



BROOKLYN DUMPLING CASE STUDY



Challenge

Stratis Morfogen, a New York City restaurateur, had plans to open a quick-service restaurant offering a wide variety of creative dumplings. Brooklyn Dumpling Shop would have an **Automat-like feel to cut down labor costs and fit into a small, 500-square-foot space.**

Solution

To bring his idea into reality, Morfogen connected with RPI Industries and Brooklyn Dumpling Shop was born. Since space and staffing were limited, the team at RPI recommended the ONDO® unit.

For the installation at Brooklyn Dumpling, the ONDO® lockers were 4 cubes tall by 6 cubes wide, with one cube dedicated to taking and scanning orders. **Customers either visit the restaurant and place their order at a kiosk or enter their order online.** They receive a notification once the food or drink is ready for pickup. Once at the locker, the patron scans their barcode, and a door opens with their order.

The temperature-controlled lockers made it simple to keep cocktails chilled and dumplings hot. **Customers also enjoyed the novelty of the automated process,** which harkened back to the heyday of the Horn & Hardart Automat.

Result

THE ONDO® LOCKERS WERE A PERFECT SOLUTION FOR BROOKLYN DUMPLING SHOP.



Morfogen found that his labor costs dropped from the typical 30% down to 18% and that customers loved the contactless order and pickup process. A bonus was the ONDO® unit lent itself well to delivery services like GrubHub, DoorDash, and UberEATS. **Food no longer withered away on a counter waiting for a driver to arrive.** The patented, temperature-controlled lockers kept dishes at peak freshness.

Brooklyn Dumpling Shop was such a success, Morfogen franchised the concept and has expanded to over 100 additional locations across the U.S.

 TYPICAL LABOR COST BEFORE ONDO®

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