



Turn long lines into stronger profitability with... **Mobile Menu – Remote Ordering Technology**

One of the toughest challenges facing busy deli, café, and takeout restaurant managers is the unpredictable variations in walk-in traffic. And if yours is like most food-and-beverage-to-go establishments, walk-ins account for more than 95 percent of your business.

(GRAPHIC IDEA: photo of long line, with customers looking bored and impatient, checking watches, etc.)
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Fax and email ordering provides some relief, but these methods still require costly, labor-intensive manual order entry and cashing out. And for customers on the go, the only option to standing in line is phoning in, which takes up even more employee time explaining menu items, prices, and so on.

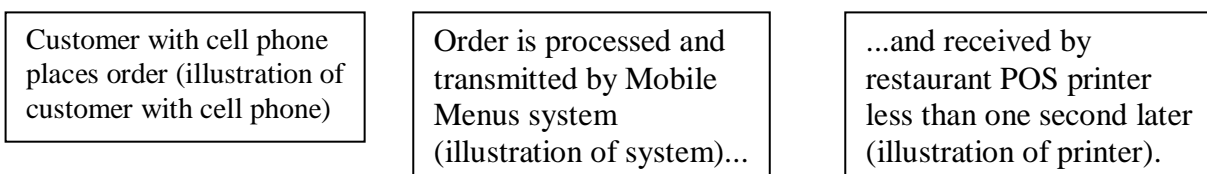
(GRAPHIC IDEA: photo of employee holding the phone in one hand, operating the ordering system with the other, looking stressed out, etc.)

Reduce expensive order-taking and cash outs

Introducing Mobile Menus, a new, patent-pending remote ordering system that allows you to smooth out the ups and downs of walk-in business, lets customers avoid time-consuming waits, and reduces expensive order-taking and cashing out.

Mobile Menu lets customers use their desk phones, cell phones, PDAs, and Internet-connected computers to place their orders, which are then transmitted through our system to a standard POS printer in your restaurant.

(DIAGRAM)



Simple to use and trouble free

The Mobile Menu system couldn't be simpler to use. We provide a regular restaurant POS printer unit with a special wireless receiver attached. The printer unit at your location receives each order from our system less than one second after the customer places it, then prints out a standard food/beverage ticket.

(GRAPHIC IDEA: photo of printer-receiver in typical restaurant installation)

The Mobile Menus POS printer/receiver unit takes up just slightly more space than a standalone POS printer. No special wiring is needed, not even a phone line – just a standard electrical outlet.

(GRAPHIC IDEA: Cord being plugged into wall outlet)

Easy for customers, too

Customers sign up for their Mobile Menus accounts [by phone or online]. Once they're signed up, they can use their cell phones or Web browsers to order through the Mobile Menus system. After you receive the order, your customer receives order confirmation, and their debit or credit card is charged for the appropriate amount.

Your customers can even list their favorite menu items (e.g., “double latte, no foam” or “turkey and Swiss on wheat, light mustard”) then order with a few quick keystrokes whenever they want one of their favorites.

What if the system goes down?

The system is completely foolproof. Your customer receives order confirmation only after the Mobile Menus POS terminal prints out the ticket. If the unit cannot print the ticket for any reason – because it's out of paper, for example – then the customer receives an “order did not go through” message, and no charge is made to the customer's account.

(GRAPHIC IDEA: Cell phone displaying “ORDER RECEIVED”)

How would I know if there was a problem?

Following the previous example, if your printer runs out of paper, the system alerts you immediately with a phone call.

What about our daily specials?

The Mobile Menus system even lets you list daily specials and discounts, then displays them on your customers' cell phones or on their Web pages. You simply access your account on our Web site, then type in the special or discount info.

(GRAPHIC IDEA: Cell phone displaying “TODAY – 20% OFF ANY LARGE PIZZA”)

How much does it cost?

Customers are charged a 10 percent ordering fee. For example, a \$1 cup of coffee would cost them \$1.10. A \$5 sandwich would be \$5.50. The restaurant is charged 5 percent of each order [before tax]. Funds are deposited electronically to the restaurant's bank account every week.

Put Mobile Menus to work for your business

Everyone – including your customers and competitors – will want the powerful benefits of Mobile Menus. Contact us to learn how you can take advantage of this low-cost, easy-to-use ordering system.

Mobile Menus

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www.mobile-menus.com