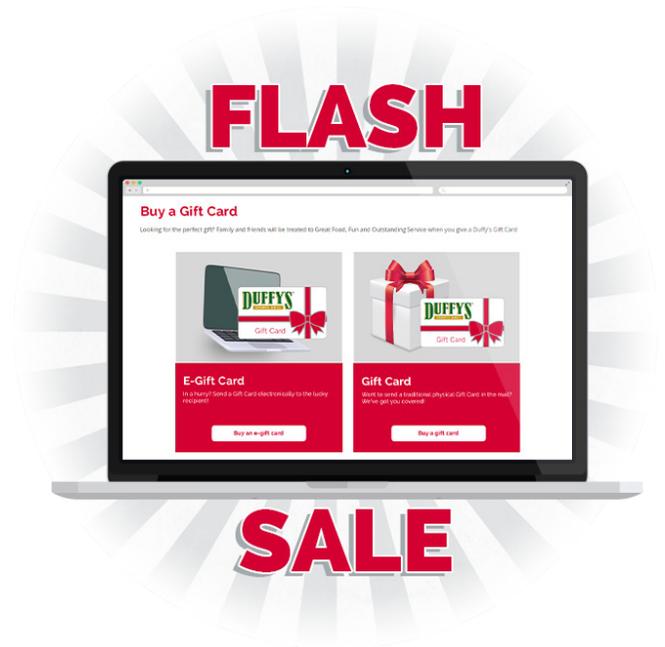
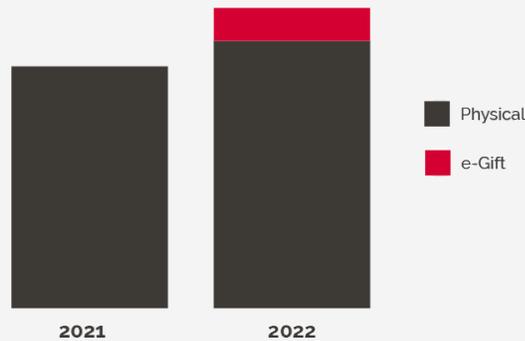


# Duffy's Sports Grill's Flash Sale Raises the Bar

Duffy's Sports Grill improves guest engagement **with a holiday gift card sale like no other.** And e-gift is the icing on the cake.



Duffy's Sports Grill Year-Over-Year Gift Card Sales



## Bringing the Duffy's Sports Grill home

For over a decade, Duffy's Sports Grill has offered gift cards through Paytronix to provide loyal guests an additional way to experience the brand, and in 2020 Duffy's Sports Grill hit on a novel concept: on 3 days a year, they would heavily promote a gift card "Flash Sale" – offering physical gift cards with bonus dollars to entice customers to buy. The 2021 results were dramatic: **On flash sale days, sales increased by up to 10.9 times the daily average!**

## Digital makes it better

In 2022 Duffy's Sports Grill expanded the program bonuses while including e-gift cards in the promotion. The results speak for themselves: In addition to a year-over-year increase of revenue from physical gift cards of 10%, e-gift card sales accounted for an additional 10% increase as well.



**33**  
LOCATIONS

**1M**  
BURGERS SERVED  
ANNUALLY

**37**  
YEARS FAMILY  
OWNED & OPERATED

**\$1M+**  
DONATED SINCE  
2016

Founded in 1985 by two childhood friends.

Casual dining, great beer selection, energetic menu.

Duffy's Sports Grill is headquartered in Palm Beach County, Florida, and operates 33 full-service, casual-dining restaurants throughout Florida. The company has become a regional market leader known for top-quality casual dining, emphasizing fresh ingredients and grilled items in a distinctive sports atmosphere.

[www.duffysmvp.com](http://www.duffysmvp.com)



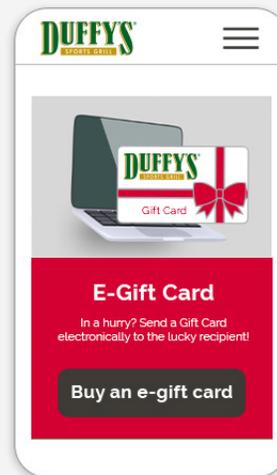
## A Great Concept That Gets Better with Age



31% of total gift card sales **occurred on flash days**



**10% lift** in year-over-year physical gift card sales



**21% overall** year-over-year lift thanks to the addition of e-gift



The key to success? **The urgency / excitement of flash sale days**

*"Duffy's Sports Grill is a welcoming place, and we want our guests to feel at home here. These gift card flash sales allow our guests to share the fun they have at our restaurants, and allow friends and family to share their love of Duffy's Sports Grill. We can't wait to partner with Paytronix to make next year's flash sale even better."*

**Tracy Clary, Director of Marketing**  
Duffy's Sports Grill