

Meet A Member:

Rizzo's by Michael Patrick

Memphis, TN

Competing With Big Chains

Rizzo's by Michael Patrick opened its doors to much acclaim in October 2011, beginning with a quaint 8-table, 32-seat dining room. Under Chef Michael's leadership, Rizzo's has grown into the larger location you sit in now. Rizzo's is an "upscale diner," open for lunch, dinner, and Sunday brunch.

With the battle for attention from local customers being really competitive, Patrick looked for ways to tap into more resources to achieve growth. Big chains and franchises are constantly trying new messages, promotions and tactics to draw people in, but according to Patrick, "It's so hard to keep up. I don't have the time or resources like they do."



The Fanbank Advantage

Patrick joined Fanbank a couple of years ago because of the Shop Local Memphis program and its connection to the Memphis Grizzlies. Since that time he has continued to see interest grow in his restaurant because of Fanbank. Through Fanbank's platform, Patrick is able to offer compelling gift with purchase rewards programs that generate interest and excitement. He's received **over hundreds of transactions** from customers linked to his Fanbank rewards program.

According to Patrick, "It's the American dream of owning your own business and working for yourself. We plan to open a few more places and make this a destination. That's all I want to do, own a restaurant and feed people."

Ready to find a solution for your small business?

Email us at info@fanbanksales.com to get started.

CONTACT US

