



Quaker Steak & Lube

The Quaker Steak & Lube® restaurants are known for their motor-sports themed atmosphere, award-winning chicken wings and signature sauces, along with their events and promotions. One specific brand identifier is the blazin' ATOMIC Wing sauce. At the Greenville, South Carolina, location, owners wanted to find a way to recognize patrons when they ordered the ATOMIC Wings. Carolina Integrations, a local Control4 dealer, created a Wall of Flame system in the restaurant, showcasing pictures of the customers that have "passed the ATOMIC test" on one of 32 displays.

Carolina Integrations also connected the Wall of Flame to a fire station light and an audio announcement combined with the sound of a fire engine when the wings are delivered to the table. Wait staff arrive wearing a welder's mask, adding to the effect. The Atomic Siren and Light for the Wall of Flame has set the bar for the all Quaker Steak



& Lube locations. It's now a "brand standard" for future franchisees. Carolina Integrations Wall of Flame solution has also helped reinvigorate the Atomic Wings program for the restaurants training and marketing department.

A Dining Experience To Remember

For patron birthdays, Carolina Integrations added two birthday announcements to the system that play at a higher level than the normal music in the entire restaurant. On game days, diners won't miss out since Carolina Integrations installed a 2x2 video wall, allowing the restaurant to display four different games at any time or to create one large 84" display. The video wall makes perfect backdrop for Monday night guitar hero competitions. The system even plays the Monday Night Football theme every Monday at game time. Carolina Integrations also created multiple audio zones to customize music throughout different areas of the restaurant.

Saving Time and Money

To help open and close the restaurant, the Control4 system automatically turns on and off every day, saving valuable time for managers. By automating lights, video, and audio, the restaurant has also noticed a savings in energy costs and anticipates that it will extend the life of installed TVs. Other franchisees now consider Greenville to “best in class” for A/V, and many are starting to add improvements to their A/V capabilities for their stores. Some locations are now working to add the Atomic Siren and Lights. Both owner and employees love the new Control4 system. “Carolina Integrations has been available for all questions at all times of the day,” said Ray Ratliff. “We started out as novice users, and are now competent enough with the system to teach new users of the Control4 system.”

