

PROFILE

Name: Taco Daddy Cantina & Tequila Bar
Location: Frederick, MD
Founded: 2018
Website:
tacodaddycantina.com

CHALLENGE

Planning for expansion, Taco Daddy Cantina sought to streamline kitchen and bar service and track real-time performance results across its bustling restaurant locations.

SOLUTION

Move to an affordable cloud-based restaurant POS system with graphical management reporting using MobileBytes Restaurant POS with Epson TM-T88V and TM-U220 printers.

Food and Fun Fly at Taco Daddy Cantina

MobileBytes Restaurant POS with Epson TM-T88V and TM-U220 Printers Keep Table and Bar Service Sizzling Hot.

What do veteran chefs from India and Mexico have in common? A passion for fresh authentic flavors, a shared philosophy and co-ownership of Taco Daddy Cantina & Tequila Bar, a crowd-pleasing Tex-Mex restaurant that delivers great food and fun for patrons of all ages. Inspired by his mother's use of home-grown peppers and spices, Executive Chef Damian Portugez began his career at a small restaurant in Mexico City. Seeking a chef for a new venture, Founder Neel Kamal met Portugez eight years ago and the pair have teamed like family ever since.

In February 2018, Taco Daddy opened its first full-service restaurant and bar in bustling, downtown Frederick, MD. A little more than a week after opening, there was already a 30- to 45-minute wait during peak weekend hours. Located about an hour from both Washington, D.C. and Baltimore, Frederick is nationally recognized for its high quality of life and compelling "hipstoric" character along with a strategic location and strong economy. The partners opened a second restaurant in nearby Gaithersburg, MD in December, 2018.

Made-from-scratch specialties and high-octane margaritas are only part of Taco Daddy's growing appeal. The restaurant transitions seamlessly from leisurely lunches to Happy Hour to the late-night crowd-sporting an expansive tequila selection and entertainment from salsa with a Latin-themed DJ to a strolling mariachi band.



Photo courtesy of Turner Photography Studio

Taco Daddy often runs at full capacity, with servers moving orders for large parties. "Customers have lots of restaurants to choose from in our area so we need to ensure a quality product and a smooth service experience," noted Kamal, who inherited an old POS system from the prior occupant of the building. "The system kept crashing and there was a high risk of losing data. So, I knew I had to upgrade to a new system that allowed us to protect and share data across restaurants."

An Essential Solution

With the opening of its first location just weeks away, Taco Daddy needed help fast. Kamal reached out to Essential Systems Solutions (ESS), the leading restaurant POS reseller and service

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—MICHAEL TASH, CO-OWNER, ESSENTIAL SYSTEMS SOLUTIONS

provider in Frederick, MD, just minutes from the restaurant. “Taco Daddy needed a POS system they could budget as a monthly cost, versus paying all cash up front,” noted Michael Tash, co-owner of ESS. PCI-compliance to protect customer credit card data was also a critical requirement for their business.

After assessing Kamal’s needs, budget and timeframe, ESS recommended MobileBytes, a comprehensive, cloud-based POS system that was affordable and intuitive to use. “As a trusted advisor, we tailor our solutions to what the customer needs,” noted Tash. “We met with Taco Daddy, sold, configured and installed the system in just two weeks.” Kamal was so impressed by their service that he never considered other suppliers.

The MobileBytes POS application includes built-in modules for one all-inclusive price, enabling restaurants to easily adopt new functions when they’re ready. ESS experts are well versed in implementing this phased approach. “Some of our customers want us to install the basic POS first, so their staff can get comfortable with it. Then we can add functionality like pay-at-the-table, online ordering or a mobile app without the pain and cost of integrating third party modules.”

ESS also recommended Epson POS printers for their long-term reliability in restaurant environments. “Epson is our go-to printer. Over the years, Epson has proven to be the most durable and very easy to configure.” Another plus, Tash noted, is the ease of adding Epson printers to a network. “They’re really easy to hook in and get rolling.”

A System That Takes the Heat

Since implementing basic POS functions, service at Taco Daddy has greatly improved. Servers enter orders at one of four POS stations. Food orders are sent to the kitchen where each ticket is double printed on the Epson TM-U220 printer (one for the line cook, the other for the food runner). Drink orders are sent to the bar, where a ticket prints on the TM-T88V printer and a beeper alerts staff to the incoming order (a bonus when music and ambient noise are loud).

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—NEEL KAMAL, FOUNDER

With MobileBytes advanced check-splitting feature, servers can easily support multiple checks for large parties, helping them turn tables faster. With a couple quick keystrokes, they can send food orders to the kitchen and drink orders to the bar. Owner Kamal loves the graphical reporting capabilities. “When I travel, I can stay on top of my labor costs. I’ll call a manager and say ‘this week, sales dropped but costs have remained the same, so something’s off target.’”

What the Future Holds

To grow its base, Taco Daddy plans to expand services at the Gaithersburg location with MobileBytes integrated online ordering, a customer loyalty program and pay-at-the-table service using mobile tablets with Epson handheld printers. A MobileBytes POS station at the hostess stand to minimize foot traffic and speed entry of takeout orders is also being considered.

A brand builder at heart, Kamal is actively scouting a third location in the area. “We are so happy with our Epson printers—printing the logo and promotional messages on receipts helps reinforce our brand and bring the customer back.” He is also quick to praise his Taco Daddy team. “Damian and I just click. He controls food quality, I control service. And with MobileBytes, ESS and Epson, we really have a great team.”