



# How Italian fine-dining restaurant Itria uses “easy tech” to elevate the customer experience



## TAKEAWAYS

- Rich customer data helps Itria provide individual guest experiences and build relationships with their community.
- The team values the platform’s simplicity and ease of use in everything from hardware to integrations to payments.
- Detailed sales reports keep Itria organized and enable smart, data-backed decisions.

For Itria, as in life, change is the only constant. The modern Italian restaurant has thrived in flux from day one; born into San Francisco’s iconic Mission District, it began in 2020 as pizza tasting in the park — weekly jaunts where Itria Restaurant Group managing partner Min Park and executive chef Daniel Evers would meet to test out custom flavors.



“Daniel’s vision was housemade pasta, but he didn’t want to do delivery pasta because it’s just never the same,” Min says. “So I convinced him to do pizza. We would walk around Duboce Park for 20 minutes and taste what he made, and if it was good we’d put it on the menu.”

To manage those piping-hot pizza deliveries, Itria turned to Square, which Min had experience with from his other food-and-beverage ventures. “We’re a Square family,” he says. “It was a no-brainer for us to use Square from the get-go.

## **Curating the customer experience with the power of data**

Pizza in the park eventually morphed into pasta in the Mission, but one thing remains the same: Itria’s commitment to experience, both product and customer.

Menus change with the seasons and center on Daniel’s love of crudo and pasta. Every shape is meticulously handcrafted, similar to how every diner experience is thoughtfully personalized. Individual experiences for each guest are top of mind for the Itria team, and they use the detailed customer data hosted in the Square platform to provide them.

“We flag when a certain credit card is used X number of times, and we start to recognize who that person is. When those people come through, we view them as regulars, and we offer them a special goodie or something.”

Building these relationships with their community is a cornerstone of the Itria mission, which was and remains to be thought of as a neighborhood staple where locals and visitors alike can enjoy food that “makes them feel good.”

## **The value of the right tech partner: simplicity, from setup to payroll**

Providing a truly curated customer experience relies on making the ordering, dining, and checkout easy — and according to the team at Itria, nothing’s easier than Square.

“There isn’t a big learning curve. The basics of here’s what we’re selling today, here’s how people are going to pay for it, and here’s how we’re going to get money to pay for everything — that’s all simple. And I think that’s what the staff really likes.”

Min Park, managing partner, Itria Restaurant Group

“I think too many times, restaurant tech works well for an MBA student who’s never worked at a restaurant before, and they’re like, ‘If I put this on a spreadsheet and use my software 50 times, I’ll make 5% more margin, but what I think Square does is go into the mindset of ease of use.’”

That applies to everything from hardware setup — “You could open it out of the box and get online really quickly” — to payments.

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The Itria staff also appreciate the payroll feature, which — in addition to being easy to integrate with the business’s payroll provider — takes care of scheduling and time tracking with just a few clicks.



## Navigating economic ups and downs with data-driven decisions

To help keep Itria on track amid changing conditions, Min and his team dive into their sales reports so they can make informed choices for the business. "It organizes my weekly and monthly sales. You can kind of say, 'Okay, it felt busy, but then my sales were lower because my average check went down,'" Min says.

These in-depth numbers help Itria paint a complete picture of how they're performing. "We're very closely monitoring not just the busyness of the restaurant on the floor but also what our total sales are. The organization we get with Square really helps us make decisions as needed, like offering certain dishes over others or running specials."

And with those smart, data-backed decisions, Itria's sure to remain a neighborhood staple for years to come.

100,000+ restaurants have moved to  
cloud-based solutions by Square.  
Just like Itria.