Small Business Spotlight: Meadowlark Market & Kitchen

Blog · https://retailedge.com/docs/meadowlark-market-interview

1. Can you tell us a little about Meadowlark Market & Kitchen and what makes it unique?

Answer:

"Meadowlark Market & Kitchen is a farm stop and shared-use commercial kitchen located right on Main Street in Lander, Wyoming. We're open six days a week, year-round, and feature products from more than 100 local and regional producers.

The market and kitchen are projects of Slow Food Wind River, a nonprofit dedicated to building a sustainable and resilient local food economy. Our mission is to support local producers, reduce food waste, and combat food insecurity in our community.

What makes us especially unique is our licensed commercial kitchen. In addition to supporting our retail market, it provides space for aspiring chefs and food entrepreneurs, hosts culinary classes for our local college, offers hands-on cooking classes for community members, and serves as the hub for our food recovery efforts by reprocessing and donating surplus food."

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2. What challenges were you hoping to solve when you started using RetailEdge POS?

Answer:

"Our previous POS system wasn't designed for our consignment-based sales model and didn't provide the reporting or sales data we needed to evaluate trends across the wide variety of products we carry. We also dealt with frequent receiving and inventory issues that took a significant amount of time to investigate and correct.

Those challenges ultimately led us to make the switch to RetailEdge."

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3. How has RetailEdge made it easier to manage your inventory, especially with seasonal products?

Answer:

"RetailEdge has made inventory management much more organized and reliable. With products constantly coming in from more than 100 producers, having accurate inventory tracking and an efficient receiving process has made a tremendous difference. Knowing what we know now, we wish we had been using RetailEdge from the very beginning."

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4. Which RetailEdge feature do you use the most?

Answer:

"The feature we use most is the receiving and inventory management system. It allows us to efficiently receive products and accurately track inventory for the 100+ producers whose products are on our shelves at any given time."

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5. How has RetailEdge helped improve the checkout experience for your customers?

Answer:

"We love the checkout interface. We've customized the sales screen with shortcuts for our best-selling items, as well as produce and other products that don't have barcode stickers. This speeds up transactions, improves accuracy, and eliminates the need to search the database while customers are checking out."

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6. How do you use RetailEdge's reporting tools to make better business decisions?

Answer:

"We generate a variety of weekly and monthly reports that help guide decisions across nearly every aspect of our operation. We've used those insights to adjust order quantities, update pricing, plan promotions, reward loyal customers, and even reorganize product placement throughout the store to improve sales."

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7. If you could go back in time, what's one thing you wish you had known about RetailEdge?

Answer:

"I would tell myself to invest the time upfront to learn all of the features and options RetailEdge offers. Our priority was switching systems as quickly as possible without closing the market, so we focused only on the essentials. A few months later, we discovered several powerful tools that would have been helpful from day one."

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8. What has surprised you the most about using RetailEdge?

Answer:

"What surprised us most is how capable and well-suited it is for running a modern retail business. At first glance, the interface didn't seem as sleek or modern as our previous POS system, but once we started using it, we found it performs better in virtually every way that matters."

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9. What advice would you give other farm stops that are considering RetailEdge?

Answer:

"You don't have to be a technology expert to get the most out of RetailEdge. The training videos, online documentation, and support team are incredibly helpful, both during setup and in day-to-day operations. Take advantage of those resources—they make the learning process much easier."

10. Looking back, what impact has RetailEdge had on your business overall?

Answer:

"RetailEdge has streamlined our entire operation—from the moment we receive products from our producers to the moment customers leave the store with their purchases. That efficiency has helped our staff do their jobs more effectively, improved inventory accuracy, and ultimately contributed to increased sales in our market."