



CASE STUDY

CLIENT Bottleneck Management
PROJECT Scratch-Off Promotions

Restaurant Management Drives Post-Tournament Sales with Scratch-Off Promotions

Scratch-off tickets have a way of making every customer feel like a winner, and **Bottleneck Management** — a restaurant group that manages eight brands and a dozen popular restaurants, taverns and craft beer bars across the U.S. — knew this would be the perfect way to keep the excitement of March Madness alive long *after* the final buzzer.

The challenge? Leveraging the rush of March Madness to fill tables at City Works and Old Town Pour House locations after the tournament ended. With their customers already keyed into the thrill of the games, **promotional scratch-off tickets** were the perfect way to extend that excitement — and incentivize guests to return.

GAMIFYING THE GUEST EXPERIENCE AT RESTAURANTS

During March Madness, guests crowd into Bottleneck's bar and restaurant locations for the games, food and fun. This year, the experience came with a little extra. With **scratch-off tickets** handed out to patrons, every customer had a chance to win no matter which team they cheered for, and every card was a guaranteed winner: good for a free drink, or meal, or gift card redeemable after the tournament ended.

By giving patrons an added incentive to come back *after* the tournament, Bottleneck was able to leverage the high energy of March Madness into a post-season sales boost.

"We wanted to add something fun and engaging for our guests during the tourney," said Angela Zoiss, Chief Marketing Officer of Bottleneck Management. "Since they'd be watching games, we thought it would be fun to gamify something for *them*."



HOW SCRATCH-OFF PROMOTIONS FILL TABLES IN OFF-SEASONS

In just under two months after the tournament, the campaign drove **158 guests** to make return visits across **11 City Works and Old Town Pour House locations**.



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158 Extra Guest Visits Across
11 Locations

For the Bottleneck Management team, this was a win — extending the rush of one of the busiest sports seasons of the year and driving thousands of dollars in additional revenue for an ROI of about 21%.

Scratch-offs are more than just a way to add a little extra fun to the restaurant experience; they help fill tables during a season – or *off-season* – of your choosing.

For Bottleneck, the promotion was also popular with staff. “The teams like handing them out because it’s pure fun for the guest; every card is a winner and there’s no obligation,” said Zoiss.

Extra points went to H&H for customer service. Working with H&H Graphics was “great,” Zoiss said. “What we’ve worked on together has been seamless.”

THE RIGHT PARTNER FOR SCRATCH-OFF TICKETS & PROMOTIONS

In H&H Graphics, Bottleneck Management found more than a specialty printing company; they found a partner with deep experience in creating innovative, high-quality promotions that get results.

With over **40 years of experience** producing high-quality, custom scratch-off tickets and a wide range of other **multisensory print promotions**, H&H Graphics can help you create a one-of-kind promotion for your business that drives the results you need, whether you want to bring in foot traffic during a slow season, promote a new product or location, or reward customer loyalty. Our high-quality, scratch-off print capabilities, along with **other multisensory special effects**, can help you create irresistible, on-brand promotions.

ENGAGE CUSTOMERS & PROSPECTS WITH UNFORGETTABLE EXPERIENCES

With guaranteed winners, easy distribution and solid ROI, scratch-off games and other promotions are a solid strategy for driving customer engagement. By turning a promotion into a fun experience, scratch-off tickets can deliver a compelling brand message and drive new business at the same time.

Contact the team at H&H Graphics to learn how custom scratch-off promotions can turn your next campaign into a slam dunk.

ABOUT BOTTLENECK MANAGEMENT

From the start, Bottleneck Management has been about genuine people and genuine hospitality. They have grown into a crowd-pleasing hospitality juggernaut while continuing to hold their core values close to their hearts.

More at: www.bottleneckmgmt.com



ABOUT H&H GRAPHICS

H&H Graphics creates custom inks and coatings that achieve any desired look, feel or smell with the highest quality and performance, complemented by a level of client service unequalled in the industry. Example special effects include thermochromic, glitter (never rubs off), gloss, matte, scented, scratch-off, glow-in-the-dark and textures.

H&H Graphics was founded in 1978, is a certified woman-owned company and has won numerous Graphic Excellence Awards for client projects.

More at: www.hhgrfx.com