

AÇAÍ EXPRESS // AÇAÍ BOWL & SUPERFOOD FRANCHISE

# They made NorthStar prove it first

Açaí Express runs on online ordering, so the POS had to integrate with it flawlessly. Rather than bet a whole franchise on a promise, they had NorthStar prove the integration in a lab and a 30-day test in a real store, then rolled it out from Puerto Rico to the mainland.

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|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <div>30-day</div> <div>PROOF BEFORE THEY COMMITTED</div>                                                          | <div>Franchise-wide</div> <div>ONE POS ACROSS THE SYSTEM</div> | <div>PR + mainland</div> <div>PUERTO RICO TO FL, GA, TX &amp; SC</div>                                                    | <div>Online ordering</div> <div>INTEGRATED, THE REASON THEY MOVED</div> |
| <div>OPERATOR</div> <div>Açaí Express, açai bowl and superfood franchise</div>                                    |                                                                | <div>WHERE</div> <div>Puerto Rico and the US mainland (Florida, Georgia, Texas, South Carolina)</div>                     |                                                                         |
| <div>MODEL</div> <div>Franchise system, individually owned locations, açai bowls, smoothies &amp; superfood</div> |                                                                | <div>RUNS ON NORTHSTAR</div> <div>Order Entry POS · Online ordering integration · NorthStar Payments (US locations)</div> |                                                                         |

## WHAT A FRANCHISE NEEDS BEFORE IT COMMITS

### A franchise won't bet on a POS. It bets on proof.

Açaí Express is a Puerto Rico-born franchise that had grown across the island and onto the US mainland. Growth meant every franchisee needed one POS that did the thing that matters most for their model: integrate cleanly with online ordering. They were not going to take that on faith. Before rolling anything out to franchisees, they wanted it proven, in a real store, for real.

- ✗

**Online ordering is the model.** If the POS and online ordering don't talk, the concept breaks.
- ✗

**No room for a bad bet.** Committing a whole franchise to the wrong POS is expensive to undo.
- ✗

**Franchisees have to buy in.** A system-wide rollout only works if owners trust it.
- ✗

**Island and mainland.** One system has to work across Puerto Rico and the US.

## PROVE IT, THEN ROLL IT OUT

### NorthStar earned the franchise by proving it first.

Instead of asking Açaí Express to take the integration on faith, NorthStar proved it, then standardized the whole system.

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| <div>✓ Run on NorthStar</div> <div><div>✓ Order Entry POS across the franchise</div><div>✓ Online ordering integrated and proven</div><div>✓ NorthStar Payments at US mainland locations</div></div> | <div>→ Proven before rollout</div> <div><div>→ A lab to demonstrate the online-ordering integration</div><div>→ A 30-day proof of concept at a corporate store</div><div>→ Franchisee buy-in built on a working system</div><div>→ One standard from Puerto Rico to the mainland</div></div> |
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## HOW IT CAME TOGETHER

### Proof first. Rollout second.

NorthStar de-risked the decision before a single franchisee had to make it.

- 01

**Prove the integration in a lab**  
NorthStar stood up a lab to demonstrate Order Entry working with Açaí Express's online ordering.
- 02

**A 30-day proof of concept**  
A corporate store ran the real setup for a month, so the integration was tested in a live restaurant before any commitment.
- 03

**The franchise buys in**  
With the integration proven, franchisees were ready to move, and the rollout picked up speed.
- 04

**Roll it across the system**  
Location by location, Puerto Rico and the mainland came online on one POS.
- 05

**Payments where it fits**  
US mainland locations run NorthStar Payments alongside the POS.
- ✓

**One system, island to mainland**  
The rollout is complete and NorthStar keeps the franchise running on a single standard.

Proven first

A LAB AND A 30-DAY POC BEFORE ROLLOUT

**They didn't take the integration on faith. NorthStar proved it.**

Açaí Express runs on online ordering, so the POS had to integrate with it cleanly. Rather than trust a demo, they had NorthStar **stand up a lab and run a 30-day proof of concept** at a corporate store: the real integration, in a real restaurant, before a single franchisee committed. Proof first, rollout second. That is how you earn a whole franchise.

**If online ordering is your model, here's the takeaway**

✓ **The POS integration is the whole ballgame.** If it fails, the concept fails.

✓ **Franchisee buy-in follows** a system that already works.

✓ **Prove it in a real store** before you commit the whole system.

✓ **One standard should travel,** island to mainland.

NorthStar

CBS NorthStar is a restaurant POS and order-management platform built for QSR and full-service operators: iPad-based Order Entry POS, payments, kiosk, customer-facing display, loyalty integrations and third-party delivery on one platform, backed by hands-on rollout and support. Operators on NorthStar include Açaí Express, One Stop Nutrition, Press Coffee, Hard Eight BBQ, Surcheros Fresh Mex, California Fish Grill and Wahoo's Fish Taco.

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