

How Boston Pizza Boosted Peak-Hour Sales and Saved 32 Labor Hours Weekly with Crunchtime Kitchen and Host

Boston Pizza is Canada's number one casual dining chain, operating more than 400 restaurants across North America. Each location supports multiple dining experiences under one roof, including a sports bar, full-service casual dining, and off-premise ordering. With a large footprint and complex operations, Boston Pizza relies on technology to maintain consistency, improve service speed, and support long-term growth across the brand.

 Casual Dining  400+ Locations  North America  Crunchtime Kitchen & Crunchtime Host



32 Labor hours
saved per week

17% Increase
in weekly covers

12% Increase
in peak-hour sales

Challenge

Building a Long-Term Technology Ecosystem Across Hundreds of Locations

Boston Pizza faced the challenge of identifying a technology partner capable of scaling across hundreds of restaurants while supporting multiple dining concepts and evolving guest expectations. As consumer demand shifted toward speed, convenience, and off-premises dining, the brand needed a solution to modernize operations without disrupting service or creating disconnected systems.

Leadership focused on avoiding short-term fixes and instead sought a technology foundation that could integrate seamlessly across connected operations systems and support the brand well into the future.

"We were trying to knit together, strategically, an underpinning architecture for the future long term."
- Cavin Green, VP of Business Technology & Systems, Boston Pizza

Solution

Connected Systems with Crunchtime Kitchen and Host

Boston Pizza implemented Crunchtime Kitchen as its kitchen display system (KDS) to replace paper tickets and streamline kitchen workflows, followed by Crunchtime Host to support guest management and seating visibility. Together, the solutions created a fully connected restaurant environment in which orders flow seamlessly from servers to the kitchen, reducing stress, noise, and miscommunication.

The platform's flexibility allows each restaurant to adapt workflows based on time of day, dining format, and volume, while still maintaining brand-wide consistency. Features such as real-time order visibility, modifier highlighting, and guest flow tracking help teams stay coordinated during peak periods and across off-premise and dine-in demand.



Results

Increasing Sales, Saving Labor, and Improving Consistency at Scale

With Crunchtime Kitchen and Host in place, Boston Pizza saw measurable improvements in both efficiency and revenue. Automation shaved time off each order, enabling faster table turns and contributing to a 12% increase in peak-hour sales and a 17% increase in weekly covers. Kitchens also saved an average of 32 labor hours per week.

Beyond the numbers, the connected system reduced errors, improved food quality, and created a calmer, more consistent work environment. Real-time data and reporting provide leadership with visibility into performance, helping teams forecast demand, manage prep, and continuously improve operations across the chain.

“When you change from paper to a **KDS**, you can see that the technology is reducing stress, improving coordination, and improving time.”

Cavin Green
VP of Business Technology & Systems,
Boston Pizza

By standardizing technology across all locations, Boston Pizza has simplified training, reduced onboarding time, and ensured consistent execution across hundreds of restaurants. The result is a scalable, future-ready operation that empowers staff, delights guests, and keeps the brand running smoothly even at peak volume.