



COMPANY

Titan Hospitality Group

LOCATION

Anne Arundel County, MD

ABOUT

Titan Hospitality Group is the premier restaurant management group in the Mid-Atlantic region with over 25 years of restaurant management experience. The group operates and is affiliated with restaurants in DC, Maryland, Virginia and Delaware.

High-Touch, High-Tech Approach Propels Titan Hospitality Group Restaurants Into the Future

**Contactless Menus Improve the Guest Experience
While Streamlining Operations**

KEY TAKEAWAYS

- Delivers safer, more sanitary and more personalized guest experiences
- Cut menu printing costs by 75%
- Reduced time and complexity of maintaining signature wine & beverage lists
- Streamlined menu updating and engineering
- Saves time and steps for staff
- Creates enhanced revenue opportunity with virtual gift experiences
- Cloud-based solution integrates seamlessly with operations and amplifies three distinctive brands

THE BUSINESS

As a worker or manager of restaurants since he was 14, James King always had a vision of the restaurant he would one day build: one with a culture that treats both guests and staff equally well. “We get a competitive advantage from a strong culture that recognizes the value of our employees and vendors,” he says. “From that base, we can do anything, if we stick with our mission and who we want to become.”

Headquartered in Anne Arundel County, Maryland, King’s Titan Hospitality Group today is the premier restaurant management group in the Mid-Atlantic region. Its brands include three original high-concept establishments, all focused on creating its signature total dining experience and delivering on its brand promise: ***a special night out every time.*** The restaurants are:

Blackwall Barn & Lodge (Gambrills, MD): A gorgeous but unfussy rustic-romantic space that offers a variety of dining experiences to delight couples, friends and families, as well as accommodate special events.

Blackwall Hitch (Annapolis, MD & Alexandria, VA): Stunningly designed, urban-chic spaces offering casually elegant dining experiences with a waterfront theme and welcoming local vibe.

Smashing Grapes (Annapolis & Gambrills, MD): Launched during the COVID-19 pandemic, this high-concept establishment is the first of its kind in the region. It fuses Mediterranean and California Coastal cuisines, paired with world-class wines and craft cocktails.

All properties are also feasts for the eyes. They feature unusual use of space, imaginative decor, a wow factor, and constant attention to refreshing and maintenance.



BUSINESS CHALLENGES

The guest experience is “everything” at Titan brands. King wants guests to come often, stay as long as they like, celebrate life’s special moments (big and small), and have personalized, 100% experiences every time. Table turns take a back seat to guest delight.

To keep the guest experience both functional and fresh, he and his team are constantly innovating: from menu reengineering; to changes in uniforms, signage, or that unusual salt & pepper shaker set that no one else has; to new design elements in the restaurants (check out those Edison hanging lamps!)

Ever-vigilant to changing guest demographics, habits and desires, King and his team began investigating new digital menu, payment and ordering technologies two years ago.

Digital menus suddenly became paramount with the onset of the COVID-19 pandemic in Fall 2020, as Titan moved boldly forward with Smashing Grapes’ first store openings in September 2020 and January 2021. (That strategy was beset with many challenges, but it ultimately worked: Titan had two brand-new stores just when guests were ready to emerge from the pandemic and celebrate special events again.)

THE SOLUTION

To navigate safe restaurant openings and reopenings in a constrained operating environment, Titan quickly pivoted by adding new technologies to various operations. After a frustrating look at kiosks, tabletop devices, and other alternatives to paper menus to keep guests safe and regulators at bay, Titan discovered the Bring-Your-Own-Menu (BYOM™) app from Uptown Network®.

BYOM™ uses QR codes to deliver interactive, branded menus to guests on their own personal devices. Uptown Network® also offered iPad Wine Lists that could display all of Titan's menus and wine lists at tables, with sanitation occurring between each use. The options were presented as an integral part of the new guest safety program and a seamless part of the brands' new guest experience. The options were promoted on reusable, sanitizable coasters on the tables, in line with Titan's sustainability goals.

Uptown Gifts® brought a new revenue opportunity, by using "virtual gifting" to replace generic, easily lost and non-sustainable gift cards. This technology uses augmented reality to bring the Titan brand experiences alive on mobile devices. Anyone can assemble and give personalized, redeemable gift experiences to anyone else, right from their mobile devices. Any menu item or collection of items is now "giftable." Among guests, this encourages impulse purchases as well as enriches the dining experience and extends it instantly beyond the restaurants' walls.



BUSINESS RESULTS

With the addition of the Uptown Network® technology, Titan experienced both immediate and longer-range benefits. It...

- Safely opened two new stores in the middle of a pandemic
- Achieved a safer, more sanitary dining experience all around (for guests and staff)
- Created smoother, more flexible and self-paced dining experiences
- Saves time in seating, serving, and table-clearing processes
- Reduced menu clutter on tables, delighting both staff and guests
- Eliminated steps for wait staff, freeing them to engage and advise more
- Reduced menu printing costs by 75%
- Reduced the time and cost of maintaining its large wine & beverage lists
- Expanded its revenue opportunity with inspired gifting
- Updates its menus in real time, saving time, steps and paper
- Can respond faster to menu changes created by 86'd items or sourcing problems
- Eliminated the need to maintain multiple menu channels
- Expanded brand exposure globally through socially shareable menus and gift experiences
- Met sustainability goals

“BYOM™ has been a game-changer for us. It really made a big difference. It benefits everyone—guests and staff. It saves on paper. It saves time and energy for our employees. At the same time, it gives consumers up-to-the-moment information that they can get right on their mobile device...It meets our safety and sanitization needs, as well as helps us continue to innovate in our operations.”

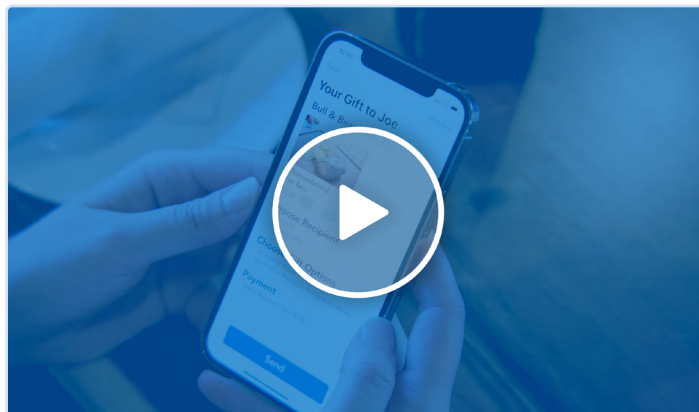
— James King, Founder & CEO, Titan Hospitality Group



THE FUTURE

Ever the visionary, King is anticipating additional revenue (and guest feedback) from Uptown Gifts® with the onset of the Fall 2021 gifting season. Meanwhile, with safety expected to be important for Titan Hospitality guests into the future, BYOM™ provides a reminder of the brands' commitment to safe dining. While single-use paper menus are still offered as an option—and realistically will be in the future—use of paper menus is way down, saving money and keeping all that paper out of landfills.

The new hybrid menu model—mobile menus, iPads and paper—becomes an elegantly embedded part of the brand experience. King notes that many more guests of all demographics are inquiring about “those QR codes” when they reserve or come in. And many are arriving at the restaurant ready to order today's special...and with a dessert or wine choice already in their heads. Future plans include using BYOM™ to cross-promote live-music and other events that improve the guest experience.



Check out Uptown Network® in action at Titan Hospitality's Smashing Grapes concept.

To learn how Uptown Network® can digitally transform your guest experience and operations, contact us at sales@uptownnetwork.com or by phone at **(855) 577-7555**.