



Success Story

How Liquid & Larder Replaced 2,500 Lost Covers Without Lifting a Finger



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Liquid & Larder is an Australian hospitality group known for its novel, experience-driven concepts. With venues designed to awaken the five senses, from textured menu paper to bespoke restaurant scents, each meal is a sensory adventure.

This level of detail and differentiation has guests clamouring for tables at [Liquid & Larder's](#) four venues: Bistecca, The Gidley, The Rover and Alfie's. However, high demand and limited availability inevitably mean some guests are turned away, hoping they'd get another chance to book.

This challenge led Liquid & Larder to search for a [reservations system](#) that could help maximise their limited availability while efficiently managing excess demand. They also wanted a customisable system that could adapt to their needs.

"The original decision to go to SevenRooms was to have a platform that worked for us rather than us having to manipulate our processes to fit another platform," said Kim McDiarmid, partner at Liquid & Larder.

"Because all of our restaurants are in such high demand, we wanted something to fit in as many people and give as much availability online as possible at any given time."

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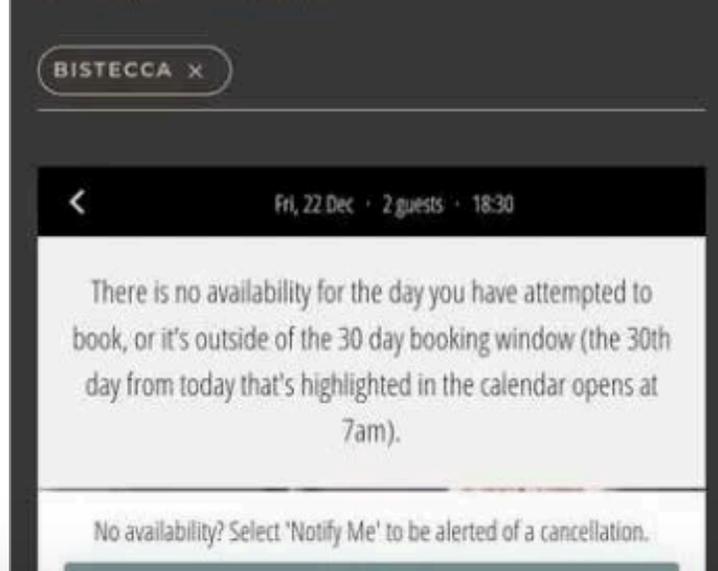
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hundreds of emails every morning with table requests. So having that work for us, it's hugely beneficial. It's actually critical for our success at this stage."





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Getting the Most Out of Reservation Inventory With an Open Floor Plan

Not every night is a restaurant's busiest, so SevenRooms worked with Kim and his team to create an optimised floor plan that reduces the impact of open tables. Now, Liquid & Larder can adjust table capacities and reservation inventory for each location based on low or high demand.

The optimisation enables them to lower table minimums on a slow day, allowing smaller parties to book larger tables that would have otherwise gone empty. On busy days, they can tweak the floor plan to maximise every table's capacity.

Used in conjunction with Priority Alerts, guests get the chance to book a table they otherwise would not have had, creating same-day bookings for delighted guests and Liquid & Larder's venues.

"The open floor plan has made a huge difference as well. Opening the floor plan to allow for more last-minute availability on those quieter days has driven a lot more traffic," Kim said. "If there's a larger table that's only available for six, normally, the day of, we'll reduce

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