



BEAM Partners With:

# Jumping Beans Play Café

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Within the span of a couple years, Jumping Beans Play Café went from a little-known family-oriented small business to one of the most popular destinations for children and their parents in Penticton, Canada. Ownership's decision to make BEAM a cornerstone attraction from the beginning has helped the company achieve its phenomenal growth.

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# Jumping Beans Play Café Wanted to Combine Relaxation, Play and Family Time Together in One Convenient Location

It didn't take long before Tricia Hernes, owner of Jumping Beans, realized she had stumbled across a great idea for a business. The 5-star rated indoor playground and coffee shop gives parents a place to relax while their children burn off some energy through a variety of safe and fun attractions. In many cases, parents set down their coffee and join in on the fun.



## Jumping Beans Had Discovered a Fantastic Idea for a Family-Oriented Business. But It Still Needed a WOW Factor to Help It Grow.



### Great Ideas Still Need to Be Marketed

Jumping Beans is home to a wide assortment of attractions, from a large inflatable play area to a reading corner and turntables. BEAM gave the company an attraction that no other business in the area had, and that news spread fast.



### Entertainment for Kids and Adults

It's hard to find attractions that both parents and their children can enjoy together. From the start, BEAM gave Jumping Beans an opportunity to have the whole family bonding in a fun, physical environment.



### Germ-Free and Easy to Clean

Jumping Beans is part play area, part café, so cleanliness really matters. Since BEAM is completely virtual, there are no toys to touch, which means germs aren't an issue. Even better, cleanup at the end of the day is as simple as flipping a switch.

# BEAM Takes Center Stage at Jumping Beans with Over 95% of Children Playing On It During Their Visit

Hernes had seen BEAM in action prior to founding Jumping Beans, and she designed her play area from scratch with BEAM in mind. BEAMs combination of low maintenance, age range versatility, physical fun and one-of-a-kind novelty has paid dividends for her new business year after year.



## Final Result

BEAM's novel approach to entertainment has helped grow Jumping Beans by word of mouth. And its ability to engage kids and adults makes it perfect for bonding as a family.



"The response to BEAM interactive games has been amazing so far. The kids usually see it first and head right over, and then the parents see it and absolutely love it. Half the time, the parents start playing on it too. It's great for whole families, from toddlers to parents. It's the only game we have where everyone can be involved and be physical."

*-Tricia Hernes, Owner*



## Jumping Beans Took a Novel Approach to Its Business and Its Attractions. You Can Too with BEAM.

A novel approach to entertainment helped Jumping Beans generate huge amounts of interest from the moment it opened its doors. Contact BEAM today to learn how your family-oriented business can offer the same great customer experience to its visitors.

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