

New Styled American Fast Food – Mr. & Mrs. Aysh

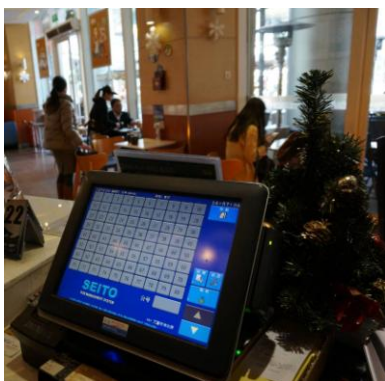
In mid 2010, the first **Mr. & Mrs. Aysh** quick service restaurant was opened in Shenzhen, China. It aims to provide American style fast food to Chinese youngsters. In a few years, more and more branches were opened in different areas, including Pearl River Delta area, Shanghai, Zhejiang, Jiangsu, Changsha, Shanxi, Chongqing and Sichuan etc. As a symbol of simple business style, some branches will place a food truck in front of the restaurant. More than that, the decoration of the restaurants is vibrant and elegant. Comfortable seats and gentle lights are designed so that customers can enjoy their food in a relax atmosphere. In addition, appropriate seating areas of some branches will provide charging facility so that the customers are able to charge their mobile devices while having their meal.



Mr. & Mrs. Aysh provides new styled American fast food. Flagship items include French fries, hot dogs, delicate desserts and special drinks. Among them, French fries is served with more than ten kinds of particular sauces including honey-mustard sauce which is the most popular choice. It brings a new style of traditional fast food like French fries to the customers.



The Management of Mr. & Mrs. Aysh mentioned that, “we devote to present a brand new style of delicious American fast food to the young generation in Mainland China and aim to break the dull image of fast food. With stylish and vibrant decoration, Mr. & Mrs. Aysh has become the “Must” choice restaurant by the young generation who want to enjoy American fast food.”



Regarding operation management, they emphasized the importance of computerization. “Our stores are widely located in different areas. Management team has no way in visiting and monitoring all branches every day. In 2013, we chose **Seito Food & Beverage Management System** for our restaurants. The entire operation and management becomes smooth. In daily operation, Seito’s functionalities and stabilities are well received in the marketplace. Furthermore, the **Remote Management function** and **Daily Sales Email Report Module** greatly make our management more efficiently. We can grasp sales data of all branches just by a click on my mobile device. Business analysis and decision on operation strategy can now be more targeted,” said the Management. “The services by Seito, including system deployment and maintenance supports are professional. Seito’s motto “**Quality Service, Quality POS**” is totally committed and delivered,” the Management stated.