



The O Patio & Pub

Balancing Tradition with Game-Day Demand

PRODUCT:

Lincoln Impinger

MODEL:

3240

INSTALLATION:

The O Patio & Pub

LOCATION:

Columbus, OH

CATEGORY:

Casual Dining

OWNER:

Ed Gaughan

Located just steps from The Ohio State University campus, The O Patio and Pub is a high-energy destination known for its wood-fired pizza, lively atmosphere, and massive crowds—especially on OSU game days. Owner Ed Gaughan built his reputation on quality, crafting pizzas in a traditional wood-fired oven that delivered exceptional flavor and authenticity.

But as popularity grew, so did the challenge. On peak days, the volume of guests quickly outpaced what a single wood-fired oven could reasonably handle. Long lines, ticket backlogs, and production bottlenecks made it nearly impossible to keep up—without sacrificing consistency or quality. Ed needed a solution that could scale with demand without compromising the product.

To support growth while preserving quality, The O Patio and Pub added the Lincoln Impinger 3240 conveyor oven to its operation. The Impinger 3240 allowed Ed and his team to dramatically increase production speed while maintaining consistent bake quality from pizza to pizza.

With the added capacity, the kitchen was able to handle significantly higher volumes without overloading staff, making it possible to reliably meet peak-hour demand for pizza, wings and strombolis — even during the busiest OSU game days.

Crucially, the oven didn't replace the wood-fired experience—it complemented it. The O continues to offer its signature wood-fired pizzas, while also expanding into a popular tavern-style pizza that thrives on the Impinger platform.

"Before we purchased the Lincoln Impinger 3240 for The O Patio and Pub, we struggled to keep up—especially on OSU game days. After adding the oven, we significantly improved speed, maintained consistency, and increased capacity. Most importantly, quality was never compromised, and the results were consistently reliable," said Ed Gaughan, Owner of The O Patio and Pub.

For operators facing unpredictable demand, extreme rush periods, or growth constraints, the Lincoln Impinger 3240 proves to be a powerful tool—delivering speed, consistency, and capacity when it matters most.



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