

MILWAUKEE WATERFRONT DELI AND PFLOW DELIVER

RESTAURANT | MILWAUKEE, WI

A few minutes before noon folks in downtown Milwaukee start to ponder where to grab lunch. One of those locations frequented by many is the Milwaukee Waterfront Deli; a historic two-story building with theatric murals, a gourmet deli display case and views of downtown.

But like many historic building, challenges arise. The challenge deli owner Jeremiah "Jere" Pandl ran into was that the narrow facility provided minimal space to run its operation and accommodate customers. So he called PFlow.

PFlow designed a dual chain mechanical "deli" lift (or pipe lift). Servers place orders in the individual baskets on the first level, with the push of a button, the basket travels upstairs and customer meals are delivered on the discharge conveyor. During travel, the dual chains help keep the baskets level.

Not only did this design help conserve space, but it also provides a convenience to its customers as they travel upstairs.

