



Brian Rico, General Manager
Derby Lanes, Cheyenne, WY

18 QubicaAMF tenpin bowling lanes, including
18 of Neoverse and BES X with Conqueror plus Square
8 lanes of Fly'n Ducks Duckpin Bowling, 4 lanes
Highway66 Mini Bowling, PGA golf simulator, arcade,
escape room, laser tag, off-track betting, kids playland,
restaurant and bar

The Derby Club/Derby Lanes: A Bowler's Paradise

Recently recognized with the BCM Design Award for Best New Traditional Center, Derby Lanes is setting a new standard in entertainment by offering three unique bowling experiences—all under one roof. General Manager Brian Rico, a lifelong bowler, proudly shares how QubicaAMF's innovative products have transformed his business and elevated the guest experience.



People come in and they're looking for a bowling experience and it's something they've never experienced before. We actually have people that come in and prefer to do that (Fly'n Ducks) instead of traditional bowling. So, it fits in really well because it's unique. I would absolutely recommend Fly'n Ducks to other proprietors! - *Brian Rico, General Manager, Derby Lanes*



Among the standout attractions is Fly'n Ducks duckpin bowling, a compact way to seamlessly fit bowling into a wide range of venues, including:

- Family Entertainment Centers
- Bars, restaurants, and breweries
- Cinemas, hotels, and casinos
- Apartment complexes and community centers
- Residential and luxury homes

Whether you're expanding an existing center or launching a new concept, Derby Lanes exemplifies how QubicaAMF solutions can drive success in social entertainment. Discover how Fly'n Ducks duckpin bowling has helped Derby Lanes create unforgettable experiences and maximize business.

The Challenge:

Brian set out to create a one-of-a-kind guest experience—something entirely different from a traditional bowling alley. His goal was to introduce a fresh, distinctive atmosphere that would not only captivate visitors of all ages but also elevate his party business. By offering a unique entertainment option, with three different types of bowling under one roof (tenpin, duckpin and mini bowling), he has successfully set his venue apart, attracting guests looking for an extraordinary place to celebrate.



The Solution:

Brian highlights how Derby Lanes was a much-needed addition to Cheyenne, WY, offering a unique bowling entertainment environment that has quickly become a customer favorite. With its dynamic atmosphere and engaging experiences, it's bringing a fresh new energy to the local entertainment scene. Fly'n Ducks duckpin bowling is the perfect addition to Derby Lanes, delivering the fun of bowling in a smaller footprint.

Derby Lanes' experience with QubicaAMF has been overwhelmingly positive. They love Fly'n Ducks so much that, if space had allowed, they would have added even more lanes to their venue. The excitement around this unique bowling experience continues to grow, reinforcing its appeal and success.

The Results:

QUBICAAMF RESPONSIVENESS

Brian couldn't have been more pleased with the service provided by QubicaAMF, before, during, and after installation.

Brian shares, "The sales team was phenomenal. From the moment we started talking, they didn't waste any time. Really, anytime I needed some help, or I needed thoughts, advice, direction, they were there faster than I actually expected them to be. And it was just really nice to be able to work with somebody that cared as much about their product as I did."

INCREASED VISITS

On league nights or during tournaments, traditional bowling lanes fill up quickly, which can leave some customers disappointed. However, Brian highlights how Fly'n Ducks helps solve this issue. Guests accompanying tournament or league bowlers—as well as walk-in visitors—can still enjoy a bowling experience without waiting for an open lane.

"When people came in for a bowling experience and they saw leagues or tournaments going on, I wanted to give



them a bowling experience. And so that's why I explored the Fly'n Ducks. I had experienced it visiting several states around the nation. I thought it was going to be something that was unique and interesting to bring to Cheyenne," states Brian.

GOOD GUEST SPEND

Beyond easy access to bowling, Fly'n Ducks duckpin bowling offers something fresh, exciting, and uniquely challenging for players, keeping the energy high and engagement strong. By introducing Fly'n Ducks as eatertainment, guests can enjoy social competition and food and beverages. The guest spend for Fly'n Ducks is impressive for their area. Brian says it hovers around \$24 per person.

Fly'n Ducks is a draw for their other array of activities. Add in increased guest dwell time and F & B revenue and center revenue sees an overall increase. Brian is able to track this easily with Conqueror plus Square for Restaurants POS.

STAND OUT PRODUCT

Guests have responded enthusiastically to Fly'n Ducks duckpin bowling, which is increasing their business. "It's been incredibly beneficial to our guests. They enjoy it because it's something different—an experience they've never had before. And as they play, they grow to love it even more," says Brian.

Brian appreciates that Fly'n Ducks duckpin bowling is for everyone, requires very little space and is easy to operate and maintain. It's the perfect product to complement his business.

Is Fly'n Ducks the right fit for your facility?

To learn more: www.qubicaamfbowling.com/products/flyn-ducks-duckpin-bowling

Hear Brian's full story:

