



MITYLITE SITS WELL WITH MOE'S

“ MityLite provides us with a seamless operation and a very high level of availability . . . We never have to worry that they have enough stock to handle our new stores or remodels. ”

—Jacqueline Collins,
Senior Director of Development
Moe's Southwest Grill

FEATURED PRODUCTS:

- Princeton Chairs and Barstools
- St. Louis Barstool with Footring

OVERVIEW

“Welcome to Moe's!” It's an enthusiastic rally cry and principle for the welcoming establishment of customizable Southwestern food. Founded in 2000, Moe's Southwest Grill has nearly 600 locations throughout the United States, with many more new restaurant openings and remodels scheduled for the near term.

From store signage to creative menu item names, much emphasis is placed on remarkable food enjoyed in an atmosphere that delivers a one-of-a-kind energetic experience; an experience that begins with the construction and design of each new restaurant location or remodel. For many years, restaurant furniture supplier MityLite has provided a solid furniture package to meet Moe's Southwest Grill's growing franchise operation and includes one padded chair, a padded barstool, and more recently a fixed, padded barstool.

SOLUTION

Working as an integral team member, MityLite maintains a close vendor relationship with Moe's to ensure all location requirements and issues are met and addressed.

“Due to the smaller footprint of our urban market locations, we identified the need for a stationary, fixed seat to better accommodate the tighter space while maintaining a comfortable setting for our customers,” said Moe's Senior Director of Development Jacqueline Collins. “MityLite worked closely with us on the concept to design, sample, test, and modifications to produce a new counter barstool, which is now an optional part of our furniture package.

“MityLite provides us with a seamless operation and a very high level of availability,” continued Collins. “We never have to worry that they have enough stock to handle our new stores or remodels.”

Comfortable seating pairs well with comfort food. The partnership with MityLite celebrates originality to further enhance the culture that is Moe's Southwest Grill.

