



#### PROFILE

**Industry:** Restaurant  
**Name:** GG's Bistro  
**Location:** Laguna Beach, Calif.  
**Founded:** 2005  
**Website:** [www.ggscafebistro.com](http://www.ggscafebistro.com)

#### CHALLENGE

As pandemic restrictions begin to lift, small family restaurants like GG's Bistro face the challenge of adhering to local and state guidelines to ensure patron health and safety.

#### SOLUTION

The Epson® WorkForce® Pro WF-C8690 Printer empowers small restaurants to create signage and single-use menus in-house without having to outsource to a printshop. Having the ability to print affordably and on-demand allows them to remain flexible with their menu while remaining compliant as they resume operations.

## Making the Best of It

### Epson printer helps California restaurant offer a great experience during the pandemic

*GG's Bistro received an Epson WorkForce Pro WF-C8690 Printer free of cost*

"It's like running on a treadmill," says Francesca Gundogar, co-owner of GG's Bistro in Laguna Beach, California. "We're not moving forward, but we're not going backwards either."

Running in place is big accomplishment during the coronavirus pandemic, with almost half of American restaurants closed at least temporarily. "We didn't want to shut down because people forget you and other places take your customers," Francesca explains.

***"I'm really impressed with this printer. We no longer have to send everything out to a print shop. Now, when I have an idea for a drink or salad special, I can print it almost immediately, then start taking orders."***

- FRANCESCA GUNDOGAR, CO-OWNER, GG'S BISTRO

To keep the doors open, she's taken a number of ingenious measures designed to help her gain market share and hold onto her best employees. Among them: printing signs, specials, and menus on her new Epson WorkForce Pro WF-C8690 A3 Printer.



"Although it's a challenge to get by, it is a time when restaurants can improve themselves," she says. In fact, she's gained so many new customers that she expects significant growth when the crisis is over.

#### A Creative Approach

Founded in 2005, GG's Bistro is a family business owned by Francesca and her husband Ragip Gundogar, with the advice and regular help of their two grown children. Specializing in Mediterranean and Turkish fare, they are known for their fresh and delicious cuisine, a great Sunday brunch, and a beautiful patio with views of the Pacific Ocean.



# Epson Business Inkjet Printer

## Case Study | GG's Bistro



Like other small business owners, the Gundogars work hard and fill many roles. While Ragip tends the bar and takes care of the shopping, banking and accounting, Francesca runs the kitchen, the organization, and the sales and marketing programs.

Forced to close their dining room at the start of the COVID crisis, Francesca says her first challenge was adding ordering and payment to the restaurant's website. "Delivery services charge a very high commission," she says, so she asked her web developers to create a pickup menu with online payment instead. "In just two days they had it ready," she recalls. "We were the first in Laguna Beach to have anything like it."

Next she worked on signage. While GG's is located on South Coast Highway, it's set back a bit and hard to see from the beach. To bring some visibility to the restaurant, she built and installed a large wooden chalkboard out on the sidewalk, and filled it with humorous, eye-catching messages, such as "Good food is good mood," and "Eat here or we will both starve."

In the same vein, she set up a pickup area on the patio and used her new Epson printer to create more signage, including 17" x 22" announcements that the restaurant is open for takeout and others showing where to wait for

pickup. She also prints the day's menu together with a number of promotional pieces showing special meals and cocktails illustrated with her own, quite-professional photography. She slips the multi-sheet menu into a menu stand and displays the promotional pieces under a large sheet of Plexiglas covering two tabletops.

Past the pickup area and inside the dining room is an Essential Items Market, which includes fresh produce, canned goods, paper goods, disposable gloves and bottles of wine, organized with more signs created with the Epson printer. "We don't



make a lot of money on the market," she says, "but it brings people to us and gives them a clean, safe place to shop."

Her creative use of signage has helped maintain steady revenue that pays the rent and has allowed the Gundogars to keep half their staff employed, part time.

### Single-use Menus Printed Beautifully

While the signage and printed promotions have helped the Gundogars keep money flowing in, Francesca says she looks forward to reopening her dining room. When she does, she will use the new printer to create the disposable, single-use menus required by the State of California. These menus

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will serve as a one-time usage placemats as well, thanks to the WorkForce Pro WF-C8690 ability to create full-color documents up to 13" X 19."

"Our son is an architect and an expert in computer design," she explains. "He's created a big, beautiful menu that I'll be able to change daily."

It's fast, printing single-sided sheets at 24 pages per minute and double-sided at 16 pages per minute, with no warm-up time<sup>†</sup>. Able to print Francesca's carry-out specials in high-quality color, it's perfect as well for Ragip's weekly financials and other reports. There's an automatic document feeder capable of scanning stacks of invoices and receipts at 40 pages per minute, both sides at once, in full color<sup>1</sup>. It's economical as well, saving up to 35 percent on printing costs versus color laser<sup>2</sup>.

"I'm really impressed with this printer," Francesca says. "We no longer have to send everything out to a print shop. Now, when I have an idea for a drink or salad special, I can print it almost immediately, then start taking orders. I'm so happy to have it. It's helping us get through a tough time."

### Working Toward Reopening

GG's dining room closed at the start of the pandemic, but Franceca has carefully planned its reopening. Her thought is to go beyond the California guidelines, opening at first only on her patio. "It will be safer in the open air, and we should be able to seat 30 people," she says. "I know our people are ready to come back full time. We can be ready to open tomorrow."

\*This product uses only genuine Epson-brand cartridges. Other brands of ink cartridges and ink supplies are not compatible and, even if described as compatible, may not function properly.  
† Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on factors including system configuration, software, and page complexity. For more information, visit [www.epson.com/printspeed](http://www.epson.com/printspeed)

1 Based on 200 dpi, letter-size, in black-and-white or color.

2 Based on printing costs with the WF-C8190 and WF-C8690 printers and highest-capacity replacement ink compared with the costs of printing equivalent ISO pages with best-selling, similarly featured A3 color laser printers priced at \$2,499 USD or lower with speeds of 30 ppm or lower as of December 2017. Toner and ink costs based on manufacturer's highest-capacity yields and pricing; printer costs based on average selling price per industry-available data as of December 2017. Actual savings will vary based on usage conditions.



"The people at Epson have been so helpful," she adds. "I want everything to be a great experience at GG's. It's nice to have friends who feel the same about their business and are willing to help me with mine."

As of this writing, GG's Bistro has opened its dining room for business, and over the Memorial Day 2020 holiday weekend, printed more than 950 single-use menus. In Francesca's own words, "Epson helped us look professional to our customers, to have our disposable menus ready at the moment of our dine-in reopening."

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