



CHEESE BOUTIQUE

Optimizing Gourmet Retail:
A Family Legacy Powered by Technology

CASE STUDY

Cheese Boutique

Sophia Pristine
Co-Owner

Website

www.cheeseboutique.com

Industry

Bottega

Product

Star-Plus

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Sophia Pristine
Cheese Boutique

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OVERVIEW

The Cheese Boutique is a specialty market that offers a wide range of gourmet foods and gifts in Toronto, Ontario. In addition to their famous Cheese Vault, which features world-renowned aged cheeses, the family-run business also includes an impressive selection of artisanal meats, baked goods, and pantry items, along with a gift shop, coffee shop, and catering services. Brothers Agim and Afrim Pristine, along with Afrim's wife Sophia, have worked hard to become Canada's premier cheese experts. Afrim having over 25 years of experience in the art of cheese making, hosts Food Network Canada's first ever docuseries "Cheese - A Love Story" and has authored a bestselling cookbook, "For the Love of Cheese".

STAR-PLUS HAS US COVERED

Opening in 1970, the fourth generation run shop has grown and adapted throughout the years, now employing 120 full-time and part-time staff. In 2018, The Cheese Boutique selected Star-Plus point of sale software from Auto-Star Compusystems to upgrade their manual system. Co-owner Sophia Pristine runs the back office, but also steps in as a cashier or to stock shelves when needed. "It covers the business on all fronts. We can do management tasks, loss prevention, and process sales with ease. It keeps us current and up to date with technology."



AUTO-STAR: THE MODERN GROCERY SOLUTION

Moving from cash registers and manual operations to Star-Plus's innovative retail technology meant everyone needed to learn new processes and procedures, and Auto-Star's customer support helped ease the transition.

On the front end, the Star-Plus till meant faster, more accurate transactions for all cashiers. Promotions and BOGO deals weren't possible before, and Star-Plus allowed for more opportunities for The Cheese Boutique to promote their products on a grander scale. Using Auto-Star's hosted gift cards, The Cheese Boutique can now offer the ever-popular gift to boost revenue with the assurance of secure card encryption.

RECIPE FOR SUCCESS

As The Cheese Boutique looks toward the future, Star-Plus is proving to be a key ingredient in their recipe for continued success. For co-owner Sophia Pristine, who juggles multiple roles within the company, the software's adaptability is especially valuable. "I love the versatility of Star-Plus and the personalized customer support," she explains.

Star-Plus remains an integral part of their operations, enabling innovation, enhancing customer experience, and helping this fourth-generation family business stay at the forefront of the gourmet retail space.

ABOUT AUTO-STAR

Auto-Star Compusystems is a leading provider of innovative point of sale and retail management solutions designed to help grocers like The Cheese Boutique thrive. With over 40 years of experience, our software empowers retailers to streamline operations, enhance customer experiences, and drive growth. From inventory control and loyalty programs to secure payment integration and detailed analytics, Auto-Star delivers the tools you need to succeed in today's grocery landscape. Learn more at auto-star.com.

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