



Pipe Dreams + PDX Beam: Crypto Convenience in Asbury Park

Tucked just a few blocks from the beach on Memorial Drive, **Pipe Dreams** is a local standout in Asbury Park, New Jersey — a town where the sand, surf, and Springsteen sightings blend into a culture-rich coastal experience. Asbury Park is home to an eclectic mix of year-round locals and a seasonal wave of city-dwellers who descend each summer for a taste of the Jersey Shore. This unique vibe fuels businesses like Pipe Dreams, a hybrid cannabis shop and headshop known for its premium experience and deep commitment to customer care.



by Erica Zeidenberg

"We provide the customer with agency"

That's the philosophy of **Mahmoud Heikal**, owner of **Pipe Dreams**, and it's what led him to embrace **PDX Beam**, a crypto payment gateway that converts digital assets into local currency in seconds at the point of sale.

We provide a premium experience in Asbury Park. There are actually 7 smoke shops in a 1-mile long strip. We were the first and are the most expensive. We don't fight on price, we know our value.

We provide the customer with agency, so I have a hard time saying no when they request a particular payment method. We already have ATMs in the store and recently started accepting Venmo payments. We never want to refuse a customer's money.

When PDX Beam reached out to introduce the idea of crypto payments, Heikal was happy to give customers even more payment freedom.



Who Shops at Pipe Dreams?

Primary Demographic

At least 60% of customers are 45-50+, well-established, mostly recreational cannabis users with disposable income who value premium products and personalized service.

Additional Customer Base

Pipe Dreams attracts a strong LGBTQ+ crowd from the diverse Asbury Park community, plus seasonal tourists looking for quality products during their shore visits.

Service Approach

Mahmoud's team takes a consultative approach, helping customers understand ingredients, usage, and value. Some even bring in products from other dispensaries just to ask questions.

It's this level of trust and community integration that's made Pipe Dreams a cornerstone of Asbury Park—and a natural testing ground for innovative payment solutions like PDX Beam's crypto checkout system.

Simple Setup, Seamless Transactions



Customer Scans QR

Customer uses any crypto wallet like Coinbase to scan the PDX Beam payment code



Authorizes Payment

Transaction is processed through the customer's crypto wallet



Instant Conversion

Crypto is converted to local currency in real-time



Completed Sale

Transaction completes in just 15-30 seconds

The demo call was supposed to be 30 minutes, but after three, I got it. It was **that** easy.

PDX Beam's current standalone setup is already streamlined, and Heikal is now looking forward to an upcoming Clover-integrated version, which will make the process even smoother for his team, which already runs two Clover terminals in the store.

Customers Are Curious – and Excited

Early adoption is showing promise:

- Seven crypto payments processed in just a few weeks
- Every customer who used it has been enthusiastic
- In-store flyer generates questions and interest
- Customers are excited to finally use their crypto, not just hold it

With Asbury's summer crowd fast approaching, Heikal expects crypto usage to rise. Pipe Dreams averages 2,000 transactions a month during the season, and he estimates 12 per month will be crypto conversion sales.



2,000

Monthly Transactions

During peak summer season

12

Expected Crypto Sales

Monthly crypto payments projected

15-30

Seconds

To complete each crypto transaction

Looking Ahead: From the Shore to Smart Vending

What's next? Mahmoud sees massive potential for PDX Beam beyond his store — especially in his **network of smart vending machines across four states**.

This could change retail POS completely. Crypto has been sitting idle in people's wallets. Now, with PDX Beam, it has real-world utility. And I'm excited to be in on the ride.

Store Implementation

Currently using PDX Beam successfully in the Asbury Park location with growing customer adoption

Clover Integration

Looking forward to streamlined POS integration to make checkout even simpler for staff and customers

Smart Vending Expansion

Planning to implement crypto payments across multi-state network of automated retail machines