



COMPANY

Rise & Shine Biscuit
Kitchen & Cafe
Denver, CO
riseandshinedenver.com



ESTABLISHED

2010



MARKET SEGMENT

Restaurant



POINT OF SALE

Square



ACCOUNTING SOFTWARE

QuickBooks Desktop

"My time is valuable and the hours I'm saving by eliminating manual data entry let me focus my attention back to growing the business."

Commerce Sync helps Rise & Shine Biscuit Kitchen and Cafe get the time they knead to grow.

Rise & Shine Biscuit Kitchen and Cafe is Denver's only biscuit-based, all-day restaurant. With zero experience or background in the food industry, owner Seth Rubin introduced Denver to one of the most-cherished cornerstones of Southern Cuisine—the buttermilk biscuit. Seth and his team insist on traditional techniques—they bake in small batches and incorporate butter by hand. Loyal customers feast on Seth's contemporary takes on the classic, like chipotle honey, curry or mixed berry, and heavenly breakfast sandwiches with eggs, cheese, sausage and bacon.



With manual data entry becoming overwhelming, Seth knew he needed an easier way to manage the books.



Seth can pull targeted reports directly from QuickBooks—giving him additional insight into the financial health of the business.

BACKGROUND

Seth Rubin left Virginia for Denver over 10 years ago but he never lost his love for a flaky, buttery Southern buttermilk biscuit. For years, the Chapel Hill, North Carolina native baked biscuits to fuel Saturday morning bike rides in the mountains. After noting that the breakfast market in Denver was booming, in 2010 Seth turned his hobby into a business. He first tested his concept out of Basil Doc's, a local pizza joint, and then quickly expanded into another Basil Doc's location. Rise & Shine Biscuit Kitchen and Cafe opened their first standalone restaurant in June 2015. Starting with a limited schedule and menu, Rise & Shine has become such a neighborhood favorite that they've expanded their hours and their offerings— including the popular Biscuit of the Day, inspired by Seth's adventurous spirit and his Southern roots.

CHALLENGE

As is often the case, Seth Rubin didn't start his career making delicious biscuits, but has followed his heart—and his stomach—down a delicious path. In college, he majored in urban development and planning and moved to Colorado in 1999. The economic downturn of the late 2000s led to a layoff, and while he was contemplating career options, Rubin thought about what he really wanted to do. It didn't take Seth long and just a few months later he had a business plan and a perfected biscuit recipe.

As Rise and Shine Biscuit Kitchen and Cafe has grown and flourished, Seth realized he was spending more and more time on accounting tasks and not enough time in the kitchen or on ideas to help grow the business. He knew that integrating Square and QuickBooks would help him eliminate some work, so he began searching for an app that would free him from crunching numbers and manually entering daily sales data.

SOLUTION

Seth searched long and hard for a solution that would integrate his accounting when he came across Commerce Sync. He liked the idea of the free trial and decided to give it a shot, not knowing if it the solution would be right for him. However, once he experienced the time savings, he was hooked. Suddenly, the hours Seth was spending each week entering sales information were freed and he could now quickly determine profits and losses with financial information at his fingertips.

RESULTS

Seth is glad to have found a happy medium between paying an accountant to do the bookkeeping and dealing with the overwhelming task himself. Besides saving Rise & Shine money, Commerce Sync saves Seth time at the end of each day. "My time is valuable and the hours that I'm saving each week by not having to manually enter data from a spreadsheet lets me focus my attention on growing the business."



ADVICE ON STARTING YOUR OWN BUSINESS

Plan wisely and grow into the business. Start with what you need, not with what you want.

ABOUT COMMERCE SYNC

Commerce Sync automatically transfers sales information to QuickBooks or Xero every day.

Learn more at
commercesync.com

