

CREATING UNIQUE DINING EXPERIENCES



COHN RESTAURANT GROUP

GAME ROOMS ADD ENJOYMENT TO DINING

Executive Summary

The team at Cohn Restaurant Group was looking for a partner to build out the game room experience at their restaurant locations.

Challenges

When the company initially got into gaming and amusements it was simply a matter of having an empty space and deciding that games would be a good way to fill it. Now things have changed.

As costs of product and labor continue to rise, they are looking at additional revenue streams to help offset those costs.

"My sales rep is very straight forward when discussing new equipment purchases and will tell me straight whether a piece I am considering is a good earner or not. Our delivery guy is one of the best I have ever seen and goes above and beyond to help us."

- Scott Helstrom, Gamers Garage General Manager

BETSON



How Betson Helped

Some of the games that were placed include:

- Jurassic Park Arcade
- Hurricane Tunnel
- Gold Fishin'
- Skee-Ball
- Photo Booths & More

Results, Return on Investment and Future Plans

Betson has designed game rooms for several locations and the plan is to add more. From concept and design to choosing games that drive revenue, Betson provided full support.



"I can say that most of our installations boast solid revenues and earnings from the games, and this is all added revenue with no real additional labor costs involved." said Helstrom

"Games are really great money makers. Once the game has earned what it cost us to purchase, its almost pure profit from then on."

