



Dickey's BBQ Pit & Brizo FoodMetrics: the perfect pairing for smokin' hot growth

CHALLENGE

Serving authentic Texas BBQ since 1941 and now operating 500+ restaurants around the globe, Dickey's is a grilling institution with deep roots. Currently operating three virtual brands, they're looking to move into new venues like hotels, movie theaters, and commissary kitchens.

Dickey's is on the hunt for restaurant operators and partners who can support the virtual brand expansion while maintaining their high standards and predictable ROI.

Brizo FoodMetrics has all the right ingredients and is ready to serve.



- ✓ Find the right operators for your virtual brands
- ✓ Analyze the market and competitors
- ✓ Build more effective strategies

SOLUTION

Using outbound channels to reach out to prospective restaurants, Dickey's is primarily targeting foodservice establishments that fit their ideal operator profile and can successfully manage the added capacity and quality.

Through the Brizo FoodMetrics' Foodservice Market Analytics platform, Dickey's is able to:



Assess overall foodservice market potential (nearby restaurant density, use of 3rd-party delivery)



Focus on independents and smaller chains looking to raise their bottom line



Identify menu items to help determine kitchen fit and necessary investment

RESULTS

Dickey's is now savoring the benefits of:



Faster expansion of virtual restaurant concepts while maintaining brand quality



Improved lead generation through data-driven targeting



Reduced research and prequalification time

"What really caught my eye was we did a filtered search for 5 locations or less, and selected direct email, and 230K emails came up. That really opened my eyes to Brizo's capabilities."

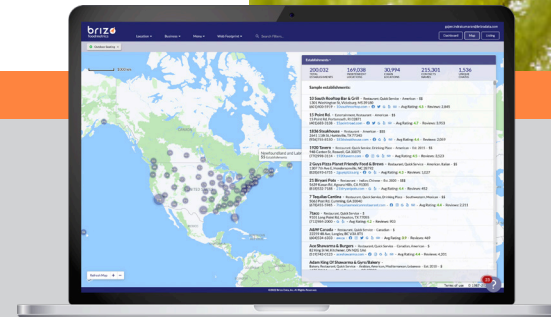
Gage Anderle

Director of Virtual Brands at
Dickey's Barbecue Restaurants Inc.

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Sample our delicious foodservice analytics for yourself and go to market faster—set up a demo today!

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- ✓ Over 1.2M foodservice establishments & contact info
- ✓ Online platform with live dashboard
- ✓ Direct & generic emails with proven deliverability