

CALIFORNIA FISH GRILL // FAST-CASUAL SEAFOOD

A partnership that keeps growing with them

California Fish Grill has run on NorthStar for nine years and counting: Order Entry POS across roughly 60 restaurants, the payment devices and digital signage in every store, a stack of integrations built to their spec, kitchen displays installed and supported, and a platform that keeps pace as they expand.

9+ yrs PARTNERSHIP, AND COUNTING	60+ RESTAURANTS ACROSS CALIFORNIA & BEYOND	100+ PAYMENT TERMINALS ROLLED OUT & SUPPORTED	1 SYSTEM OF RECORD: POS & A CONNECTED STACK
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OPERATOR California Fish Grill, fast-casual seafood, 60+ restaurants	WHERE California, Arizona and expanding into Maryland
RELATIONSHIP Nine-plus years: POS, devices, signage, integrations & support	RUNS ON NORTHSTAR Order Entry POS · Payment devices · Digital signage · Kiosk integration

THE BRIEF

A growing, tech-forward brand needed a partner, not a vendor.

California Fish Grill does not sit still. New restaurants, new markets, loyalty, online ordering, order tracking, digital signage, all of it on the table at once. A brand moving that fast can't afford a POS company that sells a system and disappears.

They needed a partner who would run the system of record, keep the payment devices working in every store, build the integrations they asked for, and still be at the table for the next idea. **NorthStar has been that partner for years, and the list of what's next is still growing.**

WHAT NORTHSTAR RUNS AND CONNECTS

The system of record, plus the rest of the stack.

NorthStar runs the core, and connects and supports the tools around it, so California Fish Grill has one partner accountable for the whole picture.

✓ NorthStar runs & supplies ☑ Order Entry POS: the system of record across every restaurant ☑ Payment devices: terminals and card readers deployed and maintained ☑ Digital signage: screens deployed and supported across the stores	→ Connected & supported → Loyalty & guest-data integration → Self-order kiosk integration → Gift card & offers integration → Online ordering connected into the POS → Order-tracking & mobile pickup integration → Kitchen display installed and supported by NorthStar
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THE PARTNERSHIP, YEAR OVER YEAR

It didn't start and stop at go-live.

Years in, the work keeps building. Here is the arc.

- 01

It started with the POS
NorthStar Order Entry became the system of record across the chain, the foundation everything else connects to.
- 02

Payment devices in every store
More than 100 payment terminals and card readers configured, firmware-checked, labeled and shipped, location by location, and maintained ever since.
- 03

The integrations they asked for
Loyalty, gift cards, online ordering, self-order kiosk and order-tracking, built and connected into the POS so the whole stack talks to one system.
- 04

Screens on the wall too
NorthStar deployed and supports their digital signage, one more piece of the in-store experience handled by the same partner.
- 05

Always current
NorthStar ships Order Entry updates release after release, with a standing line to the people who run the stores.
- ✓

Growing together
As California Fish Grill opens new restaurants and pushes into new markets, NorthStar grows with them, store by store. Still going today.

All of it

ONE PARTNER, ONE STACK

Years in, and still building.

NorthStar is California Fish Grill's system of record for **POS**, the team that supplies and maintains their **payment devices and digital signage**, that built and maintains their **loyalty, gift card, online ordering, kiosk and order-tracking** integrations, that **installs and supports their kitchen displays**, and keeps the software current release after release. As they open new restaurants and new markets, that work does not stop. It grows.

If you're scaling a tech-forward brand, here's the takeaway

✓ **One partner for the whole stack.** POS at the core; devices, signage and integrations handled.

✓ **Integrations built for you**, not left as your problem to wire up and babysit.

✓ **Devices and hardware handled**, store by store, so growth never stalls on logistics.

✓ **Still at the table years in**, and growing with you into new markets.