

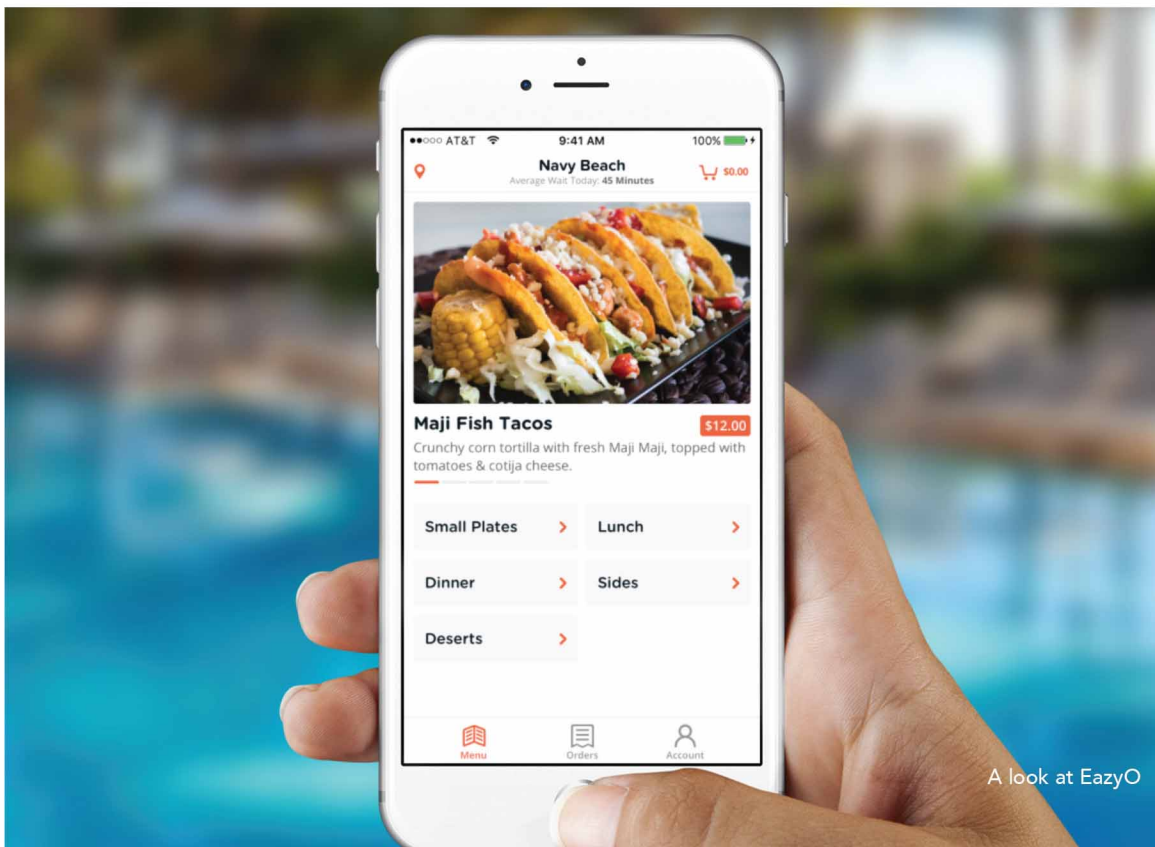
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OCTOBER 2018
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A look at EazyO

BEACHSIDE EATS

THE EAZYO APP MAKES SHORELINE DINING A BREEZE

BY CLARISSA BUCH

Try to remember the last time you visited a hotel pool or beach and found yourself craving a cocktail. How much time did you spend flagging down a server just to get a menu? Not to mention the time it probably took to put in your order, receive it and then pay?

Cue EazyO, a mobile app that allows beach- and poolgoers to order and pay for food and drinks straight from their smartphones at a number of hotels and public beaches.

Created by Brett Benza, who spent nearly three decades on Wall Street, EazyO (eazyoapp.com) can be used at more than two dozen Florida venues, including the Betsy South Beach, the Fontainebleau and the Boca Beach Club.

“I’ve had a home in South Beach for the last 11 years and would visit on the weekends during the winter while I was working on Wall Street,” Benza says. “It was a natural place to meet and entertain clients.”

But as Benza spent more time at the beach, he noticed how difficult it

was to get adequate food and drink service. “Resort staff are faced with a large geographical location, making it difficult to properly serve guests,” he says.

After months of brainstorming with service-industry workers, hotel guests and techies, Benza launched EazyO in late 2016. It wasn’t long before he scored a partnership with the Boucher Brothers, one of Florida’s leading hospitality management companies, specializing in public beach chairs and concessions.

Using EazyO is simple. After downloading it from the app store onto a smartphone, it will geolocate a user and the nearest available EazyO-affiliated venue. Users can scroll through menus, tap their selections, pin themselves on a map for an exact location and finish with mobile payment. Once the order is received and processed by staff, food is delivered as quickly as possible.

“We work directly with a venue’s food and drink operations,” he says.

“EazyO cuts down on overall waiting time. Plus, you’ll never wait for a check.”

Take the Fontainebleau, where EazyO users can order such cocktails as a ginger mint, a raspberry Collins, or a “Bleauberry” mojito. Pair a drink with mahimahi tacos, crab cakes, Greek salad or a falafel wrap, which will be delivered pool- or beachside.

“The food is prepared by a venue so times vary per venue and during peak hours,” he says. “The important thing is, guests and servers aren’t slowed down by others.”

Today, EazyO is used at marquee hotels, including the Surfcomber, the Marriott Stanton, the Raleigh and Naples Grande Beach Resort. Expansion to California’s west coast is expected within the year.

“California has a large beach resort market,” he says. “Baja and Cabo will be the next phase after California. The islands are a natural extension of South Florida, as they have many of the same labor and staffing issues.”