

From Traditional Deli to 65 Unattended Locations: How One Food Operator Scaled Without Compromise

Industry: Fresh Food & Grab-and-Go

Challenge: Labor constraints, food waste, limited service hours

Solution: REDYREF RFID Smart Food Fridge

Results: 60%+ food margins, <4% waste, 24/7 sales, 65 locations.



Hampton Falls Village Market was built on traditional deli values—fresh food, hands-on service, and uncompromising quality standards.

The Challenge: When Success Becomes a Constraint

Andrew and Annette Anastas built their New Hampshire deli the traditional way—cooking fresh from a full menu, serving customers directly, and maintaining exacting quality standards. Their business was rooted in hands-on execution, which also made it nearly impossible to scale.

As demand grew, three critical pain points emerged:



Manual processes couldn't keep pace.

Despite implementing POS systems, inventory tracking, and scheduling software, growth still required physical presence. The business was operationally sound but fundamentally limited by the hours in a day.



Labor became a constant bottleneck.

Finding and retaining skilled kitchen staff was an ongoing challenge. Even when fully staffed, maintaining consistency across shifts proved difficult. Staffing issues didn't just create operational headaches—they directly impacted revenue and quality.



Fresh food came with unavoidable waste.

Cooking to order is ideal for quality but punishing for margins. Over-prep during slow periods, under-prep during rushes, and custom modifications made food cost management a constant battle.



The Anastases had built a successful business, but the traditional deli model had a ceiling they couldn't break through.



The deli offered full kitchen service with breakfast, lunch, and dinner—a labor-intensive model that limited growth potential.

The Pivot: Grab-and-Go as a Proof of Concept

To regain control, Andrew and Annette made a strategic shift. Instead of cooking exclusively to order, they began producing fresh grab-and-go meals and stocking them in deli cold cases.

The results were immediate:

- More predictable kitchen workflow
- Faster customer service
- Consistent quality execution
- Reduced chaos during peak hours

Grab-and-go quickly became one of their most popular offerings. Customers appreciated the convenience, and the business gained operational breathing room.

Then COVID-19 hit. Staffing collapsed. Foot traffic disappeared. The traditional deli model was no longer viable.

But instead of closing, Andrew and Annette recognized an opportunity: the grab-and-go model was already working. They just needed to take it one step further.

They transitioned to **100% unattended retail** powered by the REDYREF RFID Smart Food Fridge.



The pivot to unattended retail allowed the Anastas family to scale their fresh food business across dozens of locations.



The Solution: REDYREF RFID Smart Food Fridge

The breakthrough wasn't changing how food was prepared—it was changing how it was sold.

How It Works:

01

Fresh meals are prepared in a central kitchen and stocked in secure, refrigerated Smart Food Fidges

02

Customers unlock the fridge with a credit card swipe and select items

03

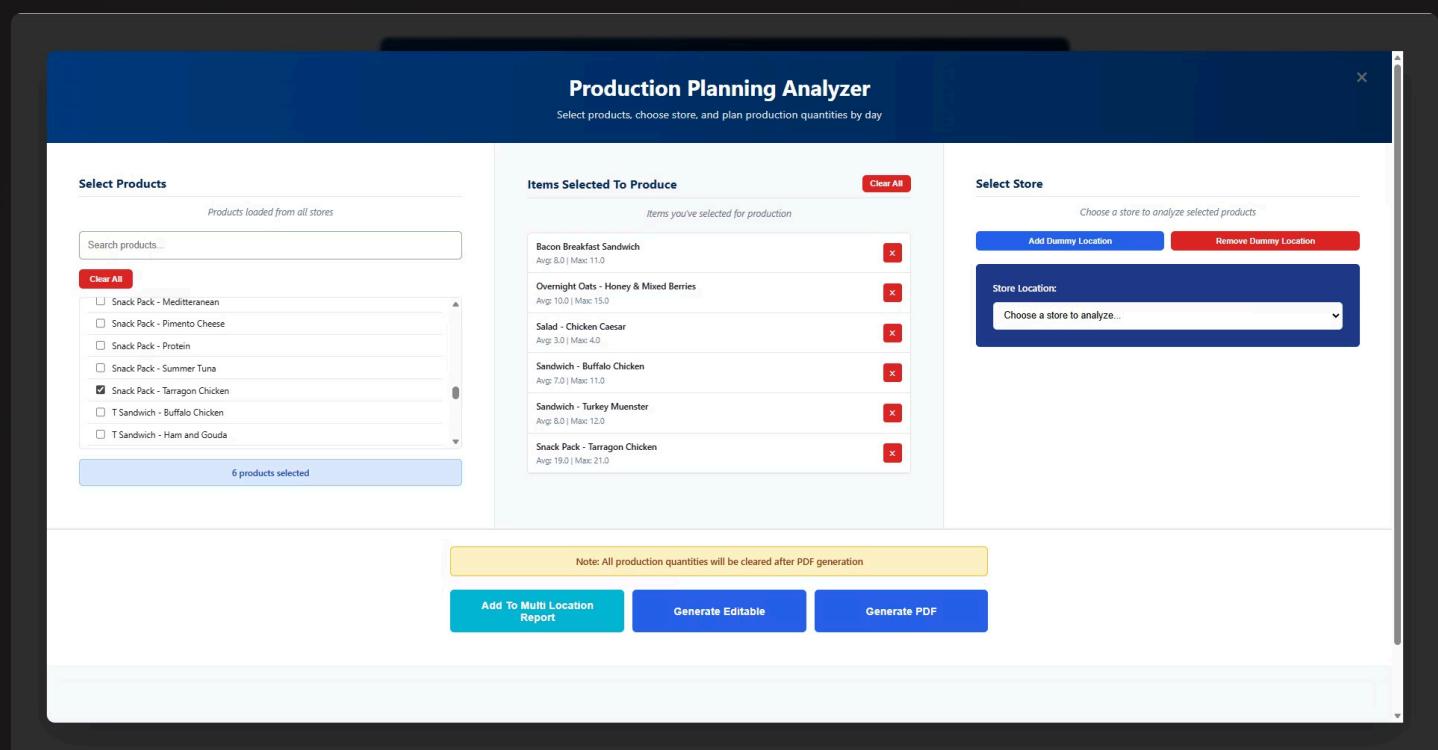
RFID tags on each item enable instant, accurate transaction processing

04

Cloud-based dashboard provides real-time inventory, sales, and expiration tracking

05

Operators receive precise production and stocking data to eliminate guesswork



The screenshot displays the 'Production Planning Analyzer' interface. The top navigation bar reads 'Production Planning Analyzer' and 'Select products, choose store, and plan production quantities by day'. The interface is divided into three main sections: 'Select Products', 'Items Selected To Produce', and 'Select Store'.

- Select Products:** A search bar with placeholder 'Search products...' and a list of items with checkboxes. The selected items are highlighted with a blue border. A note at the bottom says '6 products selected'.
- Items Selected To Produce:** A list of selected items with their average and maximum values. Each item has a red 'X' button to remove it. The items listed are: Bacon Breakfast Sandwich (Avg: 8.0 | Max: 11.0), Overnight Oats - Honey & Mixed Berries (Avg: 10.0 | Max: 15.0), Salad - Chicken Caesar (Avg: 3.0 | Max: 4.0), Sandwich - Buffalo Chicken (Avg: 7.0 | Max: 11.0), Sandwich - Turkey Muenster (Avg: 8.0 | Max: 12.0), and Snack Pack - Tarragon Chicken (Avg: 19.0 | Max: 21.0).
- Select Store:** A section to choose a store for analysis, with buttons for 'Add Dummy Location' and 'Remove Dummy Location'. A dropdown menu is labeled 'Choose a store to analyze...'.

At the bottom, there is a note: 'Note: All production quantities will be cleared after PDF generation' and three buttons: 'Add To Multi Location Report' (blue), 'Generate Editable' (white), and 'Generate PDF' (blue).

Real-time inventory tracking enables precise production planning and dramatically reduces food waste.

Food Fridge

ABB Vending

List of transactions

Order ID: Enter Order ID | RFID/ Barcode: Enter Barcode | Project: Select Project | Device: Select Device | CC Number(Last 4 digit): Enter CC Number

Payment Type: Select PaymentType | Order Type: Select Order Type | Device Time Stamp: | Payer: Enter Payer Name | Customer: Enter Customer Name

Order Item Components: Enter Component Value | Product: Select Product

Duration: Today, Yesterday, Last Week, Last Month, Custom (08/25/2025 - 08/25/2025) | Start Date: 08/25/2025 | End Date: 08/25/2025

Transaction List Sale Amount: \$3,449.17 || Refund Amount: \$119.84

Excel Export Print

Date/Time	Device Name	Location	Total	Status	Merchant	Customer	Comment	Refund
08/25/2025, 23:53:09	ABB-019 Bake N Joy:ABB-019	Bake N Joy	\$3.89	DD				(0)
08/25/2025, 23:09:57	ABB-052 ARC Technologies:ABB-052	ARC Technologies	\$7.49	DD				(0)
08/25/2025, 23:04:28	ABB-045 Rest Stop Seabrook:ABB-045	Rest Stop Seabrook	\$7.49	DD				(0)
08/25/2025, 22:59:09	ABB-053 Shipyard Building 174 #1:ABB-053	Shipyard Building 174 #1	\$20.58	DD				(0)
08/25/2025, 22:55:48	ABB-053 Shipyard Building 174 #1:ABB-053	Shipyard Building 174 #1	\$10.29	DD				(0)
08/25/2025, 22:55:11	ABB-043 AJ Nonwovens Hampton #2:ABB-043	AJ Nonwovens Hampton ...	\$4.95	DD				(0)
08/25/2025, 22:54:43	ABB-005 IRS-2:ABB-005	IRS #2	\$3.89	DD				(0)
08/25/2025, 22:47:14	ΔRR-006 IRS-4:ΔRR-006	IRS 4	\$13.78	DD				(0)

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Food Fridge

ABB Vending

Device Current Inventories

Location: Select Location | Device: Select Device

Excel Export

Location Name	Device Name	Last Update Date	Current Quantity
Cummings Printing	ABB-049 Cummings Printing	11/10/2025, 14:52:10	19
AJ Nonwovens Hampton #2	ABB-043 AJ Nonwovens Hampton #2	11/10/2025, 14:13:27	71
Passport building Floor 2	ABB-007 Passport building Floor 2	11/10/2025, 14:06:29	50
Marco Rubber	ABB-042 Marco Rubber	11/10/2025, 14:05:15	21
Ryan Building	ABB-039 Ryan	11/10/2025, 14:03:43	68
Rochester Electronics	ABB-012 Rochester Electronics	11/10/2025, 14:00:05	36
IRS #2	ABB-005 IRS-2	11/10/2025, 13:57:02	32
Vista Center	ABB-015 Vista Center	11/10/2025, 13:55:40	87
IRS 4	ABB-006 IRS 4	11/10/2025, 13:49:34	37
Department Of Corrections NH Mens Prison	ABB-029 Dept of Corrections Mens	11/10/2025, 13:48:21	38

Showing Per Page: 10 | Showing 1 to 10 of 52 entries | Page: 1 out of 6 | Go | 1 2 3 4 5 ...

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What This Enabled: Predictable, Sustainable Margins

60%+

Food margins

<4%

Food waste

Production is now driven by actual demand patterns, not estimation. The real-time data eliminates over-prep and ensures optimal stock levels at each location.

Complete Labor Independence

- 24/7 sales without staffing requirements
- No cashiers, no late-night coverage, no scheduling gaps
- Kitchen staff focus entirely on food production, not service

Access to New Customer Segments

Unattended retail opened markets traditional foodservice couldn't serve:

Corporate campuses & offices

Reliable fresh meals throughout the workday without requiring on-site staff

Manufacturing & distribution centers

Consistent food access for second- and third-shift workers—a significant competitive advantage for employers

Healthcare facilities

24/7 availability for staff working irregular hours

Educational institutions

Convenient meal options across campus without traditional cafeteria constraints



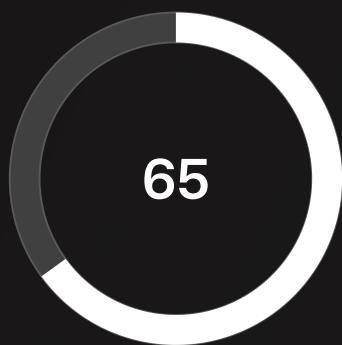
Father and son partnership: Andrew and Neil Anastas built Abbondanza Vending into a 65-location operation without sacrificing quality standards.

The Results: From Survival Pivot to Growth Engine

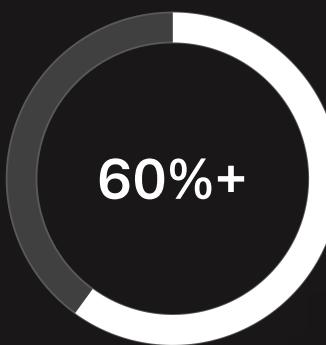
What began as a COVID-era survival strategy became a scalable, repeatable business model.

Today, Abbondanza Vending operates 65 Smart Food Fridge locations across New Hampshire and Massachusetts, serving thousands of **fresh meals** weekly—all without sacrificing the food quality standards that built their reputation.

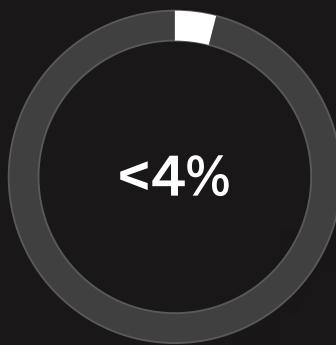
Key Metrics:



Active locations



Food margins



Food waste

- 24/7 sales capability
- Zero front-line staffing requirements

The business now scales **horizontally** (adding new locations) rather than **vertically** (increasing hours or staffing at existing sites). Each new Smart Food Fridge location generates revenue without corresponding increases in labor or operational complexity.

Lessons for Food Operators

This case study illustrates a critical principle: **technology should enhance what makes your food special, not replace it.**

Andrew and Annette didn't compromise on food quality, cooking methods, or ingredient standards. They simply changed the delivery mechanism—and that change unlocked growth that would have been impossible under the traditional model.

This model works for:

- Existing food operators looking to add a new revenue channel
- Catering companies seeking recurring revenue
- Restaurant operators constrained by real estate or labor costs
- Food entrepreneurs ready to scale without traditional brick-and-mortar limitations

It's particularly effective for operators who:

Prioritize food quality and freshness

Are tired of being limited by labor availability

Want predictable margins and minimal waste

Seek growth without increasing operational complexity





Ready to Explore Unattended Retail?

The REDYREF Smart Food Fridge was built for food operators first. If you're ready to scale your fresh food business without compromising your standards, let's talk.

[Contact REDYREF](#)