



From Crumbs to Control

HOW PUSH STREAMLINED CRUMBL'S OPERATIONS





The Sweet Rise of Crumbl

Crumbl started with a simple mission: build a better cookie. In 2017, founders Jason McGowan and Sawyer Hemsley opened their first shop in Logan, Utah. Seven years, and thousands of chocolate chips later, Crumbl is now one of North America's fastest-growing franchises, recognizable by its rotating menu and iconic pink box.

The magic? A marketing model adopted straight from streetwear: the weekly drop. Every Sunday, a new six-flavor lineup hits the menu. Within hours, social feeds overflow with pink boxes and cookie cross-sections. It's a sugary content loop that gets customers coming back every time.

Today, Crumbl has more than 1,000 stores across the U.S. and Canada, fueled by a tech-first mindset and hunger for operational efficiency — but scaling to that level came with its own set of sticky challenges.

Meet the Operators



Jared Blake

Jared Blake, a former Microsoft consultant, is a multi-business owner in Concord, California. He brings a digital-first approach to his franchise locations, prioritizing seamless operations built to scale.



Megan Moore

Megan Moore, VP of Operations at ZZA Hospitality, oversees Crumbl, Popeyes, and Boston Pizza franchises across Western Canada.

Together, they've found the solution to scaling Crumbl without burning their teams: **Push Operations.**

Before Push:

A Recipe for Growing Pains

As one of the first Crumbl locations in the Bay Area, Jared opened his doors to hour-long queues, with customers driving two to three hours just to get a pink box. Things looked great on the surface. Cookies were flying off the racks, and the store was buzzing.

But behind the scenes, the numbers told a different story.

It wasn't until Jared dove into the profit and loss spreadsheets that the cracks started showing. **Duplicate pay runs, disconnected time tracking, and separate systems that didn't speak to each other** led to major inefficiencies — a recipe for disaster.

"Before Push, we were leveraging different systems, and we had a hard time seeing the entire picture."

- Jared Blake



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"We were so focused on just making sure we had cookie availability, we really had a hard time even monitoring what we were doing."





Things got more complicated for Jared when California's \$20/hour fast food minimum wage law went into effect. Suddenly, **every labor decision had serious compliance risks**, like incurring costly PAGA fines or improper overtime calculation penalties.

Jared found himself in multiple discussions with Crumbl HQ, asking the same question: **How can we cut costs without cutting corners?** Despite Crumbl's booming sales, Jared's store was quietly burning cash.

"We needed a better system to lessen room for error, and that's what Push delivered."

- Megan Moore

When Crumbl expanded into Canada, Megan quickly found herself managing a maze of manual calculations and provincial labor laws. Her team spent hours manually calculating statutory holiday pay and uploading error-prone spreadsheets for payroll, only to get rejected and forced to do it all again. It was clear Crumbl needed one system to handle it all. **That's where Push Operations entered the mix.**



Before vs. After Push

Scheduling

- ✗ *On paper, with no data to support scheduling decisions*
- ✓ Automated schedules that sync with payroll and time tracking

Payroll

- ✗ *Manual entries, multiple errors*
- ✓ One-click payroll

Holiday Pay & Overtime

- ✗ *Hand-calculated, posing a compliance risk*
- ✓ Auto-calculated by state and province

Break Compliance

- ✗ *Paper waivers, often missing*
- ✓ Digital waivers, logged and stored

Labor Forecasting

- ✗ *Gut calls based on past weeks*
- ✓ Real-time sales and performance data

Team Communication

- ✗ *Scattered across texts/emails*
- ✓ Centralized announcements and updates via Push Chat

Delegation

- ✗ *Only Head Office approved payroll off-site*
- ✓ Managers empowered across locations

Multi-Brand Ops

- ✗ *Separate systems per brand*
- ✓ One platform, unified operations



After Push:

Baking in Efficiency

Push didn't just clean up operations; it transformed them.

For Jared, adopting Push was a strategic move to bring his operations into full alignment. Push's all-in-one platform unified scheduling, payroll, compliance, and HR. No more late nights tucked in the backroom working on payroll. Now, payroll is completed in a single click, and schedules are created in seconds based on predictive forecasting.

Integrating Push with Jared's existing tech stack was seamless, and within weeks, the bakery felt noticeably calmer. Payroll errors disappeared, onboarding was digitized, and compliance tracking stopped being a constant worry.

Furthermore, with Push's POS integration, Jared can schedule his staff based on real-time data. Historical sales and labor reports sync automatically, giving him live insights into performance and profitability.



**12 hours a week
SAVED
by using
Push**



Powerful, Yet Delightfully Simple

Push's all-in-one system has transformed the operations of Crumbl locations across North America, turning multiple-hour payroll calculations into mere minutes.

Some of Megan and Jared's most-used Push features include:

- ✓ **Digital break waivers** with time-stamped employee signatures
- ✓ **Clock-in photo verification** to stop time fraud and buddy punching
- ✓ **Weekly payroll at no extra cost**, which is critical for hourly and seasonal staff
- ✓ **Team updates shared during employee clock-in**, from policy changes to training acknowledgments
- ✓ **POS integration** for labor forecasting and real-time sales insights
- ✓ **Enterprise Dashboard** for monitoring performance across multiple locations and brands

Empowered Managers, Autonomous Stores

For Megan, it wasn't just about adopting a new system — it was about transforming the way she leads.

As a tech-driven brand, Crumbl doesn't just innovate in the kitchen; it builds its business on platforms that prioritize speed, scalability, and efficiency. That's why, when it came to all-in-one restaurant management, Megan and the ZZA Hospitality team chose Push.

Her teams love it too. Time-off requests, shift swaps, tax forms, and more can all be found in the same app, accessible anytime. In fact, within just a couple of months, **the staff themselves voted Push as their number one platform.** With a convenient and centralized tool like Push, Megan not only reduces her stress and workload but also enhances her franchise managers' daily operations.

When mistakes happen, as they naturally do, Push gives franchise managers the ability to retract and correct pay runs without added cost. That means less time spent on administration, and more time focused on getting cookies to hungry customers.

"I can switch between brands really easily. Whether I want to see sales in Crumbl, Popeyes, or Boston Pizza, I can quickly access those brand-specific numbers. I can pull detailed reports, and I can send a message to every single employee on our team — all in 6 seconds."

- Megan Moore



What's Next for Jared and Megan?

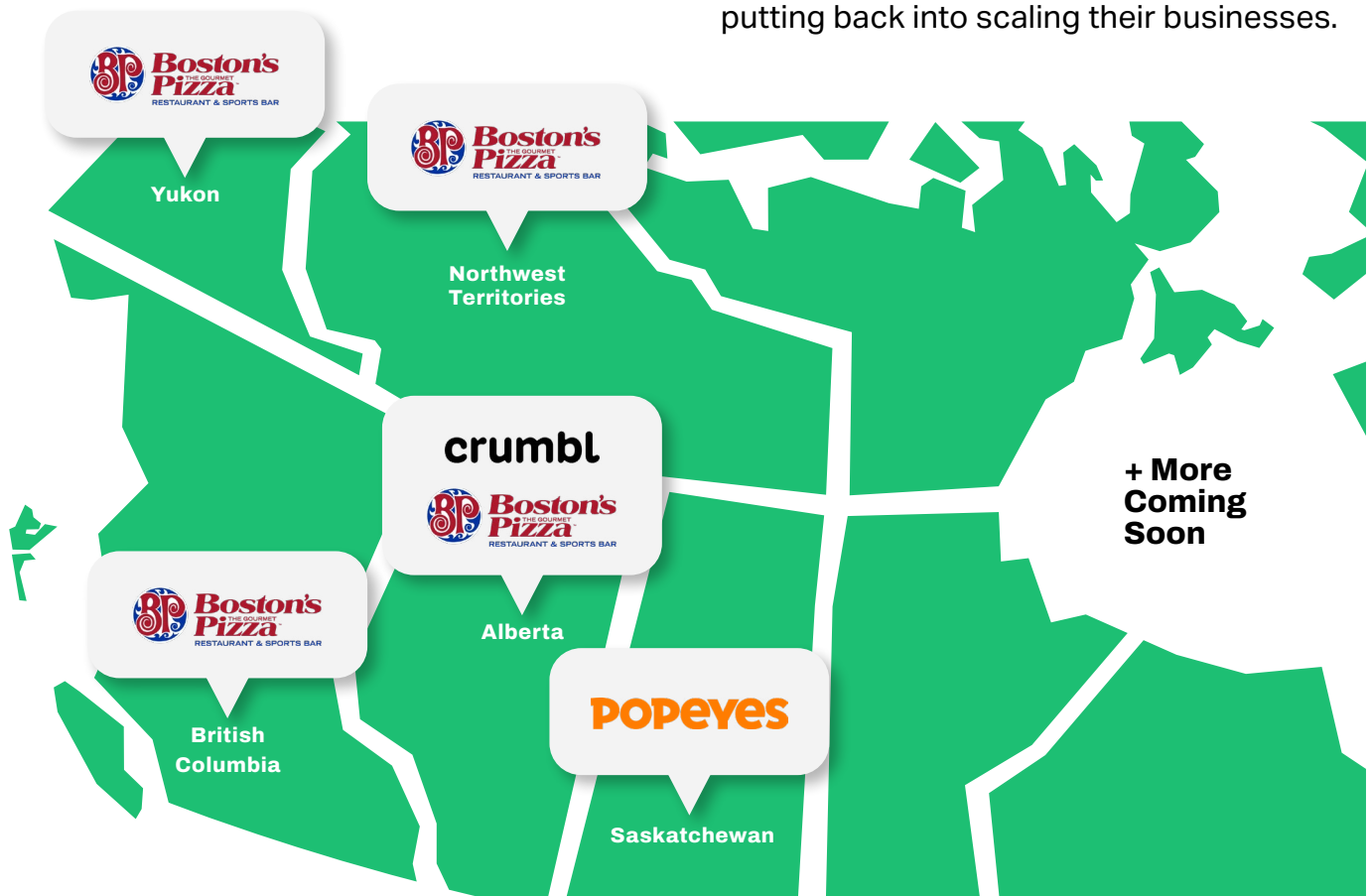
With Push as their operational backbone, both Megan and Jared are looking beyond the day-to-day, and toward serious growth.

For Megan, that growth spans borders and brands. **With 15+ stores across Crumbl, Popeyes, and Boston Pizza, Push gives her the ability to manage everything, from labor forecasting to communication, in one unified platform.** What used to take hours across disconnected systems now takes minutes.

The growth doesn't stop here for ZZA Hospitality, as the organization plans to expand its roster of franchises across Canada. With Push as one of its core systems, Megan is preparing to bring even more brands into the fold — all while maintaining the same level of operational clarity, compliance, and team support that's helped them scale successfully so far.

Meanwhile, in California, Jared is already thinking beyond Crumbl. He's developing a new restaurant concept, and will build his team with Push. For him, the benefit is clear: one platform across every brand, no time wasted navigating between systems.

With Push powering their operations, both Megan and Jared have reclaimed the time once lost to scheduling, payroll corrections, and compliance tasks — time they're now putting back into scaling their businesses.



The Final Crumb

Crumbl's rise isn't just about cookies, it's about operational efficiency at scale. For Jared and Megan, Push is the foundation that keeps workflows streamlined, teams productive, and compliance under control.

"[We're] always looking to grow, and we're really excited to have Push as a platform that we're going to be leveraging."

- Jared Blake



See how Push can help your team rise to the next level.

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