

Berry Chill Chicago

Chicago Yogurt Bar Installs IDS Menus Digital Menu Board System



THE CHALLENGE

IDS Menus, a Scala Certified Partner, has deployed a Digital Menu Board display system at Berry Chill, a new Yogurt Bar in Chicago, Illinois. Berry Chill opened its first location in January 2008. Two more locations are planned to open in the upcoming months. Berry Chill provides their customers with a daily menu of original chilled yogurt, and rotating flavors that include Chocolate Amaretto, Piná Colada and Pink Guava (lactose-free). Customers can customize their yogurt choice or choose from a list of signature creations. Berry Chill prides itself on having a commitment to the community, providing its customers the health benefits of their custom made yogurt, and the overall enjoyment of the in-store experience.

Berry Chill's main goal in installing digital signage was to "WOW" their customers, exceeding expectations on every level. In addition, Berry Chill desired to educate customers about the healthy benefits of yogurt. With IDS Menus digital system, both of these goals have been met.



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THE SOLUTION

IDS Menus provided Berry Chill with a turnkey solution that included creative content, the Scala InfoChannel software platform, and expert project management. The installation includes four LCD screens at the order counter – two for menu purposes, and two for Berry Chill’s promotional efforts, including their clothing line, nutritional information, and charitable efforts in the community. Powered by Scala InfoChannel, Berry Chill’s digital signage network can be easily scaled to incorporate additional locations that are currently under construction.



THE BENEFIT

Michael Farah, Founder and CEO of Berry Chill explains more about the project and how IDS Menus has helped his Yogurt Bar. “The Digital Menu Board system that IDS Menus installed has exceeded my expectations. The entire process went very smoothly, from the customer service I received to the superior work of their design team. The digital system that was installed was an exact fit for the environment and overall brand image that Berry Chill desired to implement. Our customers have reacted very positively towards the IDS digital content. I would definitely refer IDS Menus to anyone considering a Digital Menu Board system for use in their food establishment.”

According to Bryan Lesseraux, V.P. of Marketing at IDS Menus, “The Berry Chill digital menu system was an ideal project for IDS. We didn’t have to convince Berry Chill of how important digital signage could be to their establishment, and they encouraged us to develop innovative, eye-catching content. We really admire Berry Chill’s business model and we look forward to helping them grow their business in the future.