



James St. John, General Manager
Crafted Copper
Kalamazoo, MI

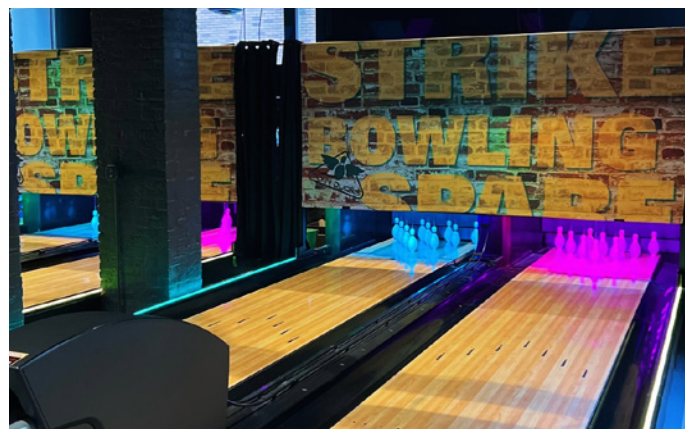
4 Lanes of Fly'n Ducks Duckpin Bowling

Crafted Copper: Pour, Play & Savor the Ultimate Duckpin Experience!

Crafted Copper redefines Eatertainment, blending competitive socialization with exceptional food and beverages in a visually stunning setting. This must-visit Kalamazoo destination features a self-pour beer wall, expertly crafted cocktails, and indulgent dining options. Guests keep coming back for the Fly'n Ducks duckpin bowling leagues, ensuring repeat visits and lively competition. Whether you're sipping, savoring, or striking, Crafted Copper delivers a truly crafted experience.

The Challenge:

Formerly a bar and restaurant, General Manager, James St. John wanted Crafted Copper to set out on a bold new path, relocating to a more established area in Kalamazoo with a vision to rebrand and stand out. However, the neighborhood lacked true entertainment options, presenting both a challenge and an opportunity. With limited square footage, Crafted Copper needed a compact, high-impact solution—something engaging, innovative, and perfectly suited to their new space.



The Solution:

Fly'n Ducks duckpin bowling is a game-changing addition that has transformed Crafted Copper into a must-visit Eatertainment destination. Fly'n Ducks, with its smaller lanes makes it an ideal fit for this establishment, seamlessly integrating with the self-pour beer wall, which requires minimal staff involvement for guests to have a smooth and enjoyable experience. This setup not only optimizes labor costs but also improves guest check average, creating a more efficient and more profitable guest experience.





The Results:

WHY QUBICAAMF & FLY'N DUCKS?

QubicaAMF is committed to not only quality and innovation but also to the long-term success of its customers. James highlights how his sales representative was there every step of the way—from the initial conversation and detailed explanation of the installation process and timeline to arranging meetings to address any questions. Even after installation, she remained available, offering continued assistance.

KEEPS REVENUE IN-HOUSE

James mentions that Crafted Copper is a one-stop shop because it keeps entertainment and F & B revenue in-house.

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EASY TO OPERATE

Fly'n Ducks duckpin is incredibly easy to operate, making it accessible to anyone, James highlights. He appreciates its simplicity, noting that friends and family—from ages 5 to 95—can come in and enjoy it, and "guests absolutely love it." He also emphasizes the benefits of its self-pay system, which eliminates the need for extra staff. "If you use the self-pay with the kiosk it's 95 % profit. So, it was a no brainer for us," states James.

GATHERING PLACE

At Crafted Copper, fun is always the top priority. From the moment customers walk in, they know they're in for a great time—enjoying a brew, grabbing some delicious food, and diving into Fly'n Ducks action on the lanes.

James and his team have propelled Crafted Copper to new heights. Special events and leagues centered around Fly'n Ducks have been instrumental in their success. Since their recent opening, the venue is thriving—especially during the holiday season, which proved exceptionally busy. In December alone, they hosted around 45 private events, including holiday parties, corporate gatherings, and family celebrations.

See how Fly'n Ducks Duckpin Bowling transforms Your Place into a Bowling Entertainment Destination

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

Hear James's full story:

