Mvix
Enterprise Digital Signage

More Content.
Better Engagement.

EWALD'S
BAR-B-Q
Downtown
Perryville, MO
SINCE 1946

SINCE 1946

HICKORY SMOKED MEATS

BAR-B-Q ON BUN 3.59
The original since 1946. Sliced and chopped smoked ham served in our original recipe sauce.

BAR-B-Q ON TOAST 3.59
Sliced, smoked pork shoulder topped with our own award winning sauce. Perfectly served on toast. Try adding cheese

SMOKED BEEF SUPREME 4.4
Smoked top-round beef, sliced thin and steamed on bun. Topped with lettuce, tomato and Catalina dressing.

SMOKED BEEF SANDWICH 3.9
A smaller portion of our premium roast beef. Topped with our famous barbeque sauce

RKEY CLUB ...... 4.
favorite! We use only real, unprocessed turkey. perfection, sliced thin and garnished with bac e and miracle whip. Served on a hoagie bu
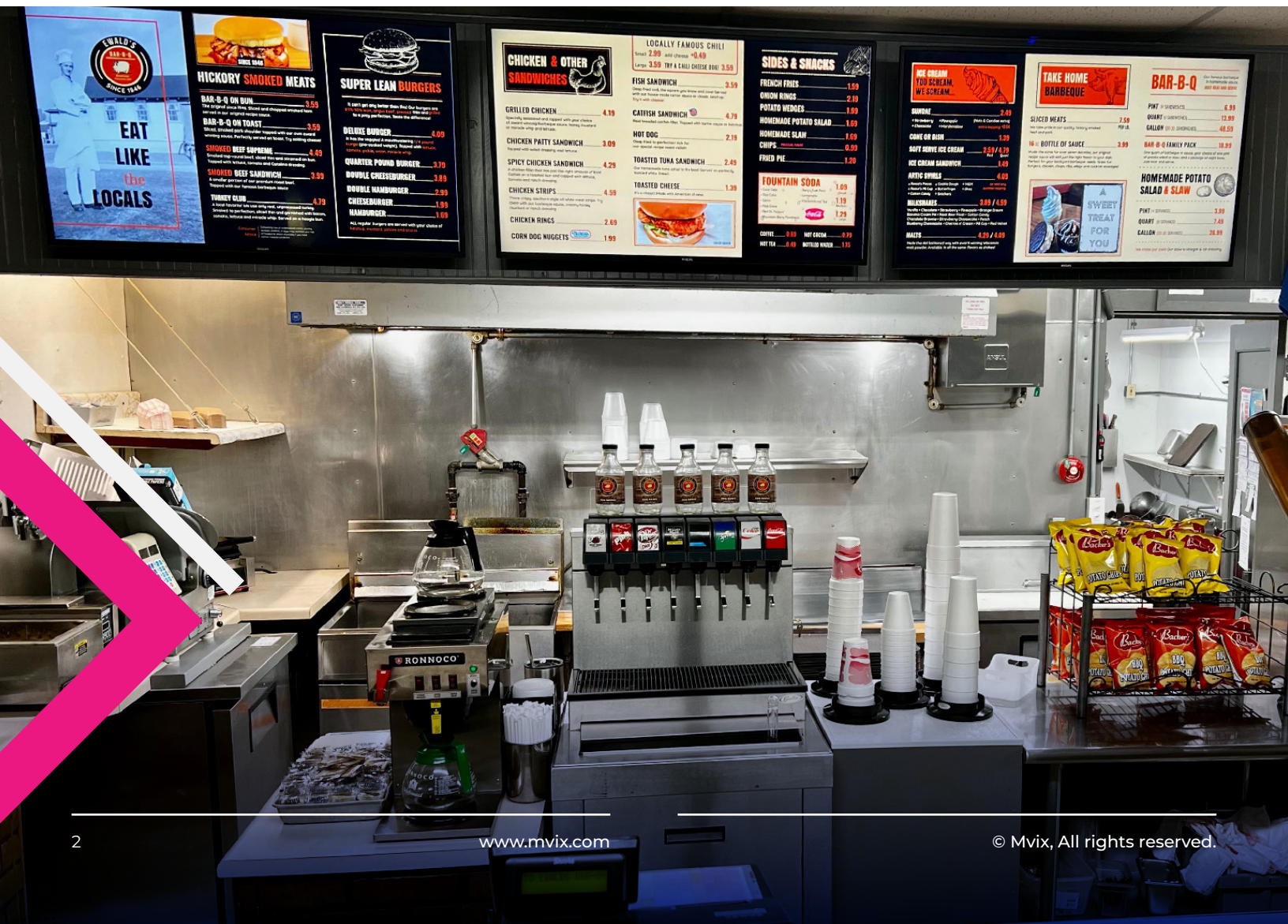
Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have tain medical conditions

SUCCESS STORY

EWALD'S
BAR-B-Q

SUMMARY

As the oldest, family-operated, and owned restaurant in Perryville, Ewald's Bar-B-Q is a beloved local landmark in the community. In addition to its historical recipes, **digital signage technology** via three displays powered by the Mvix platform **enhances the restaurant's dining experience.** The displays promote menu items and entertain patrons as they enjoy Ewald's award-winning milkshakes, malts, or the delightful soft serve.

INTRODUCTION

Ewald's Bar-B-Q has a seven-decade long history of serving Perryville's community with great food and a homey ambiance. It was founded by Army veteran Ewald Buchheit **in 1946**, who was a cook in the service.

Buchheit's dream was to run a BBQ joint in his hometown, and he used the skills earned in service to fulfill his ambition. Buchheit and his wife Jinny perfected recipes for sauces, tuna salad, potato salad, slaw, relish, and more, which they passed down to their children. Today, their son Terry and his wife Dotti own Ewald's and operate it with their children, Eric and Elizabeth, making it three generations strong.

Ewald's is the go-to restaurant for American fare in Perryville. Its in-house, hickory-smoked BBQ On Bun or Toast is legendary, as are its burgers made with 90% lean ground beef. Locals and visitors can also enjoy other smoked meats, including tender roast beef and turkey.

Additionally, it has grown to be more than a restaurant. Its decades-long history of serving Perryville residents with honed recipes is weaved into the community's fabric. In addition to the great food, visitors look forward to great stories and a taste of history in the restaurant's photos.

Everyone in Perryville has a favorite memory of Ewald's, whether it's the countless burgers and ice cream shared with grandma or grandpa, dates with first loves, or conversations with friends after football games. Ultimately, Ewald's is the place to be if you want to dine like the locals.
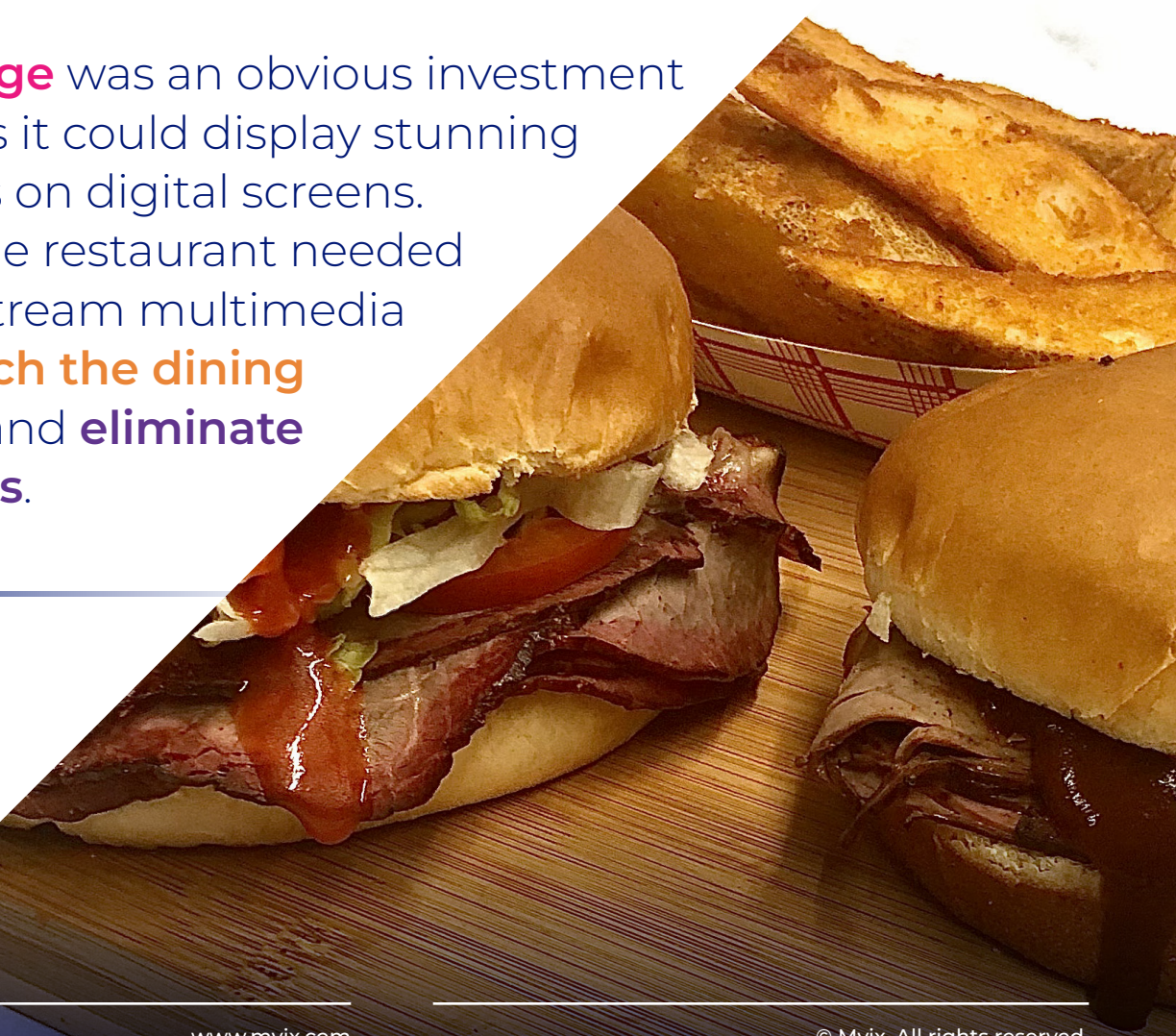
THE CHALLENGE

Prior to installing a digital signage network, **Ewald's Bar-B-Q used 90s menu boards** with slide-in wording. However, this **old-school form** of signage was quite **inefficient**.

First, the photos yellowed and faded over time. Second, new strips were necessary to inform patrons of new menu items, but the manufacturer went out of business. The restaurant resorted to hanging item signs below the menu boards, which was not appealing.

Although Ewald's is proud of its history, it had to embrace new trends to survive in business. A signage system that allows instant updates for menu items, photos, and prices is one of the best ways to modernize the restaurant.

Digital signage was an obvious investment for Ewald's, as it could display stunning menu boards on digital screens. Essentially, the restaurant needed a system to stream multimedia content, **enrich the dining experience**, and **eliminate printing costs**.

Primarily, Ewald's Bar-B-Q wanted to display its menus on **vibrant digital screens** to **make it easy for customers to order**. To this end, the restaurant installed three commercial-grade monitors at strategic positions to **promote its menu items**. The restaurant does not have to reprint new menus every time there are changes with these displays.

These displays run on the **Mvix Mykro Players**, which come with free digital signage software. The software lets the restaurant schedule menu items based on time of day, like breakfast and dinner. Moreover, Ewald's can run specials and promotions for different days of the week, thanks to the platform's advanced scheduling features.

The Mvix graphics team collaborated with Eric, Ewald's in-house graphic designer, to design stunning templates for the displays. Customized templates make it easy for restaurants to add branded elements like logos, colors, and fonts. Also, pre-made templates save time as staff can quickly pick one layout and edit details like pricing, food category, and images.

In addition to menu items, the restaurant's display can show other content such as sports, news, social media feeds, weather, and more, as the Mvix's content rich-software features **over 150 content apps**. This content variety keeps patrons entertained and engaged.

Personal training sessions were also necessary for digital signage deployment in the restaurant. Typically, the transition from static posters to a robust digital signage system is not easy. Luckily, Mvix's responsive customer support facilitated the upgrade from Ewald's dull, paper menus into animated displays.

Components used:

Content Management Software
Mvix CMS

Media Players
Three Mvix Mykro players

Content Integrations
RSS feeds, YouTube, custom templates

Professional Services - Training, Implementation Assistance, QA, Customer Support

WHY IT WORKED

In the search for a digital signage provider, **the cost** was among the top concerns for Ewald's Bar-B-Q. Overhead costs run quite high for any restaurant, and **Ewald's wanted to avoid monthly fees** for digital signage solutions. Moreover, some providers charge clients by the sign and add other hidden fees that quickly add up.

The lack of subscription fees with Mvix appealed to the restaurant's management, who wanted to own the signs and capabilities. An upfront fee for the system was all the restaurant needed to pay to start making changes on their signs.

The ability to swap photos, create slideshows, and show off custom graphics with the Mvix platform has exceeded the eatery's expectations. Moreover, Mvix's digital signage system has an intuitive user interface that lets staff make quick edits on the go. Further, remote management capabilities ensure that the restaurant employees can manage the digital menu boards from any location.

The easy-to-read menus are a great hit with visitors and other business owners who want to upgrade their signage. In addition to constant compliments,

the restaurant has enjoyed a boost in sales, especially for items that didn't receive many orders before. With **digital menu boards**, Ewald's can display its entire menu and advertise specials and discounts. Also, the menu boards simplify decision-making for customers, elevating the dining experience and delighting new visitors.

The attentive customer support offered by the Mvix team also helped the restaurant's staff acclimate to the digital signage platform. Mvix's sales consultants highlighted the platform's capabilities during the demo, making the installation process easy and smooth.

Although Ewald's has no future projects that require signage, it would consult Mvix if such an opportunity arose. Ultimately, the Mvix platform modernized the customer experience in the establishment, increased sales, and reduced printing costs.

ABOUT
THE COMPANIES

About EWALD'S BAR-B-Q

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About MVIX

At Mvix, our passion for technology drives who we are and what we do. Since 2005, Mvix has been an industry leader in feature-rich digital signage solutions that transform how companies and government agencies communicate with customers, employees, and the public.

Our cost-effective, content-rich, and cloud-hosted solutions are trusted by startups and the world's largest brands alike, including NASA, Amazon, Sprint, Yamaha, and Virginia Tech, to deliver compelling digital experiences. Our award-winning **Mvix CMS** software powers over 50,000 screens worldwide for various applications, such as wayfinding, internal communication, menu boards, and emergency messaging.

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