

Sneaker Syndicate

ABOUT

Sneaker Syndicate is a high-end athletic shoe boutique for sneakerheads in Orlando, Florida. The owner, Stewart Bryant, originally deployed four Key Master arcade machines as a marketing strategy to drive foot traffic into his store. At Sneaker Syndicate's Key Master machines, players are charged \$5 to play a "key game" with the hopes of winning high-end sneakers that normally sell for anywhere from \$300 to \$2,000.

CHALLENGE

While arcades are typically cash-only businesses, Sneaker Syndicate wanted to offer cashless payment options for customers.

SOLUTION

Sneaker Syndicate decided to adopt Cantaloupe's card readers on its Key Master machines. Cantaloupe's readers accept credit/debit cards and mobile wallets while giving Bryant remote access to sales and payout data. Why did he choose Cantaloupe's technology over other options? Its easy, plug-and-play capabilities.

RESULTS

In the first month after installation, Sneaker Syndicate saw the following:

A 45% increase in revenue from the Key Master machines, without a drop-off in cash sales.

A doubling of overall sales with the addition of cashless payments.

Thanks to the profitability and success of the Key Master machines with card reader technology, Stewart Bryant is looking to expand the concept further.

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"I'm starting to fly into and develop franchise agreements at several locations solely because of Cantaloupe."

—Stewart Bryant
Owner, Sneaker Syndicate