



Digital Signs Provide a Taste of La Dolce Vita for This Jersey-Based Pizzeria



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ROCCO FLORES, OWNER PIZZA VITA

This New Jersey restaurant uses Raydiant to connect their restaurant and food truck experiences, make more truck bookings, and appeal to millennials.

Pizza Vita, a self-described "contemporary pizzeria and cucina" chain, opened their first restaurant in 2011. They now have three brick-and-mortar restaurants and three food trucks, all spread around New Jersey. Their specialty is their wood-fired pizzas, made in the true Napoletana style. We chatted with Pizza Vita Owner Rocco Flores and his tech advisor Tiziano Iannitelli about how they use Raydiant to connect with customers in their three restaurants—and what the digital future might hold for their food trucks.





Digital Menus That Do Double Duty

"Right away, we started looking at how we could use Raydiant for our menus, instead of using paper menus," Flores begins. Pizza Vita is not the only restaurant to make this transition. Digital menu boards are used by many of Raydiant's restaurant and food truck customers to stoke customers' appetites and make the ordering process run more smoothly. Since digital menu boards are usually easier to read than chalkboard or sandwich-board menus, customers can decide what they want faster, making the ordering process quicker (a great benefit for lunch rushes and other busy times).

Not only are their digital menu boards great for advertising Pizza Vita's pizza and Italian fare with eye-catching HD and 4K graphics and videos, but they are also a great contactless menu solution. "They serve a dual purpose right now, giving us the ability to offer hands-free menus," explains Flores. "It really put us ahead of the curve in that way."

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Connecting with Millennials Through Social Walls

Along with the ability to have easy-to-update digital menu boards, Raydiant was attractive to Flores for its Instagram integration. "I was looking to better connect with millennials," Flores tells us. "Especially in Hoboken and Jersey City, where there's a huge millennial market. What I was looking for was a system that would integrate our social platforms and show it to restaurant diners so we could get more engagement."

Raydiant's Instagram integration allows users to show curated content from their Instagram feed, along with content tagged with branded hashtags, on their restaurant screens. Restaurants and other brick-and-mortar businesses love this capability because it creates a fun, interactive experience for the customer, who can see hi-res photos of themselves and other happy customers. It's also a great way to connect customers to your brand and keep your branding consistent across locations.

Boosting Food Truck Bookings with On-Screen Advertising

"Before Raydiant, there was a disconnect between our food truck experience and our restaurant experience," says Flores. "We use Raydiant to integrate the two by promoting our food trucks on our restaurant screens. Not only did this help solidify the brand across the two formats, but it helped us get more food truck bookings."

Pizza Vita relies on booking events like parties, fundraisers, and weddings since each of their food trucks carry a 6,000-lb. wood-fired pizza—a stand-out feature, but one that also limits their mobility for street vending. So Raydiant is an effective way to catch customers' eyes with food truck promotions—and they've had many special event bookings as a result.

An Easy-to-Use Design App That Allows for Instant Collaboration

Flores and Iannitelli often use Raydiant's PosterMyWall app to create their on-screen content. "It's a great app," says Iannitelli. "And it has a ton of templates, so it's very easy to use. Anybody that can use social media can use it to create and upload content quickly."

Flores agrees: "I'm not the most tech-savvy person, so I would call Tiziano all the time to make changes. But he got me using PosterMyWall, so if I can use it, anyone can." He also loves the variety of templates the app offers, adding: "There hasn't been much that I haven't found."

One of the best parts of using PosterMyWall through the Raydiant platform, is that it affords customers like Flores and Iannitelli the ability to access it remotely—and collaborate easily. "I'll come up with something and I'll give Rocco a call and say 'Hey, take a look at this screen, and tell me what you think'" says Iannitelli. "And then we collaborate and make changes remotely. It's incredibly easy."

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TIZIANO IANNITELLI , TECH ADVISOR

The Future of Food Trucks is Raydiant

Pizza Vita is already exploring the possibility of using Raydiant on their food trucks as well as their restaurants, says Iannitelli. And Raydiant's partnership with tech company Simplifi, allows us to offer an option that gives food trucks uninterrupted internet connectivity wherever they are—with or without Wi-Fi. Flores and Iannitelli both expressed interest in using Raydiant in this way to have the same gorgeous digital menu boards and social walls on their food trucks as they have at their restaurants.

So, what's the verdict on Raydiant, according to Pizza Vita's owner and tech advisor? "I would definitely recommend Raydiant," Flores says, summing it up. "And I know that Tiziano has already recommended it to a lot of his clients. It's a great service."



About Raydiant for Restaurants & Food Trucks

Raydiant's Experience Platform elevates the dine-in experience for customers. Digital menu boards are easier to read than static menu boards, making the ordering process less frustrating and more efficient. Hi-res food photos and sizzle reels stoke customers' appetites as they wait to order. Raydiant's Soundtrack Your Brand music app lets you play background music with custom playlists geared toward your brand vibe, for a more pleasant dining atmosphere that's also proven to **increase food and drink orders**. Plus, with Raydiant, you can create, display, schedule, and update your on-screen content using easy design tools and more than 150,000 HD and 4K templates. And the platform's secure cloud-based interface lets you make changes from anywhere, and at any time.

Our food truck customers also get to enjoy all the same benefits of a Raydiant device—in a mobile, on-the-go package that offers uninterrupted internet access with no need for Wi-Fi. Raydiant and Simplifi together offer a platform that powers digital menus, social walls, and video conferencing on your truck, along with your POS system, ensuring problem-free transactions in a mobile environment.