

BIG BAD BREAKFAST // CHEF-DRIVEN BREAKFAST & BRUNCH

A scratch kitchen, built to scale

Big Bad Breakfast built a name on scratch-made breakfast and brunch, then grew into a chain across eight Southeastern states. Every location runs on NorthStar: iPad Order Entry, gift and loyalty, and delivery on one platform, and every new store opens on the same system.

25+ LOCATIONS ACROSS THE SOUTHEAST	8 states AL, TN, KY, AR, SC, NC, GA & FL	Since 2022 ON NORTHSTAR, AND STILL GROWING	1 platform POS, GIFT & LOYALTY, AND DELIVERY
OPERATOR Big Bad Breakfast, chef-driven scratch breakfast & brunch		WHERE Across the Southeast: Alabama, Tennessee, Kentucky, Arkansas, South Carolina, North Carolina, Georgia & Florida	
MODEL Multi-unit breakfast and brunch, scratch kitchen, growing steadily		RUNS ON NORTHSTAR Order Entry POS (iPad) · Gift & loyalty · 3rd Party Delivery · NorthStar Payments at a growing number of locations	

WHAT A GROWING BREAKFAST BRAND NEEDS FROM A POS

A chef-driven brand at chain scale needs one platform, not one per store.

Big Bad Breakfast built a following on scratch-made breakfast and brunch, then grew into a chain across eight Southeastern states. Growth like that punishes a patchwork: every new location is another system to stand up, another gift-and-loyalty program to reconcile, another opening-day rush to survive. A brand that packs its business into a single morning-to-afternoon window can't afford a POS that fights the line.

- **Every opening starts from scratch.** New locations shouldn't mean a new system each time.
- **Loyalty splintered by store.** Gift and rewards only work if they're the same everywhere.
- **One busy daypart.** Breakfast and brunch pack the day into a few hours, with no room for downtime.
- **Off-premise adds up.** Delivery orders can't live in a separate silo.

ONE PLATFORM BEHIND EVERY LOCATION

Open the next one on the same system as the last.

NorthStar gave Big Bad Breakfast a single platform to open on, run the rush on, and grow on.

✓ Run on NorthStar ✓ iPad-based Order Entry POS at every location ✓ Gift and loyalty across the whole chain ✓ Third-party delivery on the same platform ✓ NorthStar Payments rolling out across locations	→ Built to scale → One standard to open each new restaurant on → Chain-wide gift and loyalty, trained once and repeated → SaaS, so the platform stays current → One system to run the morning-to-afternoon rush
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HOW IT CAME TOGETHER

Standardize once. Repeat it at every opening.

NorthStar became the standard Big Bad Breakfast opens on and grows on.

- 01

On NorthStar since 2022
Big Bad Breakfast standardized on NorthStar as the brand grew across the Southeast.
- 02

One platform per opening
Each new location comes online on the same iPad Order Entry POS.
- 03

Gift and loyalty, chain-wide
NorthStar trained the corporate team on the first site, then rolled loyalty across the chain.
- 04

Off-premise, tied in
Third-party delivery runs through NorthStar, so off-premise stays on one platform.
- 05

Payments, expanding
NorthStar Payments is rolling out across a growing number of locations.
- ✓

Still opening, still on one platform
NorthStar scales with the brand across the Southeast. Growing now.

One platform

BEHIND EVERY LOCATION, AND EVERY NEW ONE

Open the next one on the same system as the last.

Big Bad Breakfast keeps opening restaurants across the Southeast, and every one comes online on the same platform: **iPad Order Entry, gift and loyalty, and delivery**, tied together. When the brand rolled out chain-wide loyalty, NorthStar trained the corporate team on the first location and repeated it across the rest. One platform to open on, run the rush on, and grow on.

If you're scaling a breakfast brand, here's the takeaway

✓ **Growth punishes a patchwork.**
Standardize before you scale.

✓ **Loyalty only works** when it's the same in every location.

✓ **A single busy daypart** leaves no room for a POS that fights you.

✓ **Open each new restaurant** on the system you already trust.