



## CASE STUDY

# How Seated Increased Yoon Haeundae Galbi's Total Covers by 8.5%

### Restaurant Description

Yoon Haeundae Galbi is a 100+ seat Korean Steakhouse located in Koreatown in Manhattan. They specialize in Korean Barbeque dishes along with other traditional Korean plates and cocktails.

### Type of Food

Korean, Barbeque, Steakhouse

## Why They Wanted To Work With Seated

As a large restaurant in Midtown Manhattan, Yoon Haeundae Galbi was looking for a partner to help drive them a consistent stream of new business and increase occupancy rates throughout the week.

## What Were The Results?

After partnering with Yoon Haeundae Galbi, Seated sent over 3,300 new guests to the restaurant in 2019, driving over \$180,000 in new revenue and increasing total covers by over 8%.

**\$181,905**

IN NEW REVENUE DRIVEN

**\$36,000+**

IN TIPS GENERATED

**3,332**

NEW GUESTS SENT

**8.5%**

INCREASE IN TOTAL COVERS

*“Seated has been an incredible partner for Yoon, driving a significant increase in the number of people visiting the restaurant every day. As a new restaurant, they’ve had a significant impact on the average spend of each guest and our overall profit margins.”*

— Bobby Yoon, Owner

## Filling Empty Seats With High-Spending Guests

Seated helped Yoon fill empty tables with customers that spend significantly more than the average guest.

**50%**

INCREASE IN AVERAGE LUNCH SPEND

**14%**

INCREASE IN AVERAGE DINNER SPEND