

PRESS RELEASE

PeGast, the French gourmet fast-food chain, has chosen CLYO Systems' solution - combined with the AURES Group's Yuno EPOS terminals - for its multi-site IT management.

Paris - Lisses - Runcorn, April 2015. **PeGast**, the gourmet fast-food chain inspired by traditional French cuisine, is continuing to expand with company-owned and franchised restaurants. The **Peillon** family, which has run the business since the early 20th century, is to open the chain's **thirty-fifth** restaurant by the end of the year. The aim is to have **seventy** restaurants within the next three years.

PeGast has renewed its trust in its IT partners by choosing **CLYO Systems' EPOS** management software combined with **AURES' Yuno** point-of-sale terminals.

- “**PeGast's** history began in 1912,” explains **Oriane Peillon**, Marketing & Development Manager and great-granddaughter of **Gaston Peillon**. “After moving to the USA, Gaston, whose ambition was to promote French cuisine, joined the kitchen brigade of a restaurant in Denver. While preparing a pot-au-feu, he suddenly thought of serving his dish sandwiched between two slices of bread. That was how ‘Cuisignons’ came into being, a speciality that still holds a special place on PeGast’s menu today.

Ideas and concepts at PeGast always emerge from products rather than the other way round. Products are and will remain the source and centre of our business.”

- Over a century later, the family perpetuated its tradition by setting up *Les Enfants de la Cuisine*, which became PeGast as a tribute to Gaston Peillon, the grandfather and great-grandfather of the current company managers and founders: *Jean-Philippe Peillon*, his brother *Gilles* and his daughter *Oriane*.

“We’ve always been passionate about delicious, home-made, great French cuisine,” says **Jean-Philippe Peillon**, a chef of almost 30 years’ standing who was trained by Joël Robuchon. “We prepare and cook all our dishes on site and only order stock from local suppliers, producers and shops. We work with fresh products, which we then offer to our customers. Creating the best taste at the best possible price is our constant concern. We have 21 outlets, with 15 in Paris and 6 in the provinces: Aix-en-Provence, Bayonne, Lille, Calais, Grenoble and Saint-Denis in La Réunion.”

- “To support our accelerating growth and aid multi-site management, we needed recognized, dependable IT partners who could provide long-term reliability and help us develop complete, well-thought-out, very fast EPOS management solutions,” explains **Gilles Peillon**, the company’s co-founder.

“PeGast has enjoyed the benefit of our know-how and expertise from the very beginning of this adventure,” adds **Pierre Koubi**, Sales and Development Manager at **CLYO Systems**. “We’ve given the chain access to our **CLYO Series PME** licences, which enable till function, sales statistics and CRM settings and tools (e.g. loyalty cards) to be managed simultaneously. Additionally, the **CLYO Series back office** platform centralises data consolidation (foundation and transaction data).”

“AURES systems were an obvious choice from the start of our collaboration. We needed guaranteed, robust, reliable equipment on our sites. We couldn’t take a gamble on low-grade hardware, which would have risked undermining our software’s credibility. The technical quality and performance of AURES’ machines made it stand out from other manufacturers’. Another benefit is that these terminals are very easy to access, which makes them much more simple to maintain.”

“The CLYO/AURES solution is a great success, combining simplicity, efficiency, reliability and a designer look.”

PeGast used to work with former Elios EPOS terminals but has now replaced them with Yuno, the latest product in AURES’ range.

“We tested several types of hardware and various EPOS manufacturers,” adds **Oriane Peillon**.

“AURES terminals are by far the most reliable, robust and long-lasting for our business. For example, waterproof touchscreens have become essential in our sector.”

The responsiveness of the solution installed and the speed of its EPOS terminals are also absolute musts for PeGast: “With one payment receipt every 15 seconds and a tailor-made customer loyalty programme containing up to 2,000 or so cards per restaurant, we needed an extremely efficient, very fast system.

It’s out of the question for our brand image to make customers wait longer than 10 minutes in total, even during rush-hour periods.

The designer look is another benefit, especially since this equipment is good value for money, which we really appreciate,” concludes Peillon.

The solution rolled out at **PeGast** offers the following advantages:

- CLYO Systems’ solution makes multi-site management easier. Front office (till operations) and back office (centralised, simplified management of stock, orders, sales, supplies and customer loyalty programmes, for example) operations can be conducted simultaneously.
- Complete, multi-site management of customer loyalty programmes: access to loyalty accounts (about 2,000 cards per retail outlet), each account’s history and orders, number of times customers have gone through check-outs and their purchasing habits.
 - Loyalty card payments and monetization of points earned
 - Email and SMS customer loyalty campaign management
 - Promotional campaign management (reduction coupons, etc.)
 - Centralized data reporting and storage
- Access to exhaustive reports, giving PeGast managers control and an immediate, real-time overview of sales activity.
- Fast transactions as a result of powerful EPOS terminals (processors) with very reactive multi-touch touchscreens.
- Strong, robust EPOS terminals (fanless, compact, resistant system, Bay Trail J1900 processor, SSD, completely waterproof, projected capacitive screen), which are ideal for tough catering sector and kitchen environments (no ventilation, resistant to fat and liquid splashes, leftovers, flour, crumbs, etc.).
- Energy efficient EPOS processor (consumes less than 10 W), which reduces carbon footprint. This is in line with current environmental standards.
- The Yuno terminal’s modern, aesthetic style is completely in harmony with PeGast’s simple concept and commercial environment.

CLYO Systems' platform together with AURES' Yuno have given PeGast a fast, adjustable and long-lasting EPOS solution.



Oriane Peillon, the **PeGast** network’s Marketing & Development Manager, standing next to a **Yuno** terminal

(PeGast, 21 Rue Danielle Casanova in Paris)

Photo: AURES Technologies – copyright 2015.

About PeGast - www.pegast.com

PeGast, a contemporary fast-food chain providing gourmet take-away meals, was founded in 1999 by the chef *Jean-Philippe Peillon* and his brother *Gilles*, a luxury hotel sector professional. Since 2011, it has been expanding as a franchise and will boast **35** retail outlets by the end of 2015. It reworks authentic French quality recipes into a range of specific sandwiches and salads. These are all home-made on the premises, using traditional techniques and fresh local products.

The chain has outlets in Paris, the provinces (Aix-en-Provence, Calais, Lille, Grenoble, etc.) and in La Réunion (Saint-Denis). It is expanding rapidly and aims to have **70** company-owned and franchised restaurants by 2018.

- *Jean-Philippe Peillon*, a chef trained by Joël Robuchon, has won many awards and medals in the most prestigious cooking competitions. After joining the *Société des Cuisiniers de Paris*, he founded the highly successful **Les Enfants de la Cuisine** in 1999. This concept was developed to set up PeGast in 2010.
- *Gilles Peillon* has been a hotel-and-restaurant professional for over 40 years. After *L'École Hôtelière de Paris*, he began his career as assistant to the director of catering at the Concorde Lafayette Hotel in Paris. He left France in 1980 to become head of catering for the Méridien chain. He then returned to Paris as director of catering at the Concorde Lafayette before going on to run several hotels for *Saint-James & Albany*. In 2010, he joined his brother to develop PeGast.

About CLYO Systems - www.clyosystems.com

CLYO Systems designs and develops EPOS management and payment receipt solutions for restaurants, bars, cafés, and all types of points of service in the hotel, restaurant and catering sectors, enabling simultaneous management of purchases to eat in and take away.

The company makes innovative IT platforms guaranteeing maximum retail-outlet efficiency: ultra-fast ordering; quicker, secure payment receipt; real-time stock monitoring and management; seating plan and table-booking management; in-kitchen order preparation; mobile terminal-based (Pocket PCs) ordering; customer loyalty campaigns (by SMS, emails, loyalty cards); customer accounts payable management; interactive menu display point management; complete multi-restaurant management (stock control, sales statistics, accounting interface, remote data control and reporting), etc.

CLYO Systems operates in many French-speaking countries via a network of authorized partners and dealers.

About AURES Technologies - www.ares.com

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and till functions to all points-of-sale and points-of-service, including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales over €64 million for 2014, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

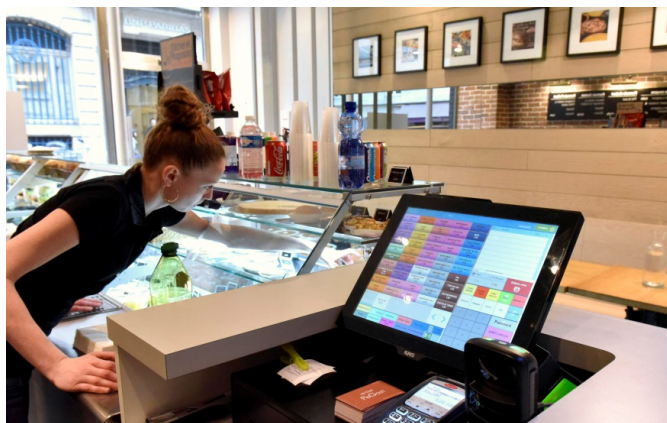
Complementary to the POS activities of the Group, the OEM Equipment & Systems Department works closely with systems integrators and suppliers, providing them with complete product lines of hardware elements and sub-equipment for industrial and digital display applications.

For further information, please contact:

Yannick-Florence Waelly
Communications & PR Manager
AURES Group

+33 (0)1 69 11 16 65 (direct line)

yannick.waelly@ares.com



*CLYO Systems software running on AURES' Yuno point-of-sale terminal.
(PeGast restaurant in Rue Danielle Casanova, Paris)*