

CASE STUDY

Craftsmanship meets high-tech

The Mühlenbeck butcher creates a convenient customer experience across all channels through digitalization

Some call it connected commerce, others call it the perfect customer experience: With the help of the Bizerba RetailApp MyOrder, among other things, the innovative traditional butcher Mühlenbeck creates a consistent and continuous shopping experience - whether in the store or for pre-orders via app or phone. This also includes networked Bizerba hardware that integrates seamlessly into the existing infrastructure, whether in production, in the preparation room, at the fresh food counter or at the cash register.

