



HuHot Sees 6x Increase in Guest Value from Subscription Program



1999



HuHot was founded in 1999 in Missoula, Montana.

2002



The first franchisee-owned location opened in 2002.

58



There are 58 HuHot locations around the country.

The Offer

In February 2021, HuHot launched its BOGO Grill Pass, at first as a trial.

With a subscription program, HuHot hoped to increase guest visits. For a monthly fee of \$9.99, guests earn a free grill meal when they purchase one full-priced grill meal.

Since its launch, the program has delivered by driving CLV, revenue, and elevating the guest experience.



The Results

HuHot's subscription program returned an amazing value with increases across the board. While it provides a high discount, the increase in visit frequency, paired with the recurring monthly subscription fee more means that it truly pays off. The program strikes an ideal balance in guest value and bottom-line benefits. Since launch, HuHot has seen a triple digit increase in spend.

GRILL PASS SUBSCRIBERS VISIT

3x

THE FREQUENCY OF A REGULAR MEMBER

GRILL PASS SUBSCRIBERS SPEND

\$100+

MORE THAN REGULAR MEMBERS

GRILL PASS SUBSCRIBERS CREATED A

6x

INCREASE IN SPEND OVERALL.*

*Taken after 90 days, number includes cost of subscription

The Value

HUHOT REWARDS MEMBERS SPEND:

\$43.60

IN THEIR FIRST SIX MONTHS OF THE PROGRAM

BOGO GRILL PASS MEMBERS SPEND:

\$279.05

IN THEIR FIRST SIX MONTHS OF THE PROGRAM



BOGO GRILL PASS MEMBERS PROVIDE



THE VALUE

OF REGULAR LOYALTY MEMBERS

The Members



FAMILIES AND PARENTS:

61%

ARE AGED 36-55

8% OF VISITS INCLUDED A KIDS MEAL
(WHICH ROSE 10% IN SALES)



NEW LOYAL FANS:

33%

ARE ENROLLED INTO LOYALTY 30
DAYS PRIOR TO JOINING



THE ONES WHO (ALMOST) GOT AWAY

37%

HAD NO ACTIVITY IN THE 90 DAYS
PRIOR TO JOINING

"We're thrilled Paytronix was able to build this product for their clients. We are very pleased with the results so far and hope to roll out subscriptions to more locations in the future."

- MONICA MINFORD, SR. DIRECTOR DIGITAL MARKETING, HUHOT MONGOLIAN GRILL