

 **ROLLOUT COMMUNICATIONS GUIDE**





WELCOME TO BURGERS WITH BITE!

We're thrilled to have you as part of our Virtual Brand family, and to work with you to diversify your product offering and drive incremental sales at your store.

Please take the time to get to know our brand, products and operational procedures throughout this booklet.

We aim to give to our customers what they want, and we want them coming back for more – so be sure to execute well and stay 'saucy'.

A little more about us...

Burgers with Bite (BwB) is an online only 'virtual restaurant', offering deliciously indulgent burgers straight from kitchens delivered hot and fresh to our beloved customer's doors.

The BwB menu has been designed by the specialist culinary team at The Coffee Club, based on consumer insights that show burgers being a huge opportunity in the market. The brand and the menu have been developed with a particular customer in mind – they are looking for indulgence, to make the most of their 'cheat day' satisfying their burger cravings, and most of all to enjoy their favourite flavours 'with a bite'.

This brand has been designed to appeal to a younger Millennial audience. It's edgy, and if we're honest a little bit 'random'.



WHY VIRTUAL BRANDS?

Virtual Brands, also known as 'dark kitchens or ghost kitchens' are becoming more prominent around New Zealand and the world.

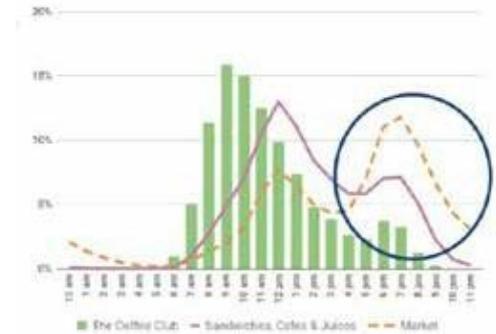
The concept of these online only brands that utilise existing kitchens and store footprint offer the opportunity for existing brands to expand and diversify their product offering without the overheads of a physical footprint.

- VR presents an opportunity to be more competitive in the dinner daypart and appeal to a broader consumer base.
- VR restaurants have the potential to increase a stores delivery sales by 30% - 70% (Uber Eats and Deliveroo data Press Release)
- Because you can use your existing team members, space and equipment, it's a low risk and low effort option achieve incremental sales growth.

The Burgers with Bite concept uses mostly existing ingredients, with some adjustments to recipes, builds and adding just a few new items to the pantry. The burgers have been renamed with quirky branding and are served without chips.

VRs represent the opportunity to increase our competitiveness in the dinner daypart and reach a broader consumer base. It is a low cost alternative that has the opportunity of growth between 11am-2pm & 5pm-9pm, without cannibalising the TCC peak period of 8am-11am.

ORDER CONTRIBUTION BY HOUR



The graph above showcases the opportunity that Uber presents with peak ordering periods aligning with softer trading periods at The Coffee Club.

UberEats Platform Peak Periods

- 11am – 2pm
- 5pm – 9pm (2x lunch period)

TCC Peak Period

- 8am – 11am

Consequently 60% of sales before 12 noon through a period where Uber Eats does 12% of their market volume.



things you need to know & do

- CONTACT NIKESH (027 333 4251) BY FRIDAY 17 APRIL SO HE CAN GET YOU SETUP ON UBER EATS
- SIGN YOUR UBER EATS AGREEMENT
- FOLLOW THE LINK IN YOUR UBER EMAIL TO REGISTER FOR FREE UBER BAGS, NOTING YOUR RESTAURANT DETPAK ID
- READ RECIPE CARDS AND COMPLETE READING THE MANUAL
- READ ORDER YOUR ADDITIONAL INGREDIENTS & PACKAGING (SEE ATTACHMENT)
- KEEP AN EYE OUT FOR YOUR TABLET FROM UBER – NIKESH WILL CONFIRM THIS WITH YOU
- UPDATE YOUR BANK DETAILS AND TRADING HOURS ON YOUR TABLET
- **OFFICIAL LAUNCH IN YOUR STORE – THIS WILL BE AS SOON AS YOU ARE SETUP AND LIVE WITH UBER EATS AND HAVE ORDERED ALL THE NEW INGREDIENTS**

COMPLIANCE INFORMATION

Please note that it is EXTREMELY IMPORTANT to ensure no packaging or receipts for The Coffee Club are included in an order for BwB. Stores that are found to include packaging items will be issued with warnings and removed from the platform.

Please also ensure you check all receipts before stapling to your Uber bags ensuring these are labelled with Burgers with Bite rather than The Coffee Club. It's essential to the credibility and success of BwB that the two brands are kept completely separate.

MARKETING

As we are a virtual brand, the majority of our marketing will be via digital channels. It will also be optimised to take advantage of peak ordering periods and avoid cannibalising our existing campaigns that are running for The Coffee Club.

Your store will benefit from a targeted and day-part timed marketing campaign in social media and digital ads, which will link directly through to your store's uber page for ordering.

In addition, Burgers with Bite has a dedicated Instagram page, website and contact email address. These have been set up to ensure we maintain a high level of customer service, can monitor feedback and to be considered a credible and trusted brand by our customers.

Website www.burgerswithbite.co.nz

Contact: info@burgerswithbite.co.nz

Instagram: [burgerswithbitenz](https://www.instagram.com/burgerswithbitenz)



IMPORTANT – CUSTOMER SERVICE

It is extremely important that guest calls, email and feedback is addressed in the appropriate way considering we are a Virtual Brand.

What happens when a guest calls the store to ask about an order:

What a staff member says to a customer:

We host Burgers with Bite in our kitchen. Therefore, I can help you on their behalf.

If it's an issue with the order:

I am sorry you have had this experience, if you jump back on to your uber app and note it through there the issue will be managed further. Again, sorry for any inconveniences this has caused.