

BLUE RIBBON RESTAURANTS // CHEF-DRIVEN FULL-SERVICE GROUP

Every concept, one platform

Blue Ribbon isn't one restaurant. It's a brasserie, a sushi bar, an izakaya and more, chef-driven and full-service, from New York to Los Angeles. All of it runs on NorthStar, on a service model, with reservations and the kitchen tied in.

Multi-concept BRASSERIE, SUSHI & IZAKAYA	Full-service RESERVATION-DRIVEN DINING	\$0 CAPITAL EXPENSE: POS-AS-A-SERVICE	NYC + LA A NEW YORK INSTITUTION, NOW ON BOTH COASTS
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OPERATOR Blue Ribbon Restaurants, chef-driven full-service restaurant group	WHERE New York City and Los Angeles
MODEL Multiple concepts: brasserie, sushi bar, izakaya, full-service and reservation-driven	RUNS ON NORTHSTAR Order Entry POS (POS-as-a-Service) · Reservations & kitchen display integrated · 3rd Party Delivery

WHAT A MULTI-CONCEPT GROUP NEEDS FROM A POS

Different concepts, different service, one group. The POS has to hold all of it.

Blue Ribbon is a brasserie, a sushi bar, an izakaya and more: chef-driven, full-service, reservation-heavy, and spread from New York to Los Angeles. A group like that can't run each concept on its own island of technology, and it can't modernize off an aging system by ripping out capital every few years. It needs one platform that fits fine dining, ties in reservations and the kitchen, and travels from concept to concept.

- Every concept runs differently.** Brasserie service isn't sushi-bar service isn't a counter.
- Reservations and kitchen must connect.** Full-service lives on the flow from door to pass.
- Legacy systems age out.** Staying modern shouldn't mean a capital project every cycle.
- One group, many rooms.** Consistency across concepts and cities is hard to hold.

ONE PLATFORM ACROSS EVERY CONCEPT

Fine dining, tied together, on a service model.

NorthStar runs every Blue Ribbon concept on one platform, tied into the tools full-service depends on, with no capital project to stay current.

✓ Run on NorthStar ✔ Order Entry POS tuned to each concept's service ✔ Reservations integrated for full-service flow ✔ Kitchen display supported and integrated ✔ 3rd Party Delivery on the same platform	→ On a service model → POS-as-a-Service , so no capital project to modernize → Hardware kept current as part of the service → One standard across concepts, New York to LA → A long-running partnership , not a one-time install
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HOW IT CAME TOGETHER

Off the old system, onto one platform.

NorthStar took a multi-concept group off aging technology and put it all on one standard.

- 01

Off the legacy system
Blue Ribbon moved from an aging POS onto NorthStar, without a capital project to do it.
- 02

One platform, every concept
Brasserie, sushi and counter concepts were standardized on the same NorthStar platform.
- 03

Tie in the full-service stack
Reservations and kitchen display were integrated for clean door-to-pass flow.
- 04

Delivery on the same system
Third-party delivery runs through NorthStar, so off-premise stays on one platform.
- 05

Coast to coast
Concepts from New York to Los Angeles run on one standard.
- ✓

Still serving, years in
NorthStar keeps every concept current on a service model. Ongoing today.

Every concept
ONE PLATFORM BEHIND ALL OF THEM

Brasserie, sushi bar, izakaya. All on one platform.
Blue Ribbon runs distinct, chef-driven concepts, each with its own service style, and NorthStar runs them all on one platform: **the POS tuned to how each room works**, reservations and the kitchen tied in, delivery included, and **POS-as-a-Service** so staying current never means a capital project. One group, many concepts, one system, from New York to Los Angeles.

If you run more than one concept, here's the takeaway

✔ **Multiple concepts don't need multiple systems.** One platform can hold them all.

✔ **A service model keeps you current** without a capital project every cycle.

✔ **Full-service lives on reservations and the kitchen.** Tie them into the POS.

✔ **One standard should travel**, concept to concept and coast to coast.