

How Brinker International Transformed Operations to Launch a 2,000-Location, \$180M Brand with Crunchtime Kitchen

Brinker International is a global casual dining leader, operating approximately 2,000 restaurants, including Chili's Grill & Bar and Maggiano's Little Italy. Serving nearly one million guests daily, Brinker focuses on a consistent, memorable dining experience rooted in its core values of trust, collaboration, and fun. The guest-first approach is complemented by menu simplicity, featuring iconic items like burgers, fajitas, and handcrafted margaritas.



-  Casual Dining
-  2,000+ Locations
-  Global
-  Crunchtime Kitchen



Scaled virtual brand to 2,000 locations in one week, achieving \$180M in first year

Eliminated paper-based inefficiencies

Enabled real-time communication between teams

Challenge

Overcoming Operational Challenges with Legacy Systems

Before adopting Crunchtime Kitchen, Brinker International faced significant operational hurdles with its legacy systems. Outdated processes created inefficiencies and limited the ability to deliver a seamless guest experience.

“Prior to Crunchtime Kitchen, we were paper-based and struggling to deliver on accurate quote times and promises to one million guests daily.” - Adam Dingman, Vice President of Operations, Brinker International

Recognizing the need for innovation, Brinker sought a kitchen display system that could streamline operations without being tied to other systems, ensuring scalability for the brand.

Solution

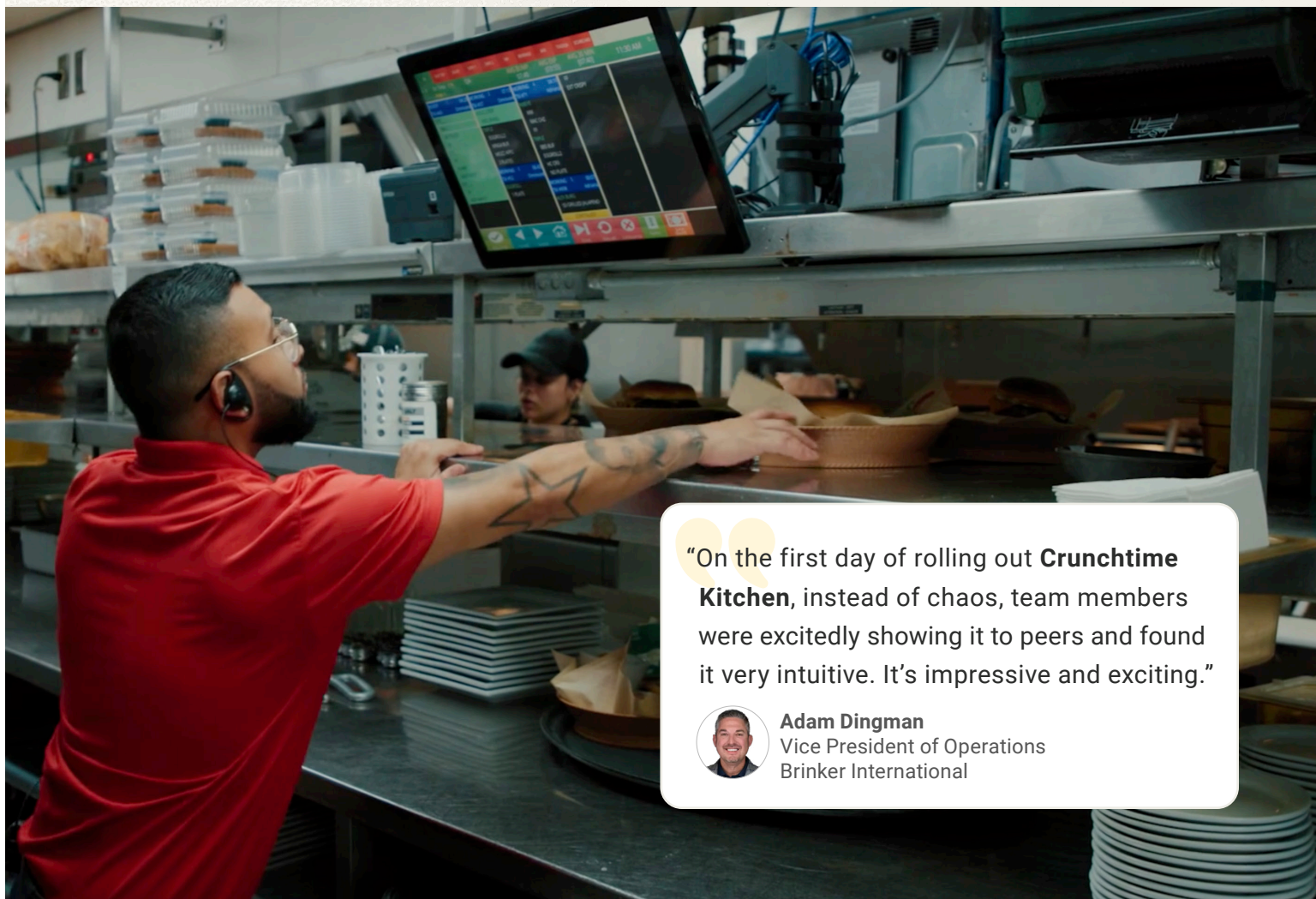
Implementing Crunchtime Kitchen: A Seamless Rollout

The transition to Crunchtime Kitchen marked a pivotal moment for Brinker International, as the company upgraded from a 15-year-old system to a cutting-edge solution that seamlessly connected restaurant operations. Implementing Crunchtime Kitchen eliminated paper-based inefficiencies, enabling real-time communication between the dining room and kitchen.

One of the standout features of the implementation was the introduction of all-in-one touchscreen displays designed to be intuitive and familiar. The system's ability to display line builds and guide team members through preparation steps was a game-changer, ensuring food was prepared accurately and efficiently, enhancing both dine-in and off-premise operations.

"Teams see line builds right on the screen, which tells them exactly what to make and how to make it. This shift has been game-changing for ease and execution."

- Adam Dingman, Vice President of Operations,
Brinker International



"On the first day of rolling out **Crunchtime Kitchen**, instead of chaos, team members were excitedly showing it to peers and found it very intuitive. It's impressive and exciting."



Adam Dingman
Vice President of Operations
Brinker International

Results

Data-Driven Success with Crunchtime Kitchen

Crunchtime Kitchen has empowered Brinker International with unparalleled real-time visibility into kitchen operations, enabling both immediate responsiveness and long-term planning. The system's data capabilities allow Brinker to predict demand and optimize workflows, ensuring team members are ready for peak times.

“Crunchtime Kitchen provides real-time visibility into kitchen operations and helps us forecast and predict what might happen, ensuring we prepare our team members effectively. This level of operational predictability, akin to having a crystal ball, is something only possible through the data Crunchtime Kitchen provides.” - Pankaj Bhardwaj, Chief Information Officer, Brinker International



Launching A New Revenue Stream: It's Just Wings

This was particularly critical during the 2020 COVID-19 pandemic when Brinker rapidly adapted to shifting demands and launched the virtual brand, It's Just Wings. The brand was designed to operate seamlessly alongside existing operations. **Leveraging Crunchtime Kitchen, the company efficiently scaled the brand to 2,000 locations in just one week, achieving \$180 million in its first year.**

This rapid deployment was enabled by the integration of Crunchtime Kitchen, which routed virtual orders directly into the kitchen and displayed them on screens as standard menu items. This ensured team members could prepare and package the orders efficiently without disrupting existing workflows. This success highlights how Crunchtime Kitchen's data-driven insights not only streamline daily operations but also drive innovation and growth.