



3 day time-to-hire with the AI hiring assistant GMs love


How Salt & Straw blended tech and human touch to redefine
the candidate experience.




A brand built on storytelling, connection, and creativity



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Salt & Straw

Business type
 Quick Service

Headquarters
 Portland, OR

Location count
 10-50

Founded by cousins Kim and Tyler Malek, Salt & Straw was born out of one simple goal: to create a community gathering. The idea took flight as an ice cream shop with a deep commitment to inventive flavors and inspiring moments of connection.

From savory-sweet blends like Arbequina Olive Oil to collaborations with local farmers, artisans, and chefs, Salt & Straw’s menu reflects its core belief in doing things differently—with intention, heart, and creativity.

To carry the same spirit into how they hire new team members, Salt & Straw needed to revamp their talent acquisition process.





“LANDED has **eliminated the administrative burden** our managers have had for so long, so they can focus on **leading the team, creating memories** in our scoop shop, and **building culture.**”



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Reclaiming time for team-building and culture

Salt & Straw's General Managers (GMs) spent hours every week reviewing resumes, screening candidates, and coordinating interview logistics. This time-consuming process kept them behind screens instead of out front with teams, guests, and communities.

The administrative burden slowed down hiring, frustrated managers, and risked great candidates slipping through the cracks. Meanwhile, the pressure to stay fully staffed was constant.

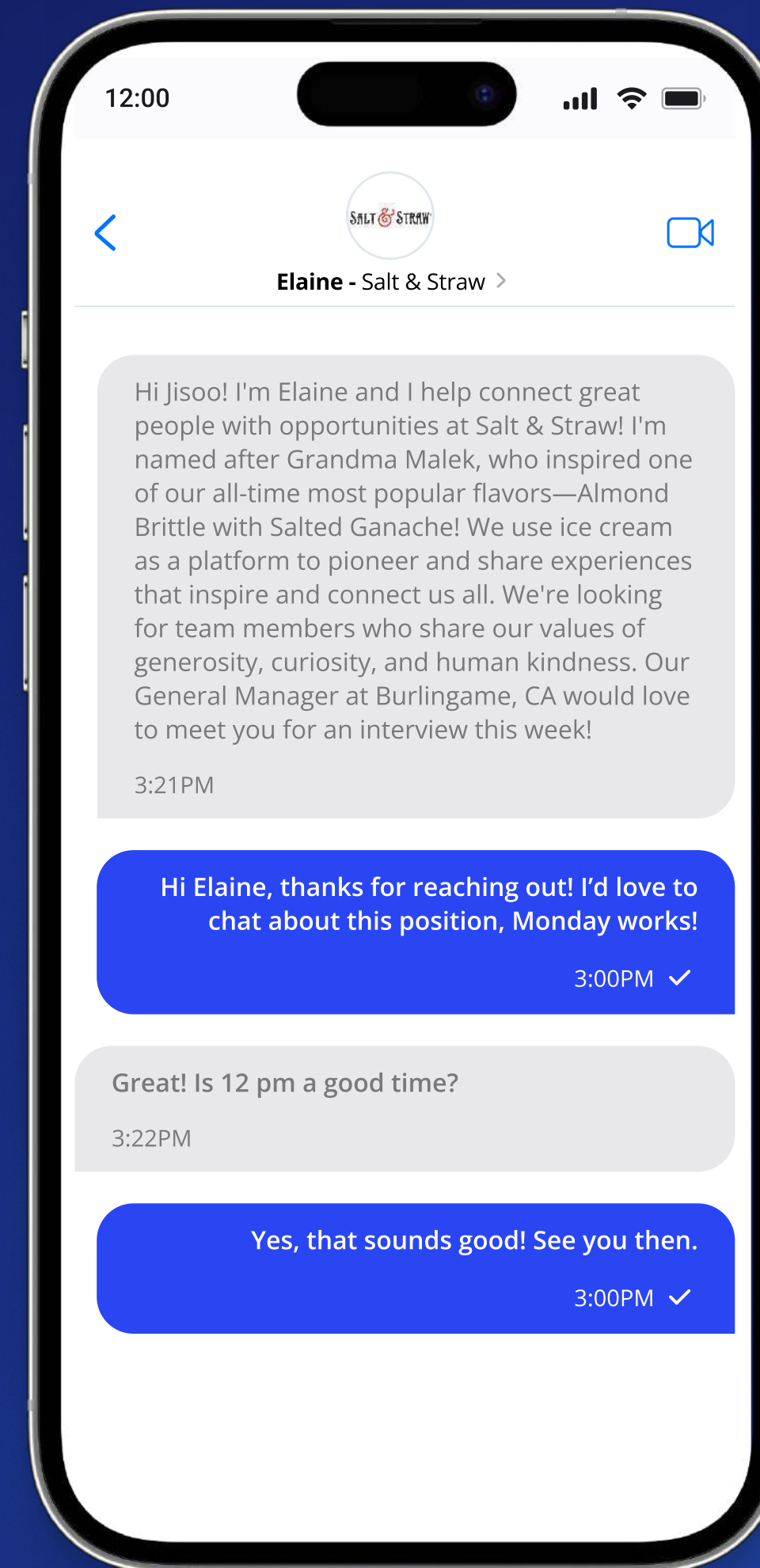
Salt & Straw needed a hiring solution that aligned with their values—something that wouldn't compromise the warm, personal feel of their brand, but could scale their hiring efforts and free up GMs to focus on what they do best: building culture and creating memorable moments in every shop.

→ The manual hiring process kept GMs from time with their teams and guests



A trusted extension of Salt & Straw's hiring team

"Before LANDED, our GMs were spending a lot of time reviewing resumes, scheduling interviews, following up. With LANDED, candidate flow is stronger. Screenings are handled by our AI, Elaine. The scheduling is so much faster."



GenAI SMS Engagement

LANDED's GenAI, personalized as Elaine and built to respond with Salt & Straw's friendly tone, responded to applicants within 15 minutes of receiving their application.

Automated Candidate Screening and Scheduling

Elaine automatically vetted each applicant with tailored questions to assess fit and qualifications. Top candidates were instantly scheduled for interviews—no effort needed from GMs, thanks to LANDED's seamless calendar integration.

Boosted GM Satisfaction

Elaine served as every GM's AI hiring assistant. She bore the brunt of time-consuming admin tasks—boosting GM job satisfaction, reducing burnout, and improving the guest experience.

Meet Elaine: The AI hiring assistant that scoops up work

In the competitive restaurant labor market, candidate experience *is* employer branding. Long wait times, lack of communication, and clunky processes turn strong applicants away—and damage how a brand is perceived in the community.

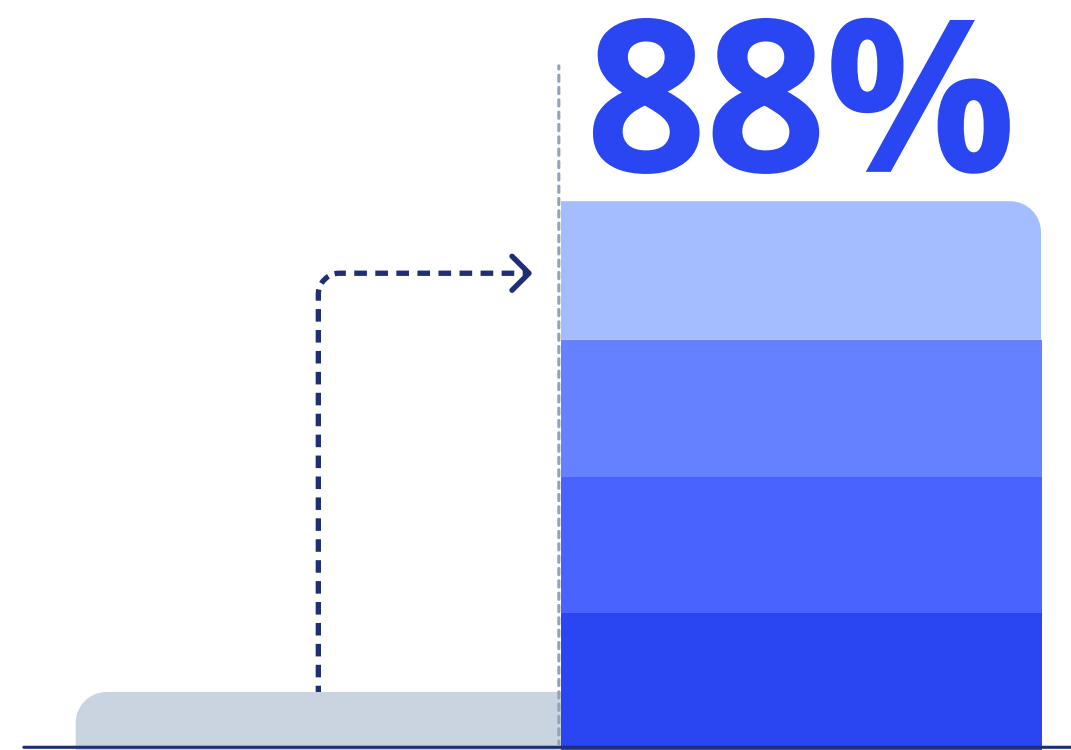
Elaine was key to delivering a hiring experience as thoughtful and welcoming as Salt & Straw's in-store atmosphere. Candidates received instant responses and smooth scheduling—powered by smart, customizable Generative AI that got better with every interaction.

With every conversation, Salt & Straw reinforced their identity as a people-first, community-minded employer.

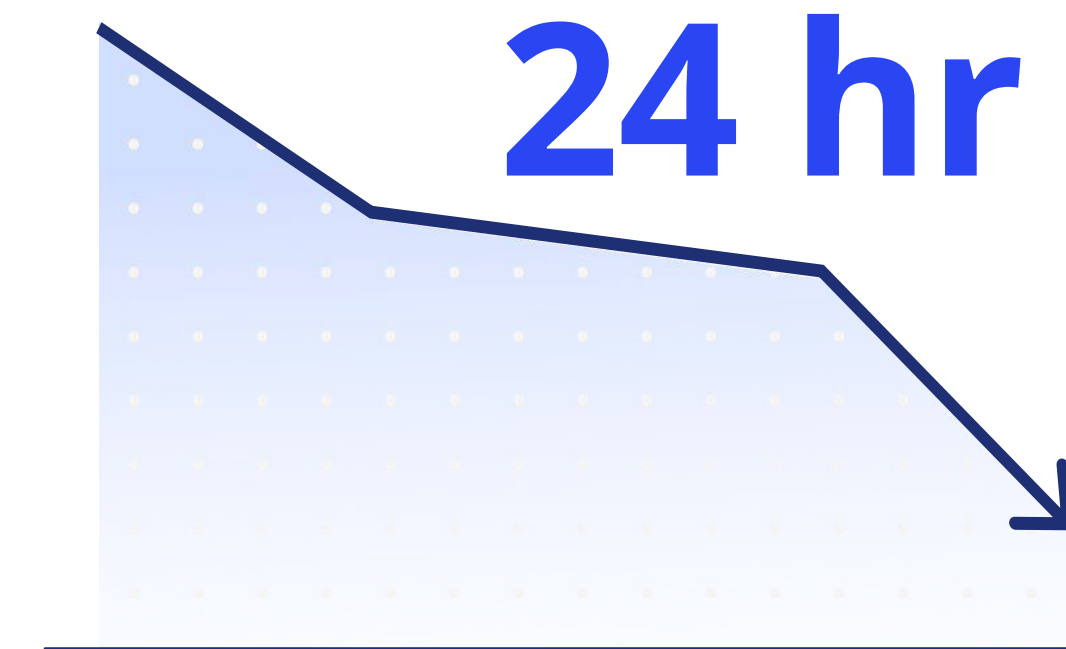
The sweetest part? Elaine was named after Grandma Malek—the inspiration behind one of Salt & Straw's all-time best-selling flavors, Almond Brittle with Salted Ganache. Just as that flavor was born from love, warmth, and creativity, Elaine carries forward those same values into every hiring touchpoint.



The Results

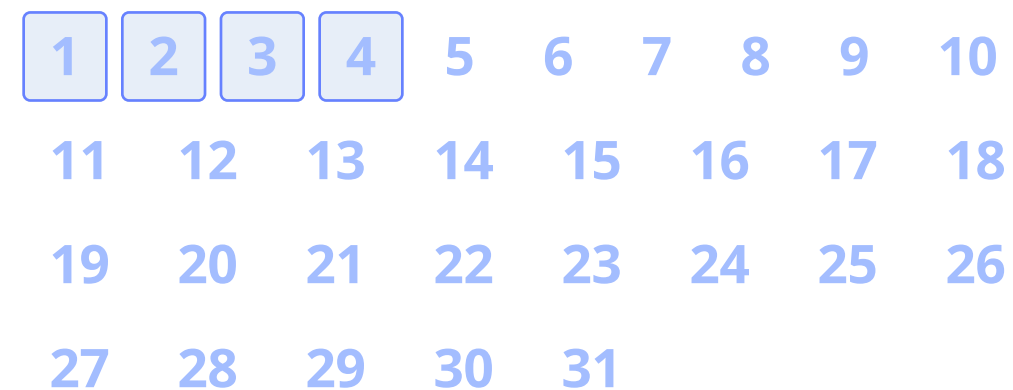


88% new-to-applicant ratio, compared to a 3% industry average



<24 hr time to interview, reduced from 2 weeks

3 days



to hire, compared to an industry average of 12 days

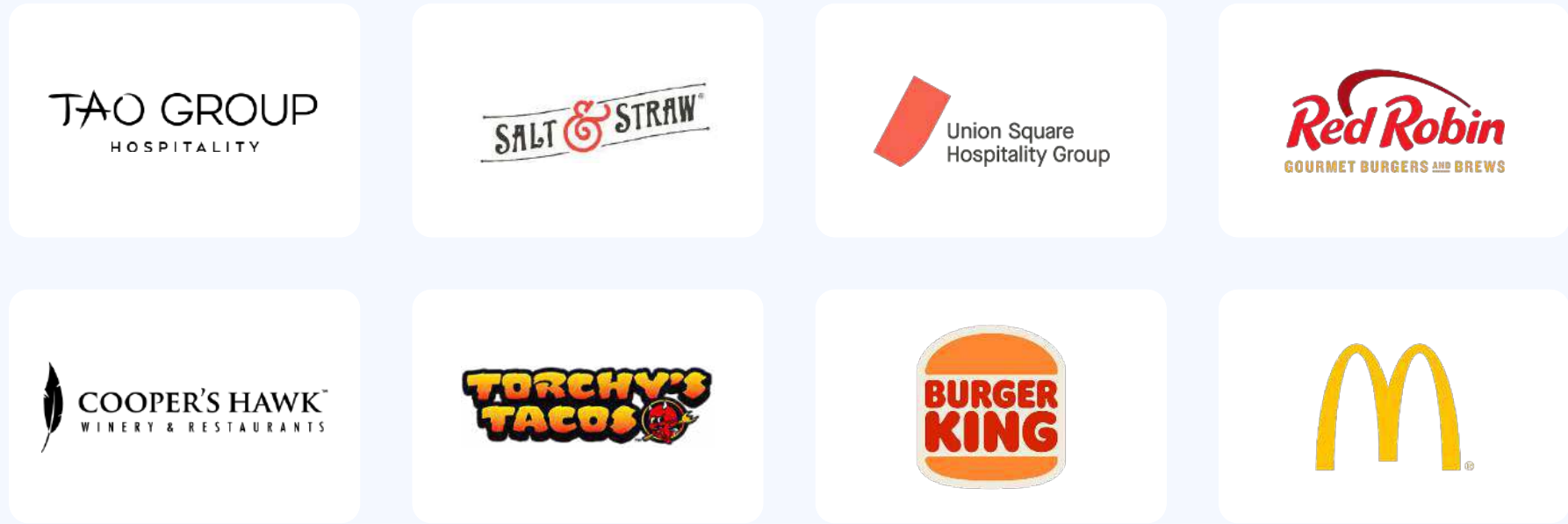


36 hrs

Saved per location, per month

Human-centric hiring. AI-powered efficiency.

Join hundreds of leading hospitality brands that trust LANDED to hire better, faster.



Learn more →



Sources top-notch talent from **80+ job boards and social media platforms** for maximum reach and volume.



Generative AI responds to candidates instantly—fully customized to your brand voice, so every interaction feels on brand and on point.



Automated candidate engagement and reminders for higher response rates and lower ghosting rates, **in any language**.



Dynamic Screening adapts to each GM's needs, prioritizing top candidates when time is tight, and expanding the funnel when more volume is needed.



Seamlessly integrates with your ATS, HRIS, calendar, and email, cutting toggle tax, boosting visibility, and keeping candidate data neat and tidy.