



**With Raydiant,
This Bakery's
Business Has
Never Been
Sweeter**



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VINCENT ZABA, OWNER AND CEO OF THE BRICK HOUSE BAKERY

Once you have Raydiant, you can't live without it.

Vincent Zaba, owner and CEO of **The Brick House Bakery**, founded the New York-based restaurant in 2016 with a little money and a lot of vision. Five years and seven Raydiant screens later, and business is booming all day, from opening until closing. Located in Cobleskill, the upstate bakery has expanded to become part café, deli, and ice cream parlor. Zaba sat down with us to discuss how his Raydiant screens help manage the day-to-day workings of the bakery, why his customers love them, and why he can't imagine life without them.



Seven Screens, Endless Signage Opportunities

"We started out with four screens, and now we have seven," Zaba told us. The **Raydiant screens** have multiple functions for this popular bakery. Five of them are used as digital menu boards for their café and deli, one to welcome and greet guests and display their specials, and another one to promote their smoothies. "Our Raydiant screens quickly became a big part of the bakery's life," said Zaba, who added that he's looking to add an eighth screen for their ice cream parlor.

Zaba often uses Raydiant's **easy design app PosterMyWall** to create promotional and welcome signs. The app offers more than 170,000 poster and video templates in crisp, colorful HD and 4K. These animated signs catch the eye, delight, and spark conversations between Zaba and his staff and customers. "I guarantee that part of our sales are because of our Raydiant screens," said Zaba. "People love coming in to look at them because they never know what's going to be on them."



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Digital Menu Boards That Sell Out

Most restaurants and eateries know that people eat with their eyes first. Having mouth-watering images of their food—or better yet, animated images and videos—to look at as they wait in line stirs customers' appetites. Raydiant's digital menu boards bring food to life, and have a tremendous impact on the bakery's business. Zaba gave us an example of this: "We started serving these fried onion petals, but they weren't selling because people didn't know what they were. So I took a picture of them next to our chipotle sauce and put it on our digital menu boards, and they sold out right away!"

The same thing happened when the bakery started adding photos of their BLT sandwiches to their menu boards. "They sold out right away!" said Zaba. "It's the power of seeing the food that sold it." Not only are digital menu boards a highly visual way to promote new menu items and specials, they're also easier to read, easy to update, and allow space for adding nutritional and other important information.

Menu Updating and Scheduling Made Easy

What restaurant isn't familiar with this scenario: you use printed posters or chalkboards for your menus, only it's a pain every time you need to make a change. Raydiant eliminates this problem, saving you the cost of constantly re-printing menus and the time wasted switching out menu boards during lunch and dinner rushes. The Brick House Bakery had this same problem, since before Raydiant they were using chalkboards as menu boards. "We hired someone to nicely stencil our menus onto the boards," Zaba explained. "The problem was, each time we had to change a price or add something, we would have to call her and she'd have to come down with her stencil to make the changes. It just didn't work."

With Raydiant's cloud-based system, making menu changes is "beyond easy," according to Zaba. "I even showed one of my colleagues from my phone how easy it was to use it, and she couldn't believe it. I told her 'You can schedule your menus to change during the day. I can even sit on my couch at home and change the screens in the bakery!'"



Easy-to-Create Promotional Signs That Pop

PosterMyWall's drag-and-drop design tools and templates make it easy to create and display gorgeous promotional and seasonal signs for display that same day. Zaba himself uses the app, which is integrated as part of the Raydiant dashboard. He makes digital posters for bakery specials and holiday décor, among other things, and has been amazed at the reaction. "I made holiday posters that said 'Happy Holidays,' 'Happy Hanukkah,' and 'Happy New Year'. On Christmas Day, I put different animated Christmas trees on each of our Raydiant screens, and when I went down to the bakery that day, people were standing outside looking into the windows at our TVs."

Along with PosterMyWall, Raydiant customers can **create beautiful, dynamic screens** displaying curated YouTube videos, short commercials, live news and weather feeds, image presentations, social media walls, and much more. With just a few clicks, you can create signs people can see from the street, and ones that make them want to enter your door.



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Screens That Attract Attention—and Sell Themselves

To stay competitive and stand out from their competition, businesses are increasingly turning to digital signage to grab more customer eyes. And, according to Zaba, it's working: "We're in a small rural town, and the only other businesses that have digital signs are McDonald's and other large corporate chains, not independently-owned places like us. So our signs really stand out—and people love them!"

Aside from menu boards and advertisements, the bakery's screens are also used to display personalized messages that make staff and customers feel at home and included. "I use the screens for birthday announcements for our regulars and

staff," Zaba added. "They'll come in and take pictures with the screens and everything—they think it's the coolest thing!"

Zaba is so impressed with his Raydiant screens, he can't stop talking about them. "I think Raydiant is awesome!" Zaba told us excitedly. "I tell everyone about you guys. For a small bakery in upstate New York, people are amazed at what we can do with these screens. Everyone that comes into the bakery and is interested, I'll even show them on my iPhone how easy it is to change the screens. And they're always amazed—they say 'You did it that quick?' and I say 'Yeah, it's that quick!'"

About Raydiant for Restaurants

Raydiant's Experience Platform helps restaurants offer a unique, multidimensional customer experience that boosts sales and creates loyal customers. From digital menu boards and custom background music to social walls and promotional signs, Raydiant does it all—and more. To try Raydiant, **book a free demo** today.