

Restaurant Success Program



How to help build your sales!

Restaurants On The Run is dedicated to the success of every restaurant that becomes a partner. Attached to this document are Free and Paid ways to increase your brand awareness and sales to your customers. If you have any questions, please feel free to contact anyone in our Restaurant Department at Restaurants On The Run.



Web Links

Turn your web traffic to web sales



Restaurant of the Month

Special program for promoting great service and food



3X Rewards

Become tied to our popular customer rewards program



MEALforME

Our most successful and popular program



Email Marketing

Promote your restaurant via email to our extensive database.



Menu Mailers

Promote your restaurant via mailing to our extensive database.



Online/Mobile Ordering

Keep customers coming back to your website, to order your food!.

About Us:

Restaurants On The Run began in 1993 with 6 restaurants available in Irvine, California. Today, Restaurants On The Run works with more than 1,600 restaurants and growing throughout California, Seattle, Las Vegas and Texas. We are now the industry leader in the restaurant food services and catering business with over 3,000,000 successful orders serving food to more than 15 million people to date. We look forward to serving you soon!

Learn more. Contact Us.

Representative: _____

Phone Number: _____

Email: _____

WebLinks



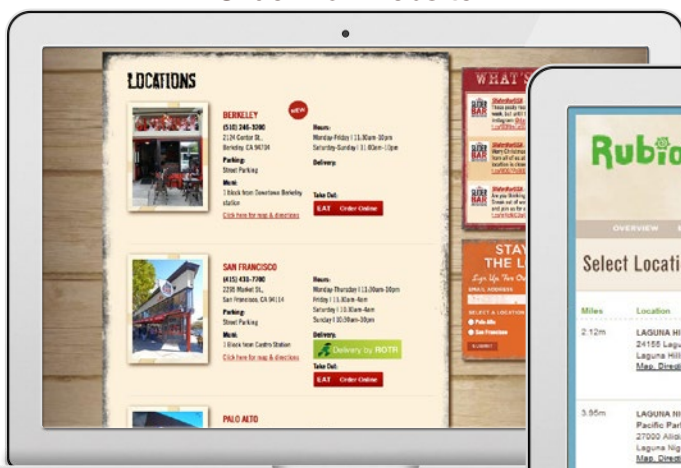
If you have a website, this program is for you! A weblink is a hyperlink that takes your customers directly into your menu at ROTR.com to place an order. Since more and more of your customers are searching your business on their computer or mobile phone for delivery and easy order solutions, this is a great way to capture additional revenue.



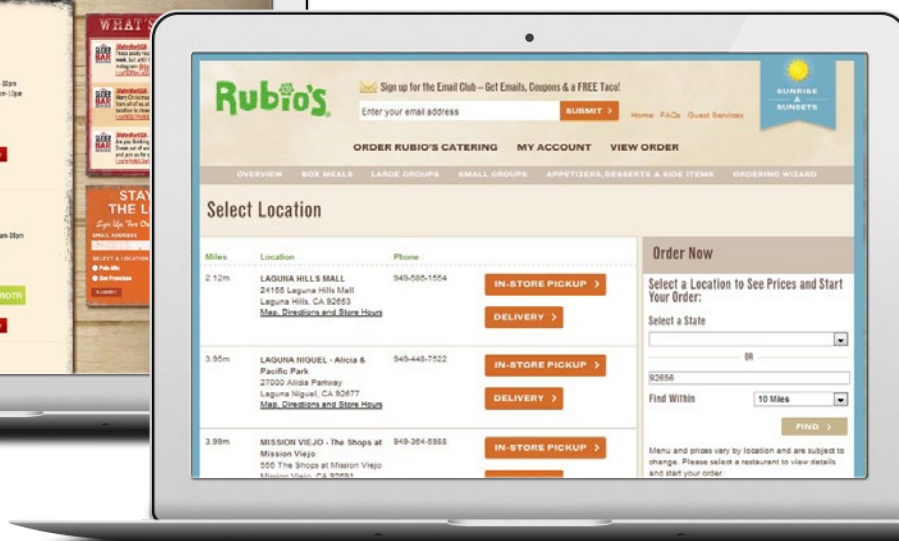
Benefits:

- ★ Increase sales by offering delivery on your site
- ★ Easy and simple for customers to order food
- ★ Additional sales without additional effort
- ★ Increase average check size

Slider Bar Website



Rubio's Website



Testimonials:

“Within a relatively short time of adding “delivery links” on Rubio’s website that route to the ROTR web order page, we saw an increase in the total number of orders placed online and have also seen an increase in our total average check – all without any additional effort in marketing. We believe that this is a great way to offer our guests easy access to a delivery option, which we currently do not offer internally in any kind of standardized way.”

~ Angela Scheufele, Rubio’s Catering Business Manager



3X Rewards

Every month, ROTR features a specific group of restaurants in each region. When our customers place a restaurant food delivery order online from one of these exclusive restaurants, the customer will receive 3X the standard Rewards Points offered. This is 30 points per \$1 spent when our customers order online only.



3X
THE
REWARDS

That is 30 Points per
\$1 spent when you
order online ONLY!



Rubio's

3X
THE
REWARDS

That is 30 Points per
\$1 spent when you
order online ONLY!



Benefits:

- ★ Increased sales
- ★ Increased internal restaurant recommendations
- ★ No up-front costs
- ★ Premium placement in restaurant searches

Testimonials:

La Salsa Cantina here in Las Vegas has been a participant of the 3X rewards program for almost a year, and we have seen a major increase in our business, we look forward to continuing this relationship for years to come. Thank You Restaurants on the Run.

~ Marco Lule, Manager, La Salsa Cantina, Las Vegas

ROTR's 3X Rewards program has proven to be an effective way of attracting more customers to the Oggi's brand. We've been participating in the promo for two years, and each time it has run we have seen great results. With the consistency of the increase in sales we've seen, we believe that our customers truly value ROTR's rewards program and will gravitate to 3X restaurants when making their ordering decision.

~ John Green, Owner, Oggi's Pizza, Mission Viejo



Month to Month: _____

Once per Quarter: _____

* Payment due by the 15th of each month prior to the month of participation.

EmailMarketing

The goal is to promote restaurant partners for corporate delivery & catering to our extensive customer database through email promotions and communications.



Benefits:

- ★ Drive your restaurant's revenue with restaurant focused email marketing
- ★ Reach a customer base that includes Corporate, Residential, and Pharmaceutical & Medical Sales Representatives
- ★ Specialized campaigns to increase restaurant awareness & promote additional services (e.g. happy hour, in-store specials, promotions, etc.)
- ★ Pricing plans to meet your budget
- ★ \$180.50 average check from Restaurant Spotlight
- ★ 79% active ROTR customer opt-in rate



Fact:

ROTR has over 50K email subscribers that include customers from Fortune 500 companies.

Restaurant of the Month

Branding your restaurant locally is very important in acquiring more business. That's why ROTR has created a fantastic way to boost your brands visibility. Restaurant of the Month is a paid program that allows restaurants to be displayed as one of the TOP 3 listings in your area. Now your restaurant can be seen in areas where customers order directly online via ROTR.com. This is an easy and effective way to ensure that customers are viewing your restaurant, menu and brand.

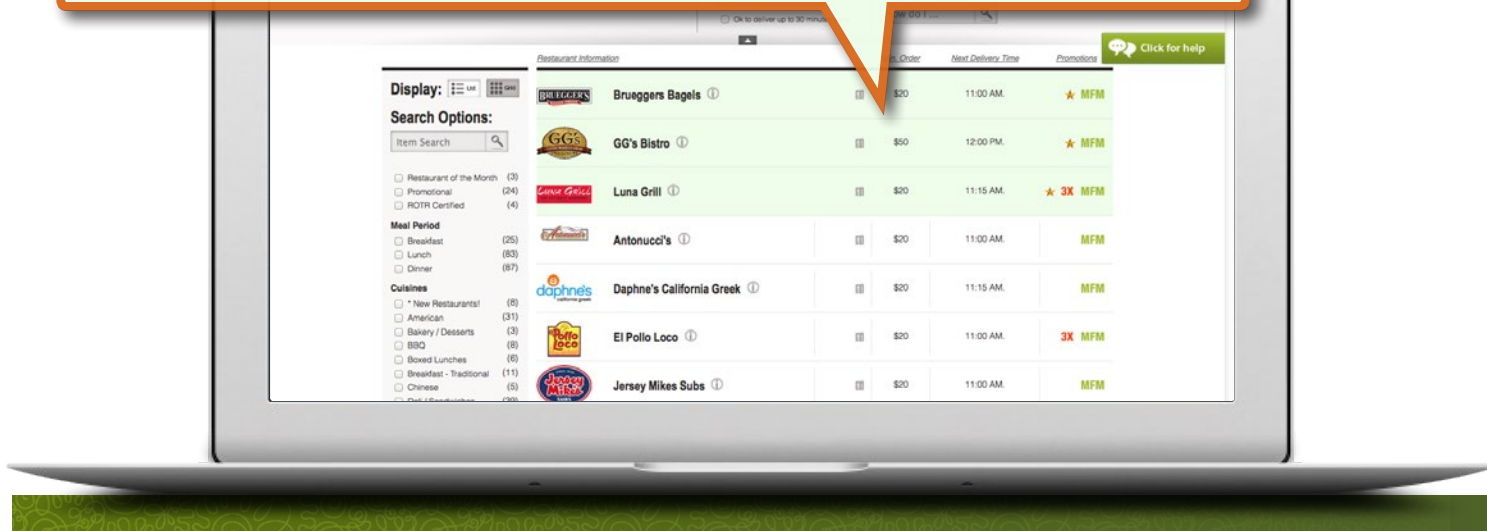
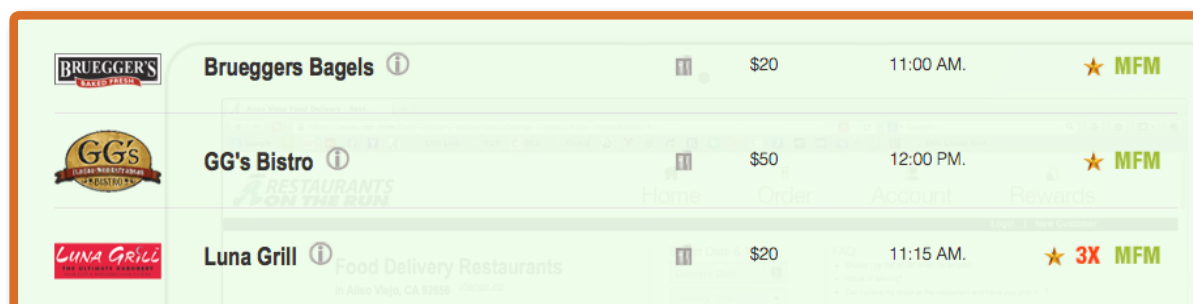


Benefits:

- ★ Be one of the first restaurants that our customers see on the restaurant pages
- ★ Brand your restaurant and increase visibility to our corporate customers
- ★ Be located in one of the TOP 3 listings

Information:

- ★ Prices range from \$50 to \$450 per Region per Month
- ★ Regions are priced based upon impressions and food sales
- ★ Due to popular demand, we only allow restaurants to sign up for the same region once per quarter



Updated 2/15/2014

Month to Month: _____

Once per Quarter: _____

* Payment due by the 15th of each month prior to the month of participation.

MEALforME

MEALforME (MFM) allows exclusive restaurants to reward the customer with a complimentary meal or dine-in gift card when the customer reaches a minimum food total. The goal of the program is to create value for both participating restaurants and the customer.




Below: Once a customer reaches a pre-selected food minimum, this pop-up screen appears.

How it works:

Participants set a food minimum (up to \$150). After the food minimum has been met, customers are offered two choices: they can use a dollar amount set by the restaurant (min. of \$8) to select menu items and complete their free meal OR select the dine-in coupon/gift card option (min. value \$10).

MEALforME Options



FREE FOOD ITEM

Congratulations, you have reached the MEALforME minimum food total of \$150.

You may now select any complimentary restaurant entrée or other items to add to your order, up to \$10. Please use the MEALforME check box (as shown below) on the item selection window in order to apply the discount.

Example: MEALforME Item ☐
Remaining Balance: \$10

SELECT

OR

FREE GIFT CARD

You may now choose to add a "Rubio's" Dine-In Gift Card of \$10.

If you're not available, may we leave your gift card at the front desk?

☒ Yes ☐ No

SELECT

Benefits:

- ★ Increase your average order size
- ★ Increase order frequency
- ★ Included in promotional section of searches
- ★ Improve your brand's visibility on ROTR.com
- ★ Drive traffic back to your restaurant
- ★ Included on special promotions landing pages

Testimonials:

We have participated in the MEALforME program for over a year now, and we believe that it is a great way to incentivize a Catering Event Organizer to choose Rubio's for their meeting or event. Additionally, it has the added benefit of driving transactions into our units and potentially increasing trial of Rubio's base menu products.

~ Angela Scheufele, Rubio's Catering Business Manager



MenuMailers

Having your menu in front of any customer is the key to growing sales for your restaurant. ROTR sends out exclusive mailings to our current and future customer databases that feature menus of quality restaurants. These simple yet detailed mailings feature 12 restaurant menus, a breakdown of ROTR's services and fees, and a marketing promotion to encourage customers to order.



Featured Cover

Benefits:

- ★ Up to 30,000 copies printed per area
- ★ Distributed to corporate, pharmaceutical and residential customers
- ★ Only 12 restaurants featured



Featured Menu Column

CLAIMJUMPER®	
Sandwiches • Burgers	
11 Roast Turkey On Wheatberry	9.99
12 Clubhouse Sandwich	12.99
13 Grilled Cobb Sandwich	10.99
14 Tuna Salad Sandwich	9.99
15 Cashew Chicken Salad Sandwich	9.99
16 BBQ Chicken Sandwich	10.99
17 Sliders	10.99
18 Original Tri-Tip Dip	12.99
19 Widow Maker Burger	12.99
20 Classic Cheeseburger	9.99
21 Hickory BBQ Burger	11.99
22 Fricco Burger	10.99
23 Fish Tacos	9.99
Favorites	
Add Cup of Soup, Small Salad, or Small Caesar Salad, 4.49	
24 Country Fried Steak	from 12.99
25 Meatloaf & Mashed Potatoes	13.99
26 Giant Stuffed Baker	11.99
27 Chicken Pot Pie	12.99
28 Vegetarian Stuffed Baker	9.99
29 Chicken Tenderloin Dinner	11.99
30 Hickory Chicken	13.99
31 Tenderloin Tips	12.99
32 Simply Grilled Chicken Breast	12.99
33 Jamaican Jerk Sweet Potato	12.99
Fresh Pasta	
34 Shrimp Fresca Pasta	15.99
35 Parmesan Crusted Chicken	13.99
36 Black Tie Chicken Pasta	11.99
37 Grilled Chicken Pasta	12.99
38 Jambalaya Pasta	13.99
39 Absolut Tortellini	16.99
40 Chicken & Broccoli Alfredo	14.99
Hearth Baked Pizzas	
41 Three Cheese Pizza	from 5.99
42 Sausage & Pepperoni Pizza	from 6.99
43 BBQ Chicken Pizza	from 7.99
44 Tomato Basil Pizza	from 5.99
45 California Works Pizza	from 7.99
46 Pepperoni Pizza	from 6.99
47 Veggie Works Pizza	from 6.99
48 Meat Lover's Pizza	from 7.99
49 Supreme Pizza	from 7.99
50 Chicken Florentine Pizza	from 7.99
51 Korean Fried Chicken Pizza	from 7.99
52 Buffalo Chicken Pizza	from 7.99
53 Traditional Calzone	9.99
54 Specialty Calzone	9.99
55 Mini Pizza & Salad Combo	9.99
Combs	
56 Beef & Bird	22.99



PRICES

Featured Cover
(includes featured column): _____

Standard Column: _____



Online/Mobile Ordering

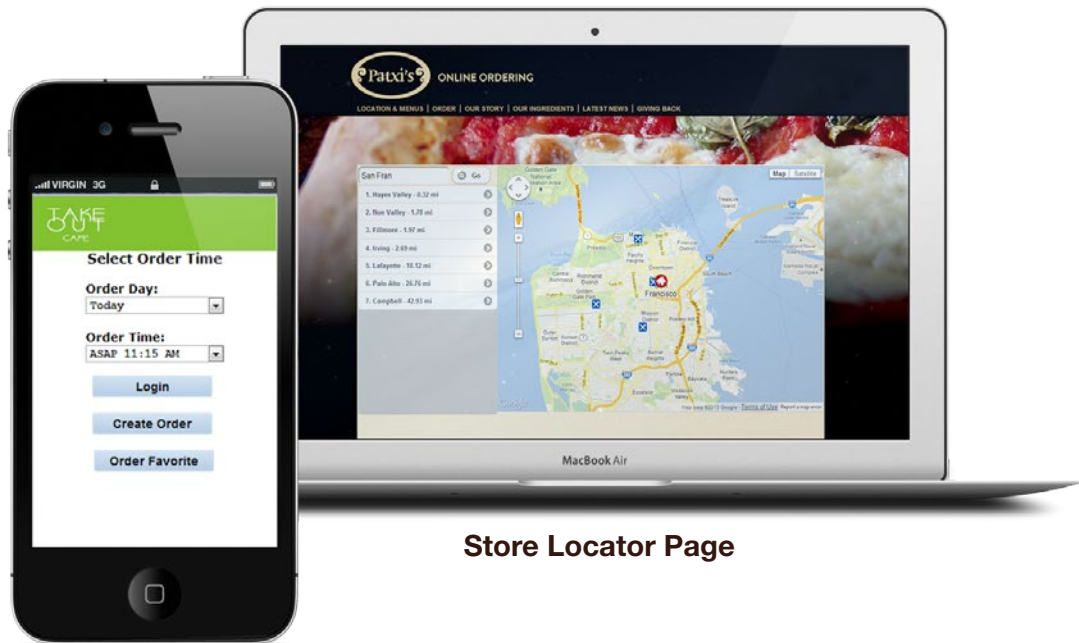
Do you have a website? Do you want the ability to offer your own online/mobile ordering? If you answered yes, then we have your solution. TakeOut Technologies (sister company of ROTR), provides the best in class mobile/online ordering. With direct POS integration, your customers and your employees now have a fast and seamless way to place and receive online/mobile orders. Enhance your customers experience, increase your check averages, and improve your operational efficiencies.



Benefits:

- ★ Online/Mobile ordering branded as your own
- ★ Orders directly into most POS systems
- ★ Higher check averages than call in orders
- ★ Dashboard for all orders
- ★ No labor to take additional orders
- ★ Orders can be placed with your stores 24/7, 365 days a year

Mobile
Ordering



Store Locator Page

Testimonial:

“TOT is a solid online ordering solution, with excellent Micros POS integration. But the personal attention and excellent customer service is what separates TOT from the competition.”
~ Blaine Whitney, Trusted Advisor, Patxi's Pizza, San Francisco



Updated 2/15/2014

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