NorthStar

CUSTOMER STORY

BLUE RIBBON RESTAURANTS // CHEF-DRIVEN, MULTI-CONCEPT

Every concept, one platform

Blue Ribbon is not a chain, and it doesn't want to act like one. Brasseries, sushi bars and an izakaya, each built around its own neighborhood, all run on NorthStar. When scheduling and New York's Fair Workweek rules started to strain, they plugged a labor platform into the same stack instead of starting over.

Every	4	14	1992
CONCEPT ON ONE POS PLATFORM	MARKETS: NY, BOSTON, MIAMI & LA	DAYS' NOTICE ON SCHEDULES UNDER NY FAIR WORKWEEK	FOUNDED BY THE BROMBERG BROTHERS

OPERATOR

Blue Ribbon Restaurants, a chef-driven restaurant group founded in 1992

WHERE

New York City, Boston, Miami and Los Angeles

FORMATS

Full-service brasserie, sushi bar & grill, sushi bar, izakaya. Each one independent by design

RUNS ON NORTHSTAR

Order Entry POS · 3rd Party Delivery · Reservations & kitchen display integrated · Labor scheduling via TimeForge

WHEN EVERY RESTAURANT IS ITS OWN THING

Independent by design. Hard to run at scale.

Every Blue Ribbon restaurant has its own menu, its own service style and its own staffing rhythm. That's the brand. It also means back-office tools built for cookie-cutter chains fall apart fast. The group had already moved its POS off a legacy system onto NorthStar. Labor was the next pressure point: the scheduling tools they tried either lost the managers or couldn't see across locations, and New York's predictive scheduling law doesn't wait for anyone.

- **Managers stopped using the scheduler.** The first tool frustrated them, and adoption fell off.
- **No view across locations.** A cheaper replacement lacked multi-location reporting.
- **Fair Workweek exposure.** Schedules posted 14 days out, with no system to prove it.
- **One person on every fire.** IT, payroll and printers all ran through a single tech lead.

ONE PLATFORM, EVERY CONCEPT, OPEN TO THE RIGHT PARTNERS

A full-service POS that fits each restaurant, and plugs into the rest.

NorthStar runs the front of house across very different concepts, then connects to the partner systems Blue Ribbon actually wants to use.

✓ Run on NorthStar

- **Order Entry POS** across brasserie, sushi bar and izakaya service
- **POS-as-a-Service** at select locations, $0 capital expense
- **NorthStar 3rd Party Delivery** configured for the group
- **Reservations and kitchen display** supported and integrated

→ Built around how they work

- **Labor scheduling via TimeForge,** a NorthStar integration partner
- **Fair Workweek records**: every schedule's build and post time logged
- **Keep their own processor.** NorthStar moved every merchant account, the POS stayed put
- **One view across concepts** without forcing them into one playbook

HOW IT CAME TOGETHER

Build the core once. Add what each problem needs.

Blue Ribbon didn't rip and replace every few years. They put NorthStar at the center and kept building on it.

01 — Off a legacy POS
Blue Ribbon moved its restaurants onto NorthStar, one platform for very different concepts.

02 — Every concept, configured
Brasserie, sushi bar and izakaya workflows built on the same POS, with POS-as-a-Service where it made sense.

03 — Partners connected
Reservations and kitchen display integrated, plus NorthStar 3rd Party Delivery set up for the group.

04 — Labor fixed
TimeForge rolled out across the group, starting in New York. Managers build and post their own schedules, with Fair Workweek records built in.

05 — Processor switch, no POS switch
When Blue Ribbon moved its merchant accounts to a new processor, NorthStar did the work. Front of house didn't notice.

✓ Next: forecasting, budgeting, inventory
Same platform underneath. More data behind every decision, without sanding down what makes each restaurant different.

Every concept
ONE PLATFORM UNDERNEATH ALL OF THEM

Proof NorthStar runs chef-driven full service, not just counters.

Blue Ribbon runs sit-down brasseries, sushi bars and an izakaya across four markets, **each with its own menu, service style and staffing**, all on NorthStar. When labor became the problem, they didn't need a new POS. They needed a labor partner that connects to the one they already trust. That's the point of an open platform: fix the gap, keep the core.

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

- ✓ **One POS can run very different concepts** if it's configured for each one.
- ✓ **Your POS shouldn't box in your stack.** Pick the labor, reservations and kitchen tools that fit.
- ✓ **Fair Workweek needs a paper trail.** Build it into scheduling, not a spreadsheet.
- ✓ **Change processors without changing your POS** when your model calls for it.

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 Blue Ribbon Restaurants, Big Bad Breakfast, One Stop Nutrition, Press Coffee, Hard Eight BBQ, Surcheros Fresh Mex, California Fish Grill, Biscuitville and Wahoo's Fish Taco.

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