

How We Alleviate Labor Challenges & Uplevel Concession Offerings



ABOUT THE COMPANY

- Movie theater chain with 76 locations predominantly in the northeast United States, plus several international outposts
- A division of a movie theater operator and mass media holding company
- The chain established a distinct brand to denote locations that offer in-theater dining options and full bars with seat delivery service

SEGMENTS



Entertainment Venues



Movie Theaters

PROBLEMS & PAIN POINTS

- ⚠ Experienced ongoing challenges around finding and retaining F&B staff
- ⚠ Needed to upgrade the quality of their existing concession product offerings to stay competitive



WONDER'S SOLUTION

- 💡 Implement our flagship pizza program to significantly enhance the quality of the pre-existing product
- 💡 Employ one-touch equipment technology to reproduce high-quality results while streamlining back-of-house processes

KEY RESULTS



Drastically reduced cook times to increase line velocity



Decreased combined food & labor costs by 45%



Established a pathway to realize \$3,940 savings in monthly operating costs per location

WHERE ARE WE NOW?

Launching our pizza program in 11 additional theaters after a successful initial test period