Streamlining Success: How Torre Butchers Transformed Operations with Wedderburn's All-in-One POS System

OVERVIEW

Torre Butchers, established in 1950 and located in Northbridge, Western Australia, is a third-generation, family-owned business renowned for its premium quality meats and exceptional customer service. With over 70 years of experience, the Torre family has built a reputation for artisanal butchering and maintaining the highest standards in meat processing.

THE CHALLENGE

As Torre Butchers expanded, they faced limitations with their existing POS system, which was not tailored for the butcher industry. The previous setup consisted of multiple components—a large touch screen, separate receipt printer, remote weighing scale display, and a customer display—all of which consumed valuable counter space and required four power points. This configuration hindered efficiency and made it difficult to update product information swiftly.

THE SOLUTION

Upon learning about Wedderburn from the Kailas family, long-time users of Wedderburn, Torre Butchers decided to implement **Wedderburn's butcher-specific all-in-one POS solution.** This innovative system condensed multiple functions into a single unit, significantly reducing the need for counter space and power outlets.

IMPLEMENTATION

The transition to the new **Wedderburn POS was seamless,** thanks to the comprehensive training and ongoing support from Wessel and the Wedderburn team. The user-friendly interface made it easy for the Torre team to adapt to the new system, resulting in a smooth integration into their daily operations.

HIGHLIGHTS

- **About Torre Butchers:** Family owned butcher
- **Industry:** Meat and Deli
- **Company Size:** Small business
- **Location:** Northbridge, Western Australia
- **Solution:** Wedderburn POS System

Wedderburn all-in-one POS System

CASE STUDY

RESULTS

The new Wedderburn POS system brought numerous benefits, including:

- Streamlined Operations: The all-in-one design freed up counter space, creating more room for product displays and additional condiments, increasing sales opportunities.
- Centralised Data Management: The back office is linked to all labelling scales and auto wrappers, simplifying data management and ensuring consistent pricing across the store.
- Enhanced User Experience: The intuitive interface allows for easy navigation, enabling staff to update nutritional panels, ingredient lists, and pricing effortlessly.
- Improved Customer Engagement: The system supports customer accounts and loyalty programs, enhancing customer relationships.
- Time Savings: The efficiency of the new system has resulted in significant time savings for staff, allowing them to focus more on customer service.

CUSTOMER FEEDBACK

David Torre, owner of Torre Butchers, shared his positive experience with the new system:

*"Wessel at Wedderburn was fantastic, providing us with the support we needed during this significant transition. **The new POS system** has greatly improved our sales visibility, and Wedderburn's assistance has been outstanding every step of the way. Plus, they weren't any more expensive than other systems we considered."*

CONCLUSION

The transition to **Wedderburn's all-in-one POS system** has proven to be a transformative decision for Torre Butchers. Not only has it improved operational efficiency and customer engagement, but it has also enhanced the overall shopping experience for their valued customers. Torre Butchers highly recommends Wedderburn for any butcher shop looking to improve retail operations.

> *When asked if he would refer Wedderburn, David replied, "No brainer for me."*
>
> DAVID TORRE
> Owner of Torre Butchers

Wedderburn all-in-one POS System

FOR MORE INFORMATION ON THE WEDDERBURN ALL-IN-ONE POS SYSTEM SCAN THE BARCODE OR CONTACT WEDDERBURN ON 1300 970 111.

CASE STUDY