



How a New York Institution saved big with Dual Pricing and Blanket POS

Established over a century ago on Port Richmond Avenue in Staten Island, the original Denino's has remained in its original location throughout its rich history. Originating as a soda and confectionary shop, it evolved into a bar and pool hall after the end of Prohibition in 1937. The turning point came in 1951 when Carlo Denino crafted an award-winning pizza, propelling the venue into renown for its exceptional thin crust pizza and authentic Italian fare, a reputation it has proudly maintained ever since.

The Challenge: Overcoming cumbersome technology and exorbitant processing fees to turn their expansion dreams into reality.

Between 2010 and 2016, Denino's expanded with two New Jersey locations and a Greenwich Village outpost. While the original Staten Island site operated on a cash-only basis, the family decided to accept credit cards at the new locations. However, what seemed convenient for customers turned into a business nightmare. The credit card processing equipment proved slow and cumbersome, posing a significant learning curve for the more Apple-savvy younger staff. Integration challenges emerged, as there was no seamless way to manage table service, takeout, and delivery orders—they all had to be handled separately. This lack of coordination made communication complex among front-of-house staff, back-of-house employees, and customers. Moreover, there was no connectivity or visibility between locations, as each operated in isolation.

AT A GLANCE



The Customer

For a century, Deninos, a cherished family-owned pizzeria and Italian eatery, has grown from its original Staten Island location to five additional spots since 2010.

The Challenge

High processing fees and clunky equipment was costing them thousands in fees and lost business.

The Solution

AerPay's Blanket POS system combined with Dual- Price pice processing.

The Results

- ▶ Seamlessly integrated table, takeout and delivery services.
- ▶ \$1.8M in fees saved since 2019 across 5 locations.

The Solution: Save money and streamline operations with Dual-Price processing and Blanket POS.

In 2019, SignaPay Direct introduced Denino's management to the Blanket POS system and Dual-Price processing, a transformative solution that addressed all their business technology needs. SignaPay Direct personally installed and trained all staff on how to use the technology and management on how to access reporting and analytics functions.

A Technological LaunchPad

The Blanket POS system optimized order management by integrating a kitchen display system with POS, printers, and mobile devices. Custom filters categorized and prioritized orders, minimizing errors in food preparation. Ticket timers reduce wait times for table service, enhancing the dining experience. Advanced restaurant software offered real-time insights into order speed, popular menu items, and inventory. The system featured a replicable floor plan, color-coded timers, and seat-assigned orders for efficiency. Online ordering and delivery solutions provided control from placement to delivery, and integrated inventory management ensured consistent stock updates across channels and stores, creating a seamlessly synchronized operation. With its user-friendly interface, it became a hit with all restaurant staff.



[TO LEARN MORE ABOUT BLANKET POS CLICK HERE >>>](#)

Unimagined Savings

Denino's had chosen to participate in the Dual-Pricing program provided by Blanket POS. This program allows customers to decide between a cash option and a slightly higher credit card option during the checkout process. The small price difference effectively covers all of the business's card processing fees at the end of each month, resulting in significant savings, amounting to \$5,000 to \$6,000 per month for each store location since 2019. This cumulative strategy has led to a remarkable \$1.8 million in retained profit over the past four years across the five locations.

[TO LEARN MORE ABOUT Dual Pricing CLICK HERE >>>](#)

The Results

Leveraging Blanket POS technology and Dual-Price processing, Denino's can now its loyal customers with a credit card payment option, surpassing sales expectations through enhanced operational efficiency and an improved profits. Capitalizing on these newfound advantages and cost savings, Denino's has initiated the national franchising of its restaurants and plans on rapid expansion in the coming years.



In the last 5 years, SignaPay Direct has saved the Deninos restaurants \$1,800,000 in processing fees.

"We are excited for the future. With our new POS and Dual Pricing, we finally feel like we have all the tools we need to take Denino's to the next level and bring our pizza to consumers nationwide".

- Mike Burke, Owner
The Original Deninos Pizzeria & Tavern
Staten Island, NY



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