

Sharing the Harvest



HARVEST Clean Eats was looking for a way to extend their brand reach beyond their restaurant walls and bring fresh, healthy meals to high-traffic, convenience-driven environments.

After considering several remote merchandising options, HARVEST employed the Structural Concepts' **Autonomous Retail Merchandiser (ARM)** as part of a test to meet the goal of maintaining their high food safety standards and premium brand presentation while offering autonomous, secure retail access.



Among the many unique features that the ARM provided, HARVEST benefited from the following advantages in meeting their operational objectives:



Innovative Weight-Sensing Technology

Ensured precise, reliable, product tracking and secure transactions without the need for RFID or manual input allowing for full confidence in inventory accuracy, food safety, and the guest's trust.



Improved Operational Efficiency

Reduced labor costs and simplified daily management.

Automated inventory tracking helped better forecast demand, reduce waste, and optimize menu mix.



Advanced User Data

Gained insight into sales trends, including daily revenue patterns and average transaction values which supports data-driven decisions for future placements or product offerings.

The ARM also provided a turnkey solution that allows HARVEST to enter new markets including hospitals, universities, and office complexes with minimal staffing requirements while delivering the same quality product and experience that HARVEST is known for, but in a format that fits modern, tech-enabled consumer behavior.

"We've seen strong engagement and repeat usage from our ARM end users in the IWK hospital, particularly during peak meal periods throughout the week. The data collected has helped us identify popular menu items, high-traffic times, and purchasing frequency which has allowed us to tailor product assortments and promotions to customer behavior. Overall, the convenience and consistency of the ARM experience have enhanced guest satisfaction and strengthened the loyalty to the HARVEST brand."

BAYLEE HOOD
Partner, Director of Operations and Training
HARVEST Clean Eats



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