

Retail | United States

Serving up growth with Lenovo Evolve Small

Royal Cheesecake & Varieties

Raleigh-based bakery Royal Cheesecake & Varieties upgrades its popular dessert food truck with help from a Lenovo Evolve Small grant—serving up a better experience for both customers and employees.



Lenovo

Lenovo
Evolve Small

1

Customer background

Who is Royal Cheesecake & Varieties?

Founded by husband and wife Ken and Tamara Williams in 2013, Royal Cheesecake & Varieties is a Black-owned neighborhood bakery based in Raleigh, NC. Growing up, Ken had a pear and apple tree in his backyard and made pies with his mom. Tamara learned her baking skills from her Mississippi-born grandmother. Together, they make decadent desserts including cheesecakes, pound cakes, cookies, banana pudding, and peach cobbler.

“What gets me up in the morning is creating our desserts from scratch,” says Tamara. “It’s nostalgic for me. I call myself ‘grandma-certified’ because I pour that love from my grandma into my baking. Our desserts are about creating memories, one bite at a time.”



2 The challenge

Since starting out in a mall kiosk in 2013, local appetite for Royal Cheesecake & Varieties' delicious desserts has grown and grown. Today, the company operates a busy online store and a dessert food truck that travels around farmers' markets, festivals, and events.

“We started our food truck in 2022, and it opened up doors that we didn't know existed,” says Tamara. “It enabled us to travel around North Carolina and bring our desserts to a brand-new set of customers.”

2 The challenge

Ken adds: “We’re so excited to keep scaling up our business, but growth does bring its challenges. We were experiencing the growing pains of bringing in employees and, most importantly, trying to balance the bakery and online sales with our new food truck operations.”



“We were blown away when we found out we had won a Lenovo Evolve Small grant. We had always been a pen-and-paper kind of business, and Lenovo technology is going to really help us be more efficient and deliver a better experience for customers.”

Tamara Williams

Co-Owner, Royal Cheesecake & Varieties

3 The solution

Small business success

Dedicated to championing small businesses owned and run by women, people with functional diversities or individuals from minority groups, the Lenovo Evolve Small initiative provides grant winners with technology, financial aid, mentorship, community support, and an AI-customized ad campaign.

As a Platinum award winner, Royal Cheesecake & Varieties gets access to a \$10,000 technology package—all backed by Lenovo Premier Support Plus.

Hardware

Lenovo InTOUCH430 43" Touch Panel Display
Lenovo Tab M10
Lenovo ThinkPad T14 Gen 4
Lenovo ThinkPhone by Motorola
Lenovo ThinkVision M14t Mobile Touch Monitor

Software

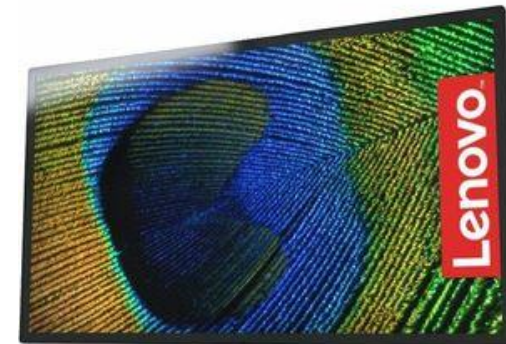
Microsoft Office Home Business 2021

Services

Lenovo Premier Support Plus

3 The solution

This includes Lenovo InTOUCH displays for digital signage, Lenovo Tab M10 tablets for staff to take orders, and Lenovo ThinkPad laptops for business administration. “We’re in the process of switching everything from paper to digital, which will make life a lot easier,” notes Ken.



Lenovo InTOUCH430 43" Touch Panel Display

3 The solution

Turbocharged truck

Working with local Lenovo Gold Partner [vision21 Solutions](#), Royal Cheesecake & Varieties equipped its food truck with 43” Lenovo InTOUCH430 touchscreen panel displays.

“We used to have a small sidewalk chalkboard menu, but when it rained the writing would run off,” says Ken. “The new digital displays are behind plexiglass and always on, so customers can see what’s available, no matter the weather. We can also display photos of the desserts, which makes the truck look even more attractive and professional. We can also display the menus in English, Spanish, and other languages that represent local communities. That’s going to help break down barriers and encourage more people to experience our desserts.”

Tamara adds: “People in line will know which menu items are available and staff will be able to take orders more quickly using the Lenovo tablets. This technology is going to help us move the line and serve customers faster.”

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“We were so excited to have our own **AI-customized ads fronted by Queen Latifah**. We went out and waited for our picture to come up on the digital billboard. Funnily enough, the billboard was in the area where we did our very first farmers’ market. It was just amazing, like we’d come **full circle**.”

Ken Williams

Co-Owner, Royal Cheesecake & Varieties

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The results

Lenovo technology is helping Royal Cheesecake & Varieties take its business to the next level. “We’re more efficient, more effective, and more professional than ever before,” comments Tamara. “The technology from Lenovo is going to really help us scale up.”

The Lenovo Evolve Small program has also connected Royal Cheesecake & Varieties with expert mentorship from Goodie Nation. “We’ve got a life coach and the Goodie Nation website to be able to tap into over 800 entrepreneurs on all different levels,” says Ken. “Being able to talk to people who have gone through the process of building a successful business has been a blessing.”



Elevates the customer experience with live menus



Helps employees work more efficiently



Delivers valuable coaching and support

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“Being part of the Lenovo Evolve Small program has been a **blessing to our business**. The program has allowed us to **connect with other founders** and learn different ways to **grow our business**. It has become a **great community**, and the grant also allowed us to elevate the technology on our food truck.”

Ken and Tamara Williams

Co-Owners, Royal Cheesecake & Varieties

Why Lenovo?

For Royal Cheesecake & Varieties, one of the biggest benefits of the Lenovo Evolve Small program is the strong sense of community. “Right from when we first started working with Lenovo, it just really felt like we were part of the team,” says Ken.

Melinda Douglass, Lenovo Evolve Small Ambassador, comments: “Mentorship and collaboration are extremely important for small businesses because most are starting out with not a lot of resources. Having access to experienced people can teach them so much. I was raised by a small business owner, so it means so much to me to get to partner with small businesses like Royal Cheesecake & Varieties.”



“We’re Lenovo’s largest partner for endpoint devices in North Carolina based in Raleigh, and I believe in **working with small partners and customers and giving back to the community.** We had the fun experience of outfitting the food truck for Royal Cheesecake & Varieties, helping them get the digital signage and tablets connected.”

Rick White

President and Co-Founder, vision21 Solutions

How can small businesses rise to the next level?

Lenovo Evolve Small helps Royal Cheesecake & Varieties reach more dessert lovers through digitalization and a technology-charged food truck.

[Explore Lenovo Evolve Small](#)