

Juice Press + GoParrot

Case Study

Square's ecosystem of solutions drives growth for large-scale businesses.

About Juice Press

Juice Press is a pioneer in the wellness industry as the leading purveyor of grab-and-go smoothies and acai bowls. With 85 company-owned locations across six states and a presence in more than 25 Equinox fitness clubs, Juice Press sees over 1.2 million transactions annually.

About GoParrot

GoParrot is a leading holistic technology solution that integrates with Square, enabling turnkey premium digital ordering and loyalty experiences for food and beverage businesses. GoParrot helps restaurants connect more often and more directly with their guests to maximize returns for their business.

JUICE PRESS AT A GLANCE

85 locations
across six states

1.2M
transactions annually

55% of revenue
from Juice Press's Loyalty program





Products and High-level Outcomes

Square's ecosystem of solutions supports Juice Press in-store and in corporate HQ:

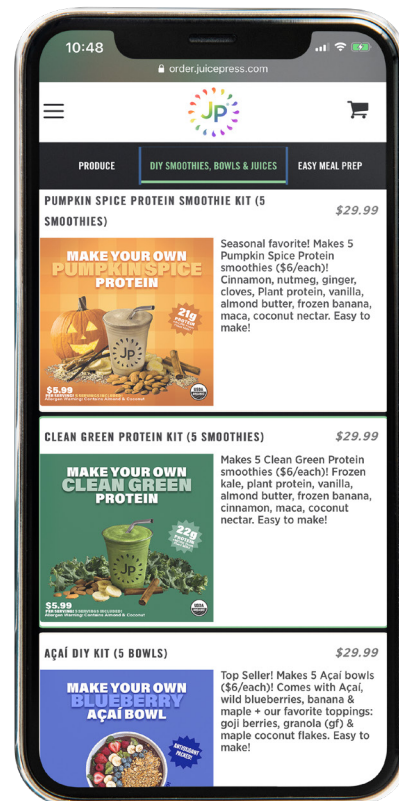
- Hardware products across 85 locations
- Software and data solutions, including Square Marketing
- Square Loyalty (powered by GoParrot)
- Multiple APIs
- Developer integrations, including GoParrot

Enabling:

- Minimal training time for employees
- Unified customer dataset
- Actionable insights that grow revenue
- Real-time updates to products and pricing in distinct geo markets
- Fast implementation and growth of new business during COVID-19

“Square has really democratized the data surrounding our customers and transactions. Everyone in our company now has access to a really deep understanding of what drivers move our business.”

— Ellie Gan, Digital Strategist





Square and GoParrot Put Juice Press Ahead of the Curve

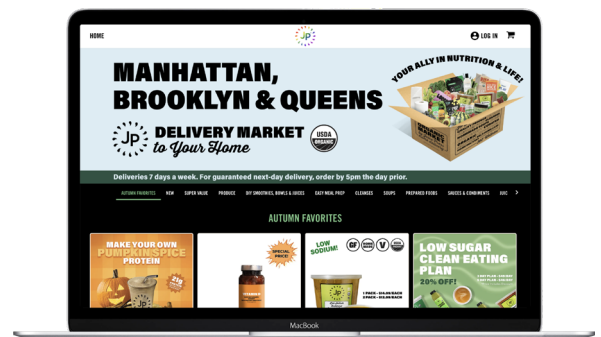
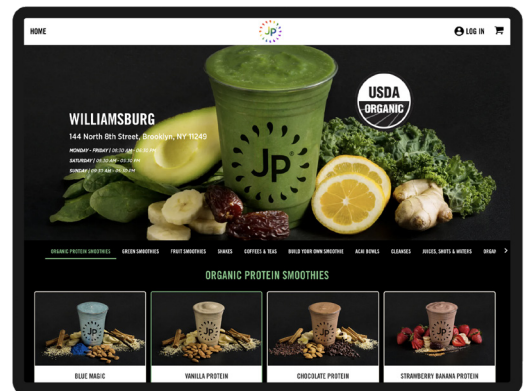
At the start of 2020, 23% of customers had enrolled in Juice Press’s Square Loyalty program through GoParrot, which grew to represent 55% of annual revenue. Juice Press’s email capture of Loyalty customers increased from 6% to nearly 40% with the adoption of Square Marketing.

COVID-19 required Juice Press to stop dine-in service to customers and shutter all 25 of its Equinox locations. But, they noticed that grocery stores were backed up and scheduling deliveries weeks in the future.

In just a few days, Juice Press worked with GoParrot’s integration through Square to pivot their kitchen, vendor relationships, and warehouse space to launch JP’s Super Wellness Market. After the launch of JP’s Super Wellness Market, stores also saw a 30% increase in sales.

“The Square Loyalty program was the core, and it was [GoParrot’s] willingness to be nimble for us to make it work. Both companies worked tirelessly to make that happen.”

— Michael Karsch, CEO



Juice Press digital ordering powered by GoParrot, integrated with Square



Why Square

“After having lived with two other POS providers, we chose Square for three key reasons:

“One is ease of training. With 100% annual turnover in our industry, the ability to teach somebody to use Square POS was exponentially faster than any other POS we had ever experienced.

“Two is data. We found that the data that we’ve been able to retrieve [with Square] and Square’s marketing program have provided very significant payback for us.

“Three is that Square has an entrepreneurial culture, and that meshes with the culture of our company extremely well. They’ve backed entrepreneurs as their partners throughout. When I think about who I want to be in the trenches with, I want to be with people who have that experience and are like-minded and supportive of me.”

— Michael Karsch, CEO

Square makes big business smarter.

Managed payments | Commerce platform | Unified data | APIs