOS and Android app allowing hungry customers to locate their favorite mobile vendors (food trucks, etc.) on the go, browse their favorite restaurants' menus, find deals, order, pay ahead, and never wait in line again. Customers' orders go straight to CRAVE Vend, not a fax machine.
- **CRAVE Kiosk:** a self-service kiosk app improving productivity, sales, and customers' satisfaction. CRAVE Kiosk allows businesses to sell more without a need to increase personnel.
- **CRAVE Fleet:** a mobile app with real-time location tracking and mobile payment functionalities. With CRAVE Fleet, delivery route management helps customers to get their order faster, and businesses to save time and travel cost.

## THE RESULT

One significant benefit is the ability to use the solution in remote locations such as Mexico City Cuisine's food trucks and food stands. The simple Bluetooth set-up allowed Mexico City Cuisine to use the device anywhere, anytime — and took all of 3 minutes to install.

Mexico City Cuisine has also found that the mPOP™ and CRAVE Vend software allows for a more smooth and effortless customer transaction, all while presenting a modern and stylish POS system.



Mexico City Cuisine owner Leo Garcia says, "Star Micronics' mPOP™ is the perfect solution for us at Mexico City Cuisine. The all-in-one, compact design of the mPOP™ paired with the CRAVE Vend mPOS software allows us to use the same POS system in both our store and food truck locations with zero inconvenience."

"CRAVE Vend originated from seeing Mexico City Cuisine employees use iOS devices in their daily transactions," says Thuc Luu, Founder of LOCFOOD, Inc. "We are so pleased to have been able to design a full mPOS software to be used with tablet and other mobile devices, and to work with Star Micronics to create a full mPOS bundle that is easy-to-use for retailers and restaurateurs."



Learn more at [www.cravend.com](http://www.cravend.com)