

How BJ's Restaurants Strengthens Guest Experience through Connected Operations with Crunchtime Kitchen and Host

BJ's Restaurants, Inc. is a nationally recognized casual dining brand known for its brewhouse roots, handcrafted beers, and expansive menu. Operating more than 200 restaurants across 30 states in the U.S., BJ's delivers high-volume service while maintaining a consistent, celebratory guest experience. Supporting that scale requires technology that can grow alongside the business without compromising service quality or employee satisfaction.

- Casual Dining
- 200+ Locations
- United States
- Crunchtime Kitchen & Crunchtime Host



Scalable guest management and kitchen operations across 30 states

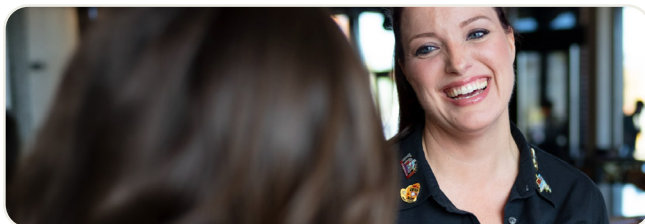
Improved guest loyalty through real-time reservations, waitlist updates, and sms communication

Increased operational visibility with robust reporting

Challenge

Sustaining Growth While Delivering an Exceptional Guest Experience

As BJ's continued to expand, the brand faced the challenge of sustaining growth while consistently exceeding guest expectations. With large-format restaurants seating approximately 250 guests each, teams needed tools to manage walk-ins, reservations, waitlists, floor plans, and kitchens, all without overwhelming staff or creating friction for guests.



BJ's leadership sought a technology partner capable of scaling across the entire brand, while integrating seamlessly into daily operations and supporting both customer-facing and kitchen teams. Brian Krakower, CIO, notes, **"Our core focus is always to ask ourselves: 'Are we delivering an exceptional guest experience and are we always exceeding their expectations?'"**

Solution

Fully Integrated Restaurant Tech

BJ's Restaurants paired **Crunchtime Kitchen with Crunchtime Host** to create a connected technology stack that supports both operational efficiency and guest satisfaction. Crunchtime Host enables intuitive table management, waitlist control, reservations, and two-way SMS communication, giving guests more freedom and transparency throughout their visit.

Crunchtime Host integrates with tools like Reserve with Google and OpenTable while capturing valuable guest data and linking directly to BJ's Restaurants customer loyalty program. Crunchtime Kitchen streamlines kitchen workflows, improves speed and accuracy, and ensures consistent execution across all locations. Together, both Kitchen and Host are easy to learn and use with minimal training needed, empowering teams to stay confident, especially during new restaurant openings and peak-volume periods.



Results

Scalable Operations, Happier Teams, and Stronger Guest Loyalty

With Crunchtime Kitchen and Host in place, BJ's Restaurants has built a technology foundation that scales effortlessly with growth. Teams can manage large guest volumes more efficiently, reduce staff stress, and maintain a seamless flow between the host stand and the kitchen.

The connected system provides deep operational insights, allowing BJ's to analyze reservation sources, wait times, seating efficiency, and visit history in real time. This visibility empowers leaders to make smarter decisions across the estate while improving consistency at the restaurant level.

“Together, I honestly believe you will not find a solution that provides more data than the combination of Crunchtime Host and Crunchtime Kitchen.”

Brian Krakower
CIO, BJ's Restaurants, Inc.

By standardizing technology across its footprint, BJ's Restaurants continues to grow its brand, strengthen guest loyalty, and deliver the high-quality, memorable experiences guests expect every day, in every location.