



# NCR SILVER STORIES

## **HAPPY BELLY**

## **CURBSIDE KITCHEN**



FOOD & BEVERAGE





## Shortly after the birth of their daughter, Terry and Dawn Hall found themselves looking for locally-sourced food options.

“We thought that there would be no better way to connect with other people like us than to be a mobile restaurant on wheels that delivered fresh, natural, wholesome foods,” says Dawn Hall.

Since 2012, Happy Belly Curbside Kitchen has served its unique cuisine from its lime-green food trucks. Quickly, the food truck made a name for itself. It was voted by health site, Greatist, as one of the top 10 healthiest food trucks in America.

When Terry succumbed to cancer in 2014, that didn't stop Dawn from continuing and advancing the mission. Today, Happy Belly is one of the most popular food trucks in Atlanta. With that success, Dawn opened a brick and mortar restaurant in 2017 to rave reviews.



### CUSTOMER SNAPSHOT

- Founded in 2012 in Atlanta as a food truck by husband and wife, Terry and Dawn Hall
- Serves healthy, organic and local cuisine options
- Opened a brick and mortar restaurant in 2017 to rave reviews
- Have grown into one of the most popular food trucks in Atlanta, GA

### THE CHALLENGE

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Running a food truck is a unique challenge. Sometimes, regulatory environments aimed at brick and mortar restaurants can be unkind, and some venues may not yield desired financial results. On top of that, there is the challenge of tracking sales for mobile businesses. Happy Belly needed a point-of-sale and business management system built for the road.

### THE SOLUTION

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After a recommendation from another food truck owner, Happy Belly chose NCR Silver, which offers geographical sales reporting, iPad mobility and more.





## NCR Silver provides geographical reporting for food trucks like Happy Belly Kitchen



In the past, at events where one person was paying the bill, we would have to log in at the end and manually add up all the charges. This was arduous and time consuming, but NCR Silver automates that entire process, which is huge for us.

**Dawn Hall**  
Happy Belly Kitchen



## THE RESULT

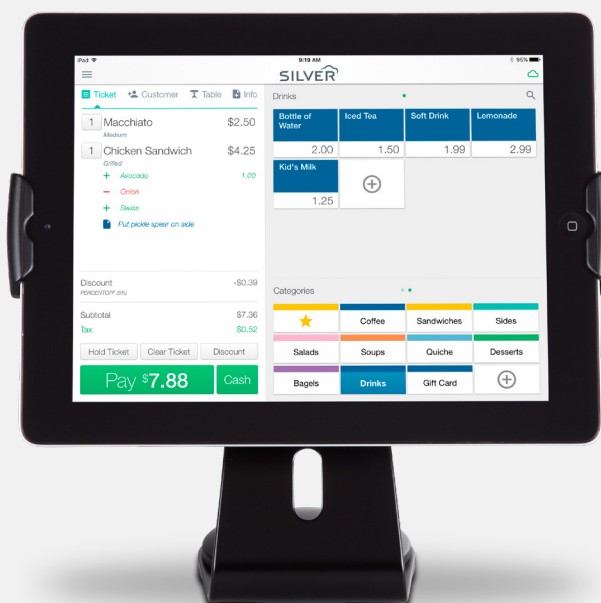
### A point-of-sale solution built for the road.

Happy Belly Kitchen benefitted from NCR Silver's reporting features that list sales by event, such as a rehearsal dinner, rather than each order.

Hall also uses NCR Silver for daily activity, such as running reports on food truck park events.

Another key benefit of NCR Silver's reporting feature is how it helps Happy Belly plan what ingredients to take to the food truck parks and to specific events. This visibility is key, as Happy Belly Kitchen prepares all food on site—rather than in advance.

NCR Silver worked so well for the mobile side of the business that Hall took the solution with her when she opened her brick and mortar restaurant.



NCR Silver on iOS



## WHY NCR?

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