

BISCUITVILLE FRESH SOUTHERN // DRIVE-THRU BREAKFAST

Built for the drive-thru, store after store

Biscuitville Fresh Southern runs NorthStar across roughly 85 restaurants, and opens every new one on it. Line-busting handhelds and payments on one platform, tied into the kitchen display NorthStar installs and supports, built for a breakfast rush that lives in the drive-thru lane.

85 RESTAURANTS LIVE ON NORTHSTAR	100% OF NEW STORES OPEN ON NORTHSTAR	Peak AM A DAY'S TRANSACTIONS IN A SHORT MORNING WINDOW	1 PLATFORM: POS, PAYMENTS & LINE-BUSTING HANDHELDS
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OPERATOR Biscuitville Fresh Southern, drive-thru breakfast, ~85 restaurants	WHERE North Carolina, Virginia & South Carolina
MODEL Company-operated, dual-lane drive-thru, always expanding	RUNS ON NORTHSTAR Order Entry POS · Line-busting handhelds · NorthStar Payments

WHAT A BREAKFAST BRAND CAN'T GET WRONG

A drive-thru brand lives in the lane. The line at 7:45 a.m. is the business.

When the morning rush hits, every second in the drive-thru is revenue or it's a car that leaves. Biscuitville needed a POS that keeps the lane moving, runs the kitchen clean, and works the exact same way in store number 12 and store number 85, including the ones opening next quarter.

- **The lane backs up.** Order-taking stuck at the window caps how many cars you clear at peak.
- **Payment hardware wears out.** Drops, tamper, even flour in the air take devices down.
- **Every store has to match.** A different setup per location is a training and support tax.
- **New stores keep coming.** A steady build pipeline means the POS has to deploy clean, every time.

WHAT NORTHSTAR RUNS AND SUPPORTS

Move the line outside. Keep the kitchen in sync.

NorthStar runs the whole front and back of house on one iPad-based platform, tuned for a drive-thru-first operation.

✓ On the line ✔ Line-busting handhelds: take orders out at the cars, not just at the window ✔ Payments built in: tap and dip handled on the device in hand ✔ Built for dual-lane: matches the Fresh Southern drive-thru layout	→ Behind the line → QSR order routing: the POS fires every order straight to the kitchen → Kitchen display installed and supported by NorthStar, on the kitchen hardware already in place → Hardware procured by NorthStar: purchased and sent to their provider, with seed stock supplied
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HOW IT SCALED

One rollout, then a standard every new store opens on.

NorthStar did not just install a POS. It became the playbook Biscuitville builds on.

- 01

A 70-store rollout
NorthStar went in as the iPad-based POS across the company footprint, on a service model with predictable monthly cost.
- 02

Line-busting in the lane
Handhelds pushed order-taking out to the cars at peak, so the morning rush stopped living and dying at the window.
- 03

One stack, front to back
NorthStar runs the POS, payments and QSR order routing, and ties into the kitchen display and online ordering it installs and supports, reusing the existing kitchen hardware where it made sense.
- 04

Hardware, procured and stocked
NorthStar buys the hardware and sends it to Biscuitville's provider, and supplies the seed stock. Day-to-day device service runs through their service partner.
- 05

Every new store opens on it
The dual-lane Fresh Southern drive-thru is standardized on NorthStar, so each new build comes online the same clean way.
- ✓

A standing partnership, not a one-time install
Regular business reviews, on-site visits, and a multi-year agreement behind the relationship.

Sourced & stocked

HARDWARE PROCURED, SEED STOCK SUPPLIED

NorthStar sources the hardware. Their service partner keeps it running.

Across a drive-thru chain this size, getting hardware in place fast matters. **NorthStar purchases the hardware and sends it to Biscuitville's provider**, and supplies the seed stock so replacements are on hand. Servicing runs through Biscuitville's service partner, so every player does what it does best and new stores open without waiting on hardware.

If you run a drive-thru brand at scale, here's the takeaway

✔ **Move order-taking into the lane.** Line-busting handhelds clear more cars at peak.

✔ **Standardize the build.** Every new store opens the same clean way, no reinvention.

✔ **One POS, fully connected.** Payments built in, kitchen display and online ordering integrated and supported.

✔ **Sourcing and seed stock keep openings fast.** Hardware is ready when a new store needs it.