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# FEATHER & BONE

MERCHANTS OF FOOD & DRINK

All-in-one premium butcher, grocer and deli, offering all-day seated dining at most locations

Created the FAB Rewards loyalty programme through a custom integration utilizing Revel's open API

Since opening in 2015, Feather & Bone has rapidly expanded to 10 locations across Hong Kong



## History

Self-described as “merchants of food and drink,” Hong Kong-based **Feather & Bone** has made a name for itself in the premium butcher, grocer and deli space. With 10 locations spanning the island today, of which six feature all-day dining restaurants, the concept prides itself on offering customers everything that they see in their brick and mortar stores on their 24/7 online shop as well.

At Feather & Bone, every cut of meat and product that customers see in the shops and online are meticulously hand-selected and go through several taste and cooking tests. Better yet, should a customer choose to dine-in, their executive chef crafts menu items from seasonal ingredients, as well as ingredients available in the shops.

Read on to learn how this specialized concept has taken advantage of its technology stack to overcome the many obstacles placed in front of specialty retailers during and after the pandemic, as well as the general challenges that come with a blended restaurant and retail brand.

## The Business Challenge

Feather & Bone's unique mix of ecommerce and in-store experience required the team to carefully consider what point of sale (POS) platform functioned at the heart of their operations.

"It was very important to us that the point of sale system could cover both the restaurant and retail side of the business," says Timothy Bruges, Director of Food & Beverage, Feather & Bone. "We wanted our entire operation to run on one integrated system, a system that was manageable by all, and one that provides reliance and support when and where it is needed."

With ease-of-use and sustainability top of mind, the Feather & Bone team also wanted an **integrated kitchen display system (KDS)** to replace the more traditional kitchen printers they used in the past.

And when they considered the quantity of orders they're fulfilling in-store and online, Timothy knew a replacement POS would need a powerful, integrated inventory management system, noting

## Driving Customer Loyalty in a Post-Pandemic World

Upon implementing Revel, the Feather & Bone team got to work creating the FAB Rewards loyalty programme created through a custom integration utilizing **Revel's open API**. The program rewards members every time they shop in-store, online, or dine in-person in the form of points: \$1 dollar is equivalent to one FAB point. Through three unique tiered levels, members can redeem rewards with their points in the form of perks or free offers—the higher the membership level, the more premium the perks become!

Since its inception in January of 2021, the team has witnessed a significant increase in returning



that "inventory management has always been very important for us, but was especially important during the pandemic where cost control was of the utmost importance."

After careful consideration, Revel Systems® ability to seamlessly blend the unique needs of restaurants and retailers into one platform made it the right choice for the growing restaurant and retail brand.

### FAB Rewards

**With 15,000 members today, they're averaging about 400 to 500 new downloads—or members—per month and 300 to 400 active users daily, which is a 50% increase year over year.**

customers, many of whom take advantage of special offers, including Double Points Tuesday.

With the flexibility offered by Revel's open API, the team plans to further develop FAB Rewards by pairing the program with additional third-party partnerships. Their end goal is to offer customers a more lifestyle-driven app and encourage even more repeat guests.



## Cost-Savings Through Integrated Inventory Management

For any specialty retail store that has varied, complex and often fresh inventory on hand at all times, **integrated inventory management** is a critical consideration due to its impact on a business's bottom line.

"We particularly enjoy Revel's inventory management solution as it helps us keep a close eye on costing, portion sizes and unit costs in the backend," Timothy reports.

Adding on, Timothy explains that during the last two or three years in particular, "it's been extremely helpful to be able to gather data quickly and efficiently when it comes to assessing how consumer behaviour is changing." Access to real-time data via Revel's cloud-native platform is what positions their team to react quickly in the form of rectifying offers, reaching out to their operations teams as needed, and maintaining accurate inventories.

## An All-In-One POS Platform for an All-In-One Concept

Feather & Bone's all-in-one offering and emphasis on quality help it stand out in the busy Hong Kong market, and Revel's omnichannel-enabled POS platform was fortunately a great match.

In alignment with how they thoughtfully serve their customers, Feather & Bone launched the FAB Foundation in 2021 with a mission to help local communities through partnerships with established local charities. To date, they've proudly donated HK\$400,000 and continue to extend their reach throughout Hong Kong.

*"Simply put, Revel is an all-in-one POS system that also allows for integration with other partners,"*

**Timothy Bruges,**  
*Director of Food & Beverage,*  
Feather & Bone

Revel is proud to sit at the heart of Feather & Bone's operations as they continue to utilize technology to amplify their fan-favorite concept.



For more information, please visit [revelsystems.com](https://revelsystems.com) or call +65 3163 3097