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Breadcrumb Launches Breadcrumb Live, an iPhone App for Restaurant Owners to Keep Tabs on Their Business

Restaurants gain 24/7 access to real-time information about their operations, turning their iPhones into an effective business monitoring tool

CHICAGO--(BUSINESS WIRE)-- Today, at the National Restaurant Association Show in Chicago, Breadcrumb (<http://gr.pn/breadcrumb>) announced the launch of [Breadcrumb Live](#), an iPhone app that gives restaurant owners a way to monitor the performance of their business in real time. With Breadcrumb Live, restaurant owners are provided with quick and easy access to important sales figures, guest and check counts and performance trends--24/7, right from the palm of their hand.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150518006021/en/>



"Breadcrumb's mission is the same as it was from day one: create a reliable and affordable POS system for the modern restaurant. Our team has extensive hospitality industry experience, so we understand how important it is for business owners to always know what's going on inside their restaurant," said Breadcrumb Founder Seth Harris.

"Breadcrumb Live provides them with the ability and freedom to do just that and gives them the peace of mind they need when they're away."

Key features of Breadcrumb Live include:

- **Real-time Sales Data** - View total net sales as well as top categories and average check size
- **Time and Trend Analysis** - Spot performance trends by comparing week-over-week revenue, traffic, sales and customer trends
- **Detailed Analytics** - Gain additional insight into the number of guests and checks, allowing you to make better informed decisions on staffing

Breadcrumb Live is an iPhone app that gives restaurant owners a way to monitor the performance of their business in real time (Photo: Business Wire)

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- **Seamless Access** - No setup required. Use existing Breadcrumb login information to quickly access the app
- **Mobile Optimization** - Access important information needed to effectively monitor your restaurant through a simple, easy-to-use interface specifically designed and optimized for the iPhone

To help celebrate the launch of Breadcrumb Live, Breadcrumb is holding a champagne toast today at 2:00 p.m. CDT during the [National Restaurant Association Show](#) at Chicago's McCormick Place. The toast will take place at the Groupon/Breadcrumb booth (#6057) in the North Building--Level 1. For more information, please visit [here](#).

Businesses interested in learning more about Breadcrumb can visit <http://gr.pn/breadcrumb>.

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About Breadcrumb Point of Sale

Created in New York City in 2011 by a team of restaurant industry veterans, Breadcrumb is an easy-to-use, powerful and affordable iPad POS for food and beverage businesses. Breadcrumb removes the complexities, costs and headaches associated with antiquated POS systems. Plans start as low as \$99 per month and include free installation and 24/7 phone and email support. Businesses interested in learning more about Breadcrumb and signing up for the service can visit

www.breadcrumb.com.

About Groupon

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

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