

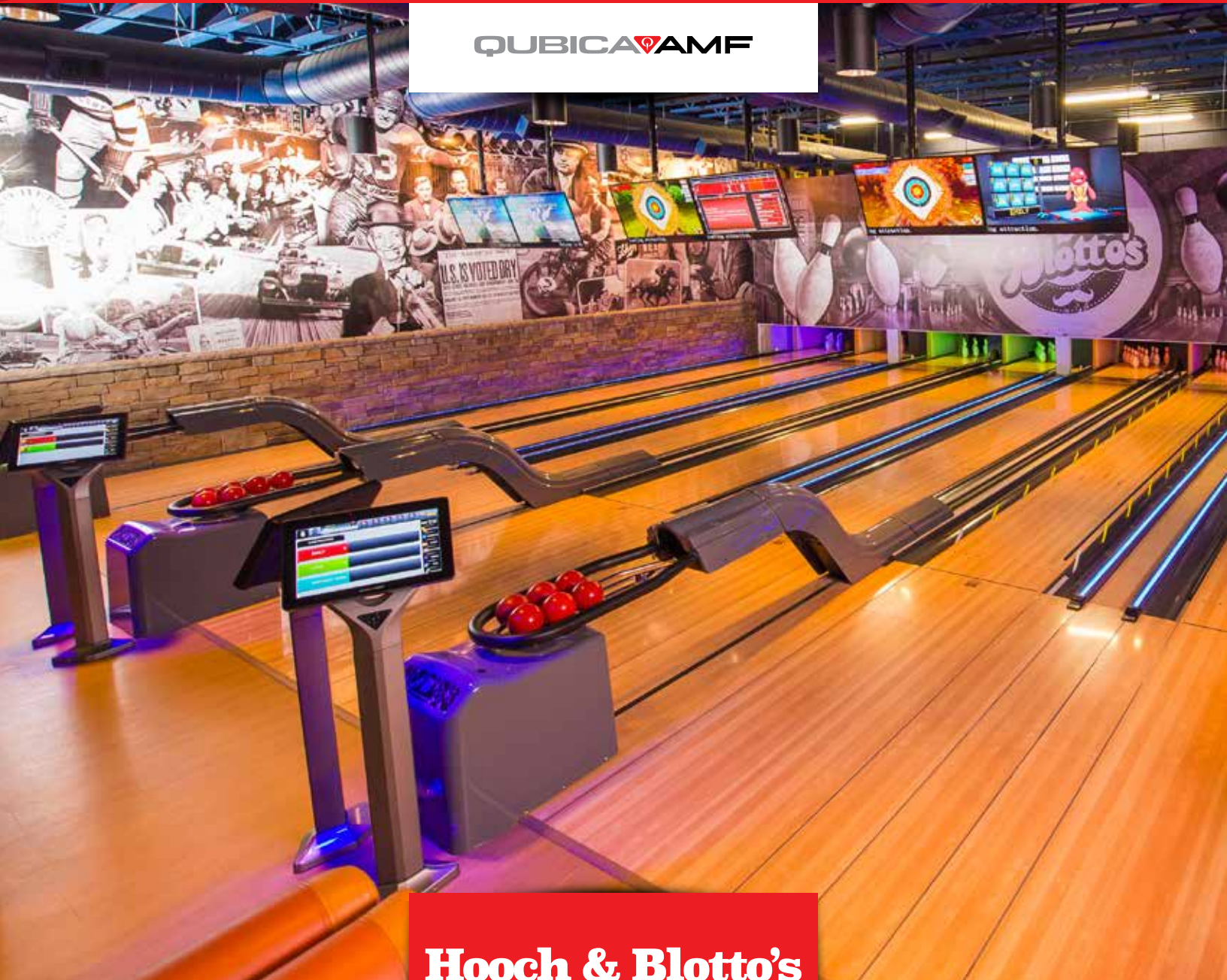


**REAL REAL PEOPLE  
STORIES  
RESULTS**

## Highway to Profitability

Discover how Highway66 Mini Bowling and BES X scoring helped transform a hopping bar and grill into a bowling extravaganza

**QUBICA AMF**



**Hooch & Blotto's**  
Erie, Pennsylvania  
USA

# Highway to Profitability

**Discover how Highway66 Mini Bowling and BES X scoring helped transform a hopping bar and grill into a bowling extravaganza**

Nick Scott was accustomed to making a big splash in business, particularly after opening Splash Lagoon Indoor Water Park in Erie, Pennsylvania in March of 2003. Since that auspicious day, the business had brought in some two million guests with its many exciting water attractions, arcade, even hotel accommodations.

But Nick was never one to let good feelings cloud good judgement. Despite the fact he was enjoying a great overall return on his investment, the numbers revealed a chink in the armor, namely that one aspect of his business—the Boston’s Restaurant and Sports Bar franchise he ran within the complex—was not performing up to par.



## Hooch & Blotto's Sports Bar & Grill

*December 2014  
Complete Renovation and Rebrand from  
Boston's Restaurant and Sports Bar Franchise  
8 lanes of mini bowling*

## challenge

### Time for a change

Looking to turn things around, Nick hired consultant Lance Lehr of Fairview Hospitality Management to help him find a solution. “They had run through the entire franchise agreement looking for a better opportunity with the existing space,” Lance says, “but Boston’s wasn’t generating the kind of revenue they needed.”

Once the team determined that they needed to make a change, talk turned to exactly what that change might entail. They knew they wanted to retain the bar and grill format. But what else could they add to boost revenues and profitability?

“There is a large indoor water park next door,” says Lance. “So we really wanted to focus on giving families quality time to interact and be together. Because when you go to a water park the kids go ride on the slides and the parents are often looking for something fun to occupy themselves.”



*Nick Scott  
Owner*



*Lance Lehr  
Consultant, Fairview  
Hospitality Management*

After researching many alternatives, they started giving serious consideration to adding bowling. Both men appreciated the pastime’s entertainment value. They also believed it would enhance their food and beverage operation, and support all of the profit centers in the building.

### Nick Scott transformed Hooch & Blotto’s with:

- Highway66 Mini Bowling
- BES X Bowler Entertainment System
- Harmony Furniture





**REAL PEOPLE  
REAL STORIES  
REAL RESULTS**

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**“We didn’t want it to look like an arcade game. We wanted to have the look of a boutique bowling alley.”**

– Nick Scott



## solution

### Looking beyond mere bowling

Given the limited amount of space, a conventional bowling attraction was out of the question. Yet neither man was completely impressed with some of the mini bowling solutions they had seen. Nor, for the most part, did they feel these solutions provided the high level of entertainment that they and their clientele wanted. “We didn’t want it to look like an arcade game,” Nick says. “We wanted to have the look of a boutique bowling alley.”

After Nick and Lance scoured the marketplace for the best solution, the Highway66 Mini Bowling powered by BES X was a natural fit to fulfill Nick’s vision—offering a rich entertainment experience that could be easily integrated into the existing footprint of his establishment. Nick also added Harmony Furniture to the mix, which was elegant enough to fit the new upscale décor, comfortable enough to encourage to customers to stay and spend money, plus durable enough to withstand the repeated crowds of bowlers.

“QubicaAMF products are simply more substantial, more robust. The overall support structure is more established, and the equipment is just more reliable, backed by dependable support. Plus, it’s a brand people recognize,” adds Lance Lehr.

### Highway66 Mini Bowling offers:

- The ultimate collection of mini bowling themes to wow customers and complement your vision
- The ultimate on-lane play
- The ultimate in quality with hassle-free maintenance and operation
- The most popular and best-selling mini bowling attraction in the world

### Departing Boston, arriving at a superior solution

In December of 2014, the former Boston’s Restaurant was officially transformed into Hooch & Blotto’s Bar & Grill with great success. But Nick and Lance opted to take an incremental approach, opening just the restaurant side first, then the mini bowling section about 8 months later.

It wasn’t long before Nick Scott realized that he was on to something extraordinary, and much better than he expected. “Highway66 was very, very effective,” he says,

**“After several months we almost tripled our revenue, and it continues to improve on an upward curve to what we believe will be three to four times what we expected.”**

Lance concurs. “The entertainment aspects of Highway66 and BES X gave us a chance to bring families together so that they can interact. We also discovered that we could deliver this while driving the foodservice side and maintaining a very low labor factor. It truly was the best of all worlds.”



**Hooch & Blotto’s  
Erie, Pennsylvania  
USA**

## solution

### Best practices:

### Highway66 powered by BES X—the world’s only bowler entertainment system

In bringing mini bowling to Hooch & Blotto’s, Lance and Nick were looking for a scoring system that could provide a heightened entertainment experience. Easier said than done: their new establishment sits right next door to a popular water park offering a multitude of fun things to do.

The men also knew that, given the venue—essentially a sports bar, their core customers were not likely to be league-focused or serious competitive bowlers, but rather everyday people simply out to have a good time. They wanted to position Hooch & Blotto’s mini bowling as a boutique bowling center. Yet, since staff would have to divide their time between that and foodservice, they needed an attraction that required minimal attention—something the customer could interact with directly.

Highway66 and BES X were just what they needed. With features like Mad Games, YouToons and a plethora of customizable, themed environments, BES X delivers a unique entertainment experience for the area. One they are certainly delighted to have, particularly for younger players accustomed to being entertained for longer periods.

The men opted for the SuperTouch consoles, from which customers choose their own game and how they want to spend their time bowling—all right on the lane itself. The system is very intuitive, and there’s nothing for the staff to set up, which provides the best in labor utilization. Conqueror Pro integration allows staff to manage the lanes in the most efficient way possible. In addition, shorter game formats allow for higher turnover, and more customers to enjoy the games.

### BES X offers—

- eXtreme fun for everyone
- eXciting competitive play
- eXtended social reach
- An eXceptionally easy, comfortable and relaxing on-lane experience

Reviewing their purchase with QubicaAMF, Nick feels confident in the decision they made. He shares, “Without a doubt BES X adds to the overall experience. It was a significant investment; however, once you find out that it really works and draws in new and repeat customers then the cost concern evaporates because it is worth it.”

**“The entertainment aspects of Highway66 and BES X gave us a chance to bring families together. We also discovered that we could deliver this while driving the foodservice side and maintaining a very low labor factor. It truly was the best of all worlds.”**

–Lance Lehr



**“Thanks to BES X we have the best bowling scoring system of anybody within a hundred miles. It ends up making all the local full-sized bowling places look pretty outdated.”**

–Lance Lehr

**QUBICA AMF**

## solution



### Singing the praises of Harmony Furniture

Although Hooch & Blotto's was part of a more expansive operation—not bowling-specific, Nick and Lance still wanted to give customers who decided to play an authentic experience, complete with furniture that was durable and had a high-end look.

Residential-type couches simply wouldn't work. To Nick and Lance, it was all about perception, and Harmony fit the bill perfectly. Lance explains, "The Harmony line has really given us a level of authenticity. It's got that kind of durable quality while still being really comfortable."

### QubicaAMF's Harmony Infinity Line Features and Benefits:

- Ideal blend of durability and elegance
- Great high-end appeal
- A versatile, reconfigurable design for a multitude of settee layouts
- Striking color combinations to make any center stand apart

Harmony's reconfigurability enables Hooch & Blotto's to cater to different group and party sizes, with flexibility that allows them to serve more or fewer people, depending on volume, and make more room for food if necessary.

***"The Harmony line has really given us a level of authenticity. It's got that kind of durable quality while still being really comfortable."***

—Lance Lehr

In addition, procuring furniture from a bowling manufacturer gave the team confidence that they made the right decision, and that the end result would be well received by their clientele.



## result

### Mini bowling brings max profits

Without a doubt, Nick Scott was delighted at the return on his investment in Highway66 Mini Bowling, BES X scoring and Harmony furniture. Less than four weeks after opening the bowling side of Hooch & Blotto's he started enjoying significantly higher sales.

Although Highway66 is mini bowling, as far as Nick is concerned there's nothing "mini" about the profitability. Convinced that the attraction is as much entertainment as it is a game, he charges \$26/hour for up to eight people per lane, believing the experience is on par with a night out for a foursome. "What we're saying is that when you take four people to the movie it costs about \$40 for two hours, or \$26 for one hour for us," Lance remarks. "Highway66 is consistent with other entertainment options, and we feel people enjoy this more."

Several months after the renovation, Nick also began seeing that foodservice revenue had virtually tripled.

***"We're making money on the bowling," Lance says, "but for every dollar in bowling we're doing a dollar in food and beverages."***

Repeat business shot up as well. Indeed, Hooch & Blotto's frequently started seeing people coming back several times a week to grab a bite to eat and bowl on their lunch hour.

### Celebrating success with birthday parties

Every bowling center or FEC owner hopes to do a roaring birthday party business. Hooch & Blotto's was no exception. So Nick and Lance are clearly pleased to see that the Highway66 and BES X duo brought in a healthy amount of party business, offering a great option at a price point that's very attractive.

Parties are also an excellent way to attract new customers, as the team quickly found out. Lance explains, "The other thing that's great about birthday parties is that they bring in six to ten other kids that go, 'Oh, that's fun ...I want to do it again with my parents.'"

***"After adding bowling to our business model, we have increased sales by over 30%!"***

—Nick Scott

### Success by the numbers

QubicaAMF products helped Hooch & Blotto's revenues rise across the board

<b>+30%</b>	Overall Sales
<b>+14%</b>	Bar Sales
<b>10-15</b>	Birthday & Group Events a Week (On Average)
<b>+15%</b>	Increase in Overall Profit





**REAL PEOPLE  
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REAL RESULTS**

## Selling fun—and cashing in

Transforming an underperforming restaurant into Hooch & Blotto's with Highway66 Mini Bowling was a decision everyone hailed—Nick Scott, Lance Lehr, and certainly the multitude of patrons that keep coming back for exceptional entertainment. Patrons of all types.

“It's really exciting to see the demographics which can bowl with the small ball that would not in a full-size center,” Lance remarks. “That includes young children, seniors that perhaps gave up bowling and are now coming back, and also people with special needs. We find that very rewarding.”

Nick believes that with Highway66 he is offering what he calls “bowling entertainment”—namely the fun and sport of bowling without the stuffiness and strict rules often seen in league-based centers. He shares, “Traditional, full size bowling is not a direct competitor to us. The bowling concept is universal, and we are selling fun and the social aspect of spending time with each other.” And as a business person you are looking for a return on your investment. And in that respect Nick offers advice to future investors in a few words, “It will make money for you. I believe this is one of the better returns on investment you can get.”

***“Our overall profitability went from a small loss to over 15%.”***

-Lance Lehr

**Try the Harmony Design Tool - [amusement.qubicaamf.com/experienceharmony](http://amusement.qubicaamf.com/experienceharmony)**

See the impact that the Harmony Furniture Collection can have on your center.

**Try the BES X Demo - [amusement.qubicaamf.com/experiencebesx](http://amusement.qubicaamf.com/experiencebesx)**

Discover how you can redefine the experience and grow your business with BES X.

Discover what QubicaAMF can do for your center.

Contact a representative today!

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