

Case Study

Crust Lab Pizza generates a 426% increase in net profits in just 4 months, through implementation of virtual brands

Location:	Kelowna, BC
Format:	Modular Kitchen
Timeframe:	Feb 2025 – Jun 2025

Summary

Crust Lab Pizza operates as a modular restaurant focused on pizza and pasta. With steady daily revenue around \$500, growth had plateaued and the owner was looking for options to grow his business. The Epicore Virtual Brands team was brought in with a mission to boost profitability by launching virtual brands on 3RD party delivery platforms, using Crust Lab's existing space, staff, and resources.

In the beginning - Initial Financials

(Before Epicore Virtual Brands Licensing Program)

Daily Revenue:	\$500
Monthly Revenue:	\$15,000
Orders/Day:	~22 (Average Order Value: \$23)
Food Cost (40%):	\$6,000
Labour Cost (45%):	\$6,750
Rent:	\$500
Net Profit:	\$1,750
Net Margin:	11.7%

Phase 1: Launch of Konz Pizza

(Month 1)



The first brand launched by Epicore into the Crust Lab operations was Konz Pizza in a Cone. The brand was launch on just one delivery platform, Uber Eats. The cone-style pizza gained traction quickly, increasing the business by 3–5 delivery orders per day. Daily revenue rose by 5%, which validated the virtual brand model. No additional staff or equipment were required. The owners of Crust Lab realized an increase in net profits in their first month and wanted then to expand the business even more.

Phase 2: Multi-Brand Expansion

(Months 2–4)

Once the value of the Epicore Virtual Brand System had been demonstrated, the owners of Crust Lab selected two more delivery-only brands to add to their operations:



Soda's Gourmet Burgers, and



The Sandwich!

These brands were launched across all three major 3rd party delivery platforms including, Uber Eats, SkipTheDishes, and DoorDash. What happened was truly remarkable. Order volume increased to over 40 orders per day, and revenue climbed to over \$925/day. Thanks to higher overall revenue and streamlined prep; food costs and labour costs dropped by 10%.

Updated Financials

(After Virtual Brands)

Daily Revenue:	~\$925 (increase of \$425/day)
Monthly Revenue:	~\$27,750 (monthly increase of \$12,750)
Orders/Day:	~40 (AOV: \$23) (increase of 18 order per day)
Food Cost (30%):	\$8,325 (Decrease of 10%, real net savings of \$2,775)
Labour Cost (35%):	\$9,712 (Decrease of 10%, real net savings of \$2,775)
Rent:	\$500
Net Profit:	\$9,213 (Increase of \$7,463)
Net Margin:	33.2% (Increase of 21.5%)
Net Profit Growth:	426%

Support provided by Epicore Virtual Brands

Epicore Virtual Brands was instrumental in scaling the success Crust Lab through:

- ✓ Menu Engineering: Streamlined, high-margin menus with cross-utilized ingredients
- ✓ Design Kits: Logos, packaging, and photos to support online storefronts
- ✓ Social Media & Promotions: Templates, content calendars, and targeted promos
- ✓ 1-on-1 Mentorship: Regular calls for performance review, coaching, and guidance
- ✓ Market Penetration Strategy: Timed rollouts, platform listing strategy, brand stacking
- ✓ Staff Training: Playbooks, SOPs, and onboarding for fast team ramp-up

Conclusion

Crust Lab proved that with smart implementation and Epicore's operational support, virtual brands can dramatically boost revenue and profit without physical expansion. Within 4 months, the business scaled from \$1,750 to \$9,213/month in profit — a 426% increase.