

News Release

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El Gallo Giro Leverages Receipts to Drive Repeat Business

SmartReceipt Dynamic Coupons build customer loyalty

SANTA BARBARA, Calif. – July 18, 2011 – [SmartReceipt](#) today announced that El Gallo Giro, a chain of 11 authentic Mexican restaurants, has selected SmartReceipt's [Marketing Pro](#) product to deliver marketing messages via customers' receipts to drive repeat business. SmartReceipt's technology allows [El Gallo Giro](#) to print customized coupons on receipts and track customer coupon redemption rates.

Marketing Pro provides El Gallo Giro a quick and efficient way to announce new products while also cross-promoting their in-store bakery. They rotate through eight different coupons like \$1 off a Super Gallo Taco and buy one dessert and get one free. SmartReceipt set up the solution to meet El Gallo Giro's requirements including ensuring that customers receive varying coupons and promotions.

"Having SmartReceipt has become as important as having a printer at our registers," said Alex Bernal, marketing director, El Gallo Giro. "It's a no-brainer when you see customers bringing these customized coupons back again and again."

Marketing Pro also allows El Gallo Giro to track coupon redemption on an up-to-the-minute basis to see how customers react to each promotion. Coupons set with an expiration date of seven days or fewer are most effective. Coupon redemption rates average 4 to 6 percent and have reached as high as 20 percent for specific offers, compared with the industry standard 1 percent. El Gallo Giro has experienced week-to-week sales that have increased by approximately 2 percent, which management attributes to the SmartReceipt system.

"El Gallo Giro is a prime example of how customized marketing via customer receipts can really benefit the bottom line," said Jay Ferro, founder and chief executive officer of SmartReceipt. "Customized receipts provide marketing flexibility that allows restaurants to develop real-time promotions that bring customers back again and again."

Additional Resources:

[El Gallo Giro Video Case Study](#)

[El Gallo Giro Case Study](#)

About El Gallo Giro

El Gallo Giro (“The Champion Rooster”) opened its first authentic Mexican restaurant in January of 1988 with the vision of recreating the traditional flavors of México in an atmosphere that combines the liveliness of a Mexican marketplace with the kitchen-like comfort of a family meal. El Gallo Giro has 11 kitchens in California. For more information, please visit www.gallogiro.com.

About SmartReceipt

SmartReceipt was founded in 2004 in Santa Barbara, Calif. as Nutricate Corporation, with a mission of providing personalized nutrition and marketing messages that enable consumers to make better food decisions. The company changed its name to SmartReceipt in 2010 and continues to provide innovative marketing solutions that enable retailers to easily create, manage and execute targeted promotional programs. For more information, please visit www.receipt.com

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