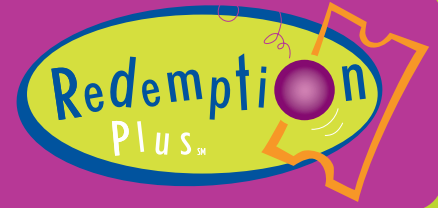


# Redemption Plus the **turn-key** solution



## Trifecta Management Group

- Location Based Entertainment Consultant
- Owner - Michael Auger
- Consults and manages 16 entertainment brands



## OVERVIEW:

Trifecta Management Group (TMG) provides comprehensive management services to the restaurant and retail entertainment industries. Mike Auger is one of the founders and managing partners of TMG and worked on the executive management team that developed GameWorks.

Some of Trifecta's larger customers include DDR Diversified Realty, Steiner and Associates, LiveNation, and House of Blues, as well as private individuals and entrepreneurs.

## SITUATION:

TMG needed to take two former GameWorks entertainment facilities, in Columbus, OH and Long Beach, CA, and convert them to a new concept called Kitchen Den Bar (KDB). As part of the overhaul, the entire facility concepts were going to be transformed.

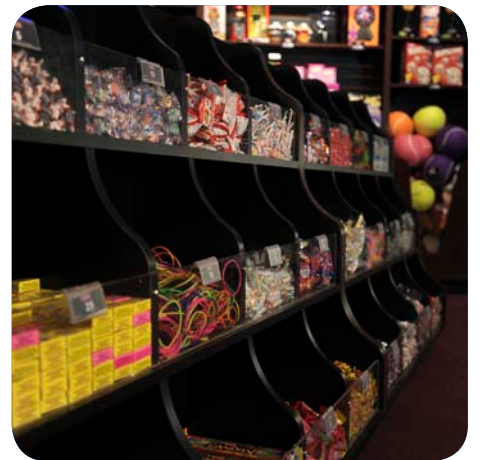
The game room was converted to a state of the art redemption focused game mix and a redemption "store" was introduced to replace a traditional redemption center. Auger was attracted to Pinnacle's revolutionary hybrid design that combined the best of both worlds: the traditional redemption counter and the redemption room.

"Our challenge has always been to identify what the needs are in the marketplace and what concepts will create a competitive difference," said Mike Auger.

**"We needed a turn key service for game room design that kept us on the cutting edge of product mix and tools to manage our redemption business."**



**“Redemption Plus provides a one-stop-shop for our redemption needs.”**



## **SOLUTION:**

TMG hired Pinnacle Entertainment Advisors by Redemption Plus to help develop the game room design and layout. Pinnacle created custom cabinets and displays specifically for KDB’s new redemption store. Once the redemption room was installed, Redemption Plus provided prizes and on site consulting to merchandise the area.

In addition to a one-of-a-kind redemption store, the prizes were customized based on each city to feature local sports teams, with a wide selection of items appealing to the 20 – 39 year old KDB customer demographic. “It was nice to have a vendor that would provide merchandise special to each location,” said Auger.

Auger was impressed with the entire Redemption Plus team. “Whether it is senior management or people on the ground, the level of customer service is superb.”

**“I like the experience and knowledge base of everyone I talk to.”**

TMG operates in multiple locations with various managers in the field; they appreciate the systems and controls that Redemption Plus provides.

**“In addition to ensuring a great redemption experience for our customer, they allow our management and staff to focus on the execution of the KDB Experience.”**

“With Redemption Plus, I don’t have to spend my time searching for other companies or products to merchandise my redemption centers,” said Auger. “They provide a one-stop-shop for what we need for our redemption concepts.”

**Here’s to staying a step ahead, Trifecta!**

# **Redemption Plus**

growing your business one **smile** at a time

