

Zerbo's Health Foods Prospers with CATAPULT



Located in the growing town of Livonia, MI, Zerbo's Health Foods is a 12,000-square-foot supermarket that provides natural goods to health-minded consumers in the surrounding community. Zerbo's offers vitamins in a variety of categories, including food-based, all natural, and allergy-free. They also carry foods that are wheat-free, sugar-free, and all-natural. Zerbo's offers healing herbal teas for everything from arthritis to sleep aids. A full spectrum of organic produce is available as well. Zerbo's owner Ryan Adams talked with us recently about the benefits CATAPULT is bringing to his expanding retail enterprise.

ECRS: Give us a little background on Zerbo's.

Adams: Ever since my grandfather opened the business in 1957, Zerbo's has maintained his original vision of serving top quality organic foods and beverages, all of which are produced naturally, without pesticides, drugs,

and growth hormones. With 37 employees, we serve a very diverse clientele from the surrounding metropolitan area. We're located on Plymouth Road, which is a five-lane highway that stretches across downtown Livonia.

ECRS: Why did you choose CATAPULT as your store's point-of-sale system?

Adams: We had an automated system before, but switched over to CATAPULT, primarily because of how easy it was to learn. As we fine-tuned the system to meet our specialized daily, weekly, and monthly needs, it became apparent just how smoothly the transition to CATAPULT really was. Plus, the touch screen monitors at the point of sale make that area of the store more dynamic and colorful. We're quite happy with CATAPULT.

ECRS: How is CATAPULT's reporting power benefiting your enterprise?

Adams: With over 17,000 items in our store, maintaining tight control over our inventory is high priority at Zerbo's. CATAPULT's reporting engine lightens that load considerably. The system



continues to help our daily operations run more smoothly than ever before.

ECRS: Would you recommend CATAPULT to other retailers?

Adams: Yes, I would definitely recommend CATAPULT to other retailers. It's a great system right out of the box, and I have been able to customize it to meet a variety of unique retailing needs.

Zerbo's CATAPULT System Profile

- 5 CATAPULT POS Terminals
- 12 CATAPULT Management Workstation Terminals
- 2 Wireless CATAPULT Workstations
- Labels and Signs
- Debit and Credit Processing
- \$6 Million in Yearly Sales
- Up to 600 Customer Transactions Per Day