

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 Fridges

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' web interface. The dashboard is divided into three main sections: 'Select Products', 'Items Selected To Produce', and 'Select Store'. The 'Select Products' section on the left features a search bar and a list of products with checkboxes. The 'Items Selected To Produce' section in the center shows a list of selected items with their average and maximum production quantities. The 'Select Store' section on the right includes buttons for adding or removing dummy locations and a dropdown menu for selecting a store. At the bottom, there are three buttons: 'Add To Multi Location Report', 'Generate Editable', and 'Generate PDF'. A note at the bottom center states: 'Note: All production quantities will be cleared after PDF generation'.

Production Planning Analyzer
Select products, choose store, and plan production quantities by day

Select Products
Products loaded from all stores

Search products...

Clear All

- ☐ Snack Pack - Mediterranean
- ☐ Snack Pack - Pimento Cheese
- ☐ Snack Pack - Protein
- ☐ Snack Pack - Summer Tuna
- ☒ Snack Pack - Tarragon Chicken
- ☐ T Sandwich - Buffalo Chicken
- ☐ T Sandwich - Ham and Gouda

6 products selected

Items Selected To Produce
Items you've selected for production

Clear All

- 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
- Snack Pack - Tarragon Chicken
Avg: 19.0 | Max: 21.0

Select Store
Choose a store to analyze selected products

Add Dummy Location **Remove Dummy Location**

Store Location:
Choose a store to analyze...

Note: All production quantities will be cleared after PDF generation

Add To Multi Location Report **Generate Editable** **Generate PDF**

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

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Dashboard

Products

Transaction

Inventory

Reports

Configuration

Dashboards / Transactions / List

Food Fridge

ABB Vending

List of transactions

Order ID

RFID/ Barcode

Project

Device

CC Number(Last 4 digit)

Payment Type

Order Type

Device Time Stamp

Payer

Customer

Order Item Components

Product

Duration

Start Date

End Date

Reset

Search

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

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Dashboard

Products

Transaction

Inventory

Reports

Configuration

Dashboards / Inventory / Device Inventories

Food Fridge

ABB Vending

Device Current Inventories

Location

Device

Reset

Search

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-013 Rochester Electronics	11/10/2025, 14:00:05	35
IRS #2	ABB-005 IRS-2	11/10/2025, 13:57:02	32
Visa Center	ABB-015 Visa Center	11/10/2025, 13:55:40	87
IRS 4	ABB-006 IRS-4	11/10/2025, 13:49:34	37
Department Of Corrections Men's Prison	ABB-029 Dept of Corrections Mens	11/10/2025, 13:48:21	38

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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



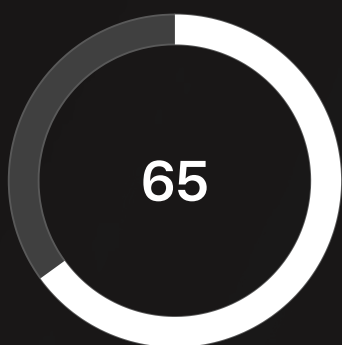
Father and son partnership: Andrew and Neil Anastas built Abbondanza Vending into a 65-location operation without sacrificing quality standards.

The Results: From Survival Pivot to Growth Engine

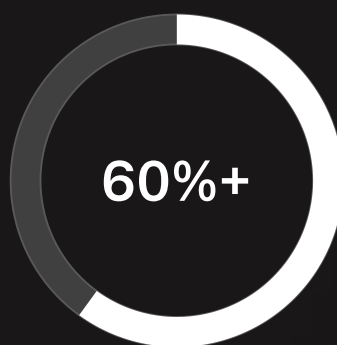
What began as a COVID-era survival strategy became a scalable, repeatable business model.

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.

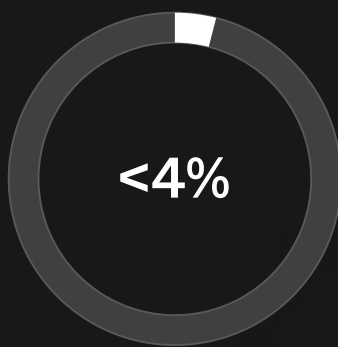
Key Metrics:



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](#)