

MISTER S **CASE STUDY**

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**HOW MISTER S TRANSFORMED THEIR GIFT
CARD STRATEGY AND SAW DOUBLE-DIGIT
GROWTH**



**VOUCHER
CONNECT**

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Mister S

Introduction

When it comes to gifting in hospitality, most venues settle for the basics – a gift card button somewhere on the site, a few seasonal promos, and maybe some physical cards behind the counter in December. But what if your gift card programme could be a genuine growth lever?

That's the story of Mister S, a buzzing charcoal-focused restaurant on Dublin's Camden Street – and how they turned a routine gifting setup into a branded, multi-channel sales engine using Voucher Connect.



Mister S

Who Are Mister S?

Mister S is one of Dublin's most loved casual restaurants, known for its big-flavour dishes cooked over open fire. The space is sleek and modern, with a raised open kitchen at its heart – and it consistently racks up stellar reviews across Google, major newspapers, and food blogs.

Guests rave about its laid-back energy, serious food, and consistently warm service. But behind the scenes, the Mister S team had a pain point – gift card operations were clunky, outdated, and putting pressure on staff.



The Problem

Previously, Mister S relied on a basic digital voucher tool that came bundled with another platform. It technically worked, but it was limited:

A GIFTING SETUP THAT COULDN'T SCALE

1 No branded checkout

2 No physical fulfilment

3 No multi channel support

4 No central reporting or marketing tools





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The Solution

Mister S already used Lightspeed POS, which made integration with Voucher Connect seamless.

Here's what we implemented :

1 Branded storefront:

- A clean, modern interface that matched the Mister S website.

2 Physical fulfilment

- We dispatched premium printed gift cards directly to customers, removing in-house workload entirely.

3 Experience gifting:

- Enabled Mister S to offer tasting menus and special experiences alongside monetary vouchers.

4 Mobile redemption + POS sync:

- Vouchers could be redeemed directly through the POS using the built in iPad camera or code entry (no extra hardware).

5 Actionable insights:

- Real-time reporting and liability tracking via the Voucher Connect dashboard.



The Result:

STRONG GROWTH IN SALES & EFFICIENCY

Since launching with Voucher Connect, Mister S has seen consistent and material growth in their gift card programme.

YEAR 1 (COMPARED TO PREVIOUS SYSTEM):



+16% growth in January



Averaged over 25% YoY growth in monthly sales



+38% in April

YEAR 2 (COMPARED TO PREVIOUS SYSTEM):



+62% uplift in January YoY



+91% uplift in March



Even off-peak months saw growth between 30–40%

And crucially this was done without increasing staff workload or needing to manage fulfilment in-house.

What the Team Says

The Mister S team described the shift to Voucher Connect as “a major upgrade” — not just in revenue, but in experience.

“Customer gifting feels polished and premium now and our staff no longer need to worry about printing or posting cards. It just works.”

What We've Learned

Gifting doesn't have to be a bolt-on. When done right, it's:

- A marketing channel
- A revenue driver
- A brand-builder
- A service shortcut

For Mister S, the difference was having the tools to treat it as such.

