

Customers

Spirits Unlimited

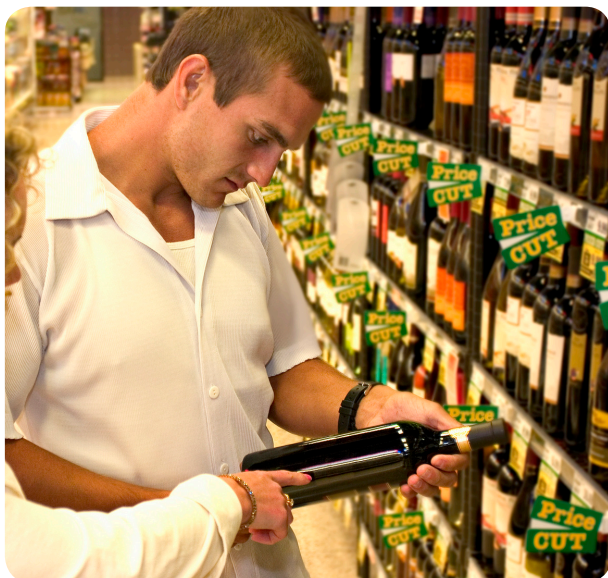


“Perhaps the biggest change, getting the biggest raves from our managers, is Retail Anywhere’s integrated high-speed credit card processing.”

Michael Patalano,
Systems Administrator for Spirits Unlimited

Company Overview

Spirits Unlimited has been serving the needs of liquor, beer and wine customers in New Jersey for the past 50 years. With 28 locations located throughout central New Jersey, Spirits Unlimited offers their customers a large variety of domestic and international beverages to choose from.



Spirits Unlimited needed a solution that could handle the specialized requirements of a beverage alcohol retailer.

- Retail Anywhere Software used: PC/Register Touch, RA Enterprise, PCCharge Interface, AccPac Interface
- Number of Stores: 28 store chain with 9 using Retail Anywhere software
- Number of Retail Anywhere POS Stations: 3 plus per store
- Number of Retail Anywhere Enterprise Users: 5 at corporate and 1 at each store location



Success Stories

Spirits Unlimited

Michael Patalano, system administrator for nine of the 28 co-op Spirits Unlimited Stores, spent countless months looking for the right POS solution – he even installed a system at one location and decided against it after six months of testing. Spirits Unlimited needed a solution that could handle the specialized requirements of a beverage alcohol retailer, such as multiple pack selling. They also needed a program that could be tailored to abide by the alcohol laws for the State of New Jersey.

Michael needed a system that could help Spirits Unlimited stay within the confines of the law and needed a solutions provider with a proven record in liquor store installs and willingness to tailor their solution.

It was another beverage retailer, Bottle King, who recommended Retail Anywhere's POS and Enterprise solution. Michael did his homework and liked what Retail Anywhere had to offer. A test system was installed and several months later the rollout to the remaining eight stores was finalized.

With the installation complete, Spirits Unlimited now services their customers more quickly and efficiently. With Retail Anywhere and PCCharge, credit card transactions take a quick two seconds

compared to 35-45 seconds they took in the past. Adding touch screens at the point-of-sale has helped to improve transaction speed as well. According to Patalano, "not only are they quick, they are so much more intuitive, just so simple and self-explanatory and have helped make training successful."

Spirits Unlimited has found success with a proven liquor store solution from Retail Anywhere. Their specialized requirements have been met and the new system provides the functionality needed to abide by the laws of the State of New Jersey. With the new solution in place, Spirits Unlimited is prepared and excited to see their business grow.



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