

PJ's Oyster Bed credits ASI's Restaurant Manager, Diablo Retail Systems for excellent support

PJ's Oyster Bed is not only a unique San Francisco eatery, it's also a stunning one. As customers step inside the door and turn around the first corner, they are greeted by an amazing 40-foot mural.

The mural, which took a full year to paint, features deep, rich colors that depict the portraits of 95

employees, as well as pictures of various seafood. According to owner John Drocco, "People come in every day to take pictures of it."

But the restaurant is much more than just a painting. Recently, it was voted one of the top 50 northern California seafood restaurants by The San Francisco Chronicle. Currently celebrating its Silver Anniversary, PJ's Oyster Bed serves melt-in-your-mouth fresh creole-cajun seafood.

The award-winning restaurant, located for the past 25 years in the beautiful inner Sunset district one block from Golden Gate Park, is found at 737 Irving Street.

Besides creole and cajun seafood, the chefs also expertly prepare thick and creamy clam chowder, as well as jambalaya, seafood gumbo, oysters, crab cakes and other entrees. Fresh salads, mouth-watering roasts, chops and poultry dishes round out the menu.

A truly unique feature of the restaurant is its Bayou by the Bay celebration. It is scheduled from February through June. For the event, PJ's changes its menu every Tuesday, Wednesday and Thursday. In a nutshell, they roll out the red carpet.

On each of those three days, Drocco flies in 500 pounds of live crawfish a day from Louisiana, plus he serves alligator, all-you-can-eat crawfish, and fresh Gulf Shrimp. "We take care of our customers," he says, explaining the success of PJ's.

PJ's adds the Restaurant Manager POS System

Adding to his success is the Restaurant Manager POS System by ASI. "We are also very excited about adding the Write-On Handheld by Restaurant Manager," added Drocco.

ASI's Write-On Handheld is a patented, wireless POS system which utilizes handwriting recognition built into pocket PCs to record orders,

thus making it as easy to use as a pencil and pad. The handheld system is a boon to waiters who want to jot down a diner's order quickly and then send it off to the kitchen.

Zap! With the tap of the stylus, the order is on its way. This eliminates the need for the wait staff to trek the order to the kitchen

or to a fixed POS station on foot. Besides being quick and efficient, it provides instant information on sold out items; leaves more time for waiting on diners at the table; provides complete menu details, from beverages to entrees; provides speedy check printing; and efficient check settlement.

PJ's acquired ASI's Restaurant Manager POS System from Diablo Retail Systems.

Diablo Retail Systems is a Concord, California point-of-sale company that sells equipment like touch screen systems, digital surveillance systems, cash registers, Sharp products, CSRs, and other products.

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The company, which has been in business for 54 years, is the northern California representative for Restaurant Manager. According to Diablo systems engineer Jeff Mikesell, Restaurant Manager is a software package that, besides Write-On Handheld, also includes back office, time keeping, inventory control, gift cards and more.

Diablo's customers include restaurants, from the small mom and pop eateries, to large chains, delis, cafeterias and hotels.

Both PJ's and Diablo value the Write-On Handheld

I love the system," says Drocco. "We are upgrading it as we speak. We've been working with Jeff Mikesell from Diablo."

Mikesell also likes the system "for its ease of use, its stability and its full features." He says that with the Write-On Handheld, "restaurants can make more money because the server can handle more

tables, and the customers get better service because the servers are on the floor."

PJ's appreciates technical support from Diablo

John Drocco also appreciates Diablo's great technical support team. "I'm really impressed with their company," he said. "They have a great technical support team, including Jeff. These guys are so knowledgeable about what they do.

"We were like a young puppy for the first two or three years," he adds. "We had to be coached and they had to have a lot of patience with us. They stuck with us and we stuck with them. We're happy partners." **HN**