



foodee

Restaurant Partner Guide



Foodie Support Info

Thank you for becoming a Foodie Partner! We are excited to help you grow your business, and contribute to your ongoing success.

We want to ensure that you have all the support you need, when you need it. Below is the contact information for our team of experts, trained to help in a variety of circumstances.

We encourage you to save contact information on your devices and to share it with your restaurant team.

Service Delivery Team

The service delivery team is here to help with any real time orders, deliveries, order changes, or other order-related challenges.

Email: order@food.ee
Phone: [+1 \(844\) 836-6333](tel:+18448366333)
Website Chat: www.food.ee
Available: [Mon - Fri, 9 am - 9 pm EST](#)

Restaurant Partnerships Representative

If you have any questions, concerns, or needs that are not related to orders or your menu, your Restaurant Partnership Representative is here to help. Their role is to help you become familiar with our platform and optimize your restaurant account as you get comfortable with taking Foodie orders.

Restaurant Success Manager

Upon completion of 5 orders you will be introduced to your Restaurant Success Manager. They will support you long term to ensure you have a great experience with Foodie.

Restaurant Support Team

If you would like to update your Foodie menu or profile, our restaurant support team is here to help. Simply email them at the address below, and they will be sure to help.

restaurant@food.ee



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Welcome to Foodee

Congratulations on becoming a Foodee partner!

Your restaurant is a symbol of your food journey, hard work, perseverance, and learning! Your food is a powerful way of sharing your story with others and building a vibrant community. We are so excited to be on this journey with you.

We are representing you, and you are representing us...

We are in this together and are excited to help you share your story, and build your brand. Being partners means that our customers are your customers, and ensuring they have a fantastic culinary experience is our top priority.

We provide your orders in advance so you can staff and stock accordingly. We deliver your meals on time, to keep employees happy and productive in the workplace.

These are just some of the ways we work together to ensure our customers fall in love with your food and your brand!

The Foodee Team



Your Foodee Menu Page

More than just a menu...

It is important that your Foodee page conveys your brand and meets our customer's needs. That means adding the types of menu items our customers are looking for, and using appetizing photos of your food.

While Foodee will manage the set up for you and suggest menu optimizations, you decide what goes on this page.

If you need to make any changes, or want to chat about menu optimization, simply email us at restaurant@food.ee any time.

Here's what you need to get started...

One high resolution professional image for your header.

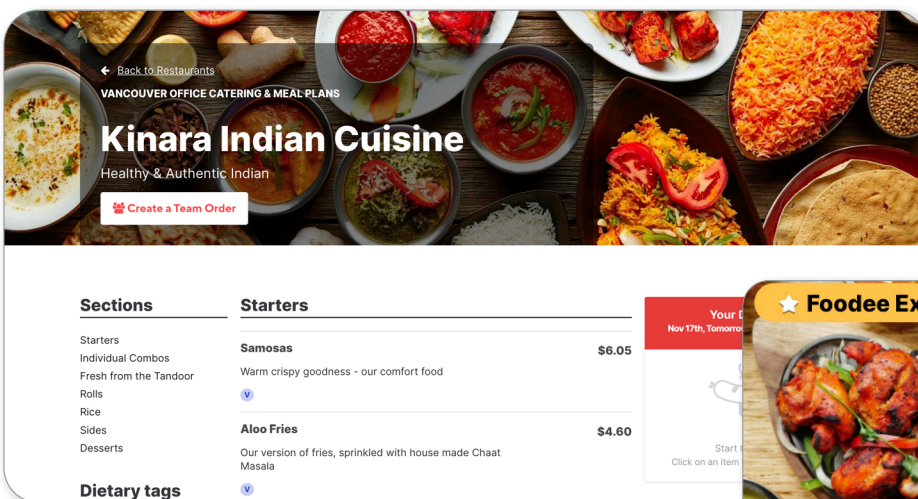
A header is a large web banner image located at the top of your restaurant page, and is the first part of your page that visitors see. The header image should feature your food, speak to your identity, and excite users. For more details, please see the example below.

One high resolution professional image for your thumbnail.

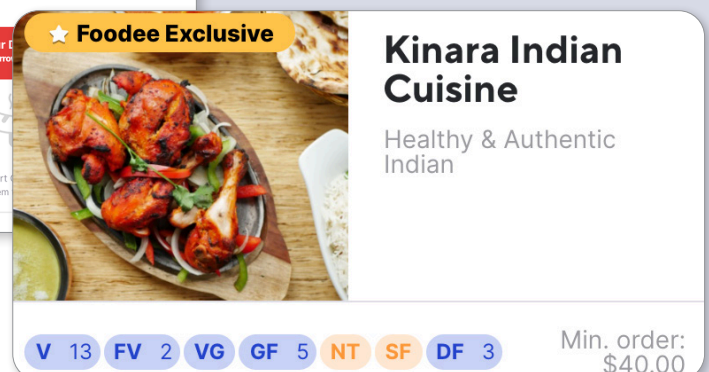
A thumbnail image is an image used alongside other restaurants available on our website. Visitors to our site will be sure to click on thumbnails that feature a signature dish, and make them want to click through to the menu.

Here's some examples of how they might look...

Menu Page Header



Main Page Thumbnail



Creating a Great Foodee Menu

1

Less IS MORE!

Select your top 4-5 individually packaged items.

2

Travels Well

Make sure the food items travel well and that they do not spill or get soggy. Our drivers are great at what they do but we want to do everything we can to preserve food quality for the customer.

3

Presents Well

Choose items and packaging that stack and travel well. Presentation is key to making a great first impression. Impressing the clients will make them more likely to order from you again.

4

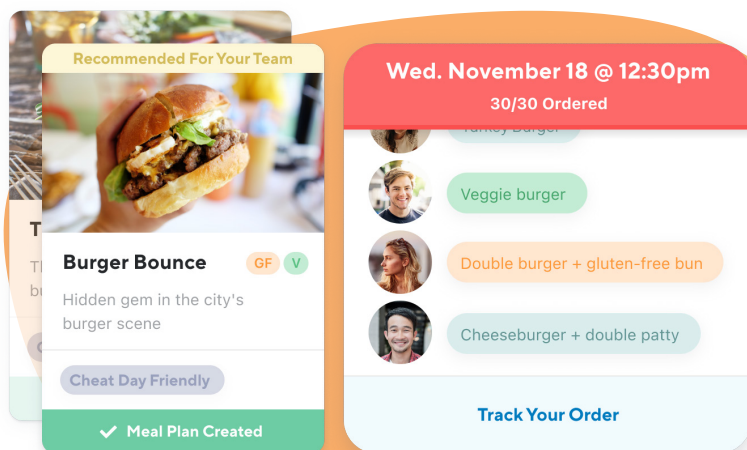
Dietary Flexibility

Many of our customers have dietary restrictions. Offering items that are Gluten Free, Vegan, Vegetarian, or Dairy Free means that more customers will be able to choose your restaurant for their meals, increasing orders and revenues.

5

Mind Your Margins

We want you to profit from Foodee orders. Ensure your menu items balance great value to the customer and positive margins for your business.



About Foodee Orders

Foodee order requirements

- All Foodee orders require **Foodee labels** for clear communication to our customers
- All Foodee orders are to be ready for the **scheduled pick up** time
- Remember, **timeliness** reflects your brand and ensures repeat business
- All meals must be packaged in **recyclable, degradable or compostable packaging**
- Styrofoam, plastic wrap, and other **non-recyclable materials are not permitted**

Order communication

- **Orders are sent by email to the email address provided during onboarding**
 1. Please keep this up to date, and checked regularly
 2. Please use restaurant email addresses only (no personal emails)
- **Confirm orders in two clicks**
 1. Click “Accept” in the email and you will be redirected to the Foodee website
 2. Complete the confirmation
- **Labels and PDF version of the order** are available to download from the email
- **You may reply to the order email** if you have any questions or concerns. Alternatively, you may call +1 (844) 836 6333 or go to www.food.ee to chat with our support team
- **Foodee will be responsible for and manage all communications with clients**
- **Daily Order Summaries are sent at 7pm** local time for orders the next day
- **You may receive an SMS notification** that includes order number, date, and time



Cheat Day Centric
Deep Fried & Comfort Food



Big Eaters
Filling Meals & Big Portions



Cro
S
B



M
V

Types of Foodee Orders

Standard

Order Notice

21+ hours in advance

Labelling

Labelling required: Item name, dietary tags, allergy notations

Packaging

Must be recyclable or compostable

Cancellation

The client has up until 24 hours prior to delivery to cancel or modify their order

Recurring Meal Plan (Enterprise) Orders

NOTE:

Foodee's most valuable clients order very frequently, and ensuring success with these orders captures repeat business with them.

Order Notice

21+ hours in advance

Labelling

Labelling required: Item name, dietary tags, allergy notations

Packaging

Must be recyclable or compostable

Cancellation

The client has up until 24 hours prior to delivery to cancel or modify their order



Foodie Order Email Template

foodee

RESTAURANT CONFIRM

ACTION REQUIRED

Confirm new order

Please review the following order and click the confirm button below the order summary if everything's correct.

4

Confirm

Reject

5

Order Summary

ORDER

TOR-399376

v. 0

PICKUP TIME

Monday Nov 15 @ 12:00PM

1

NUMBER OF ITEMS

15

NUMBER OF PEOPLE

9

2

PDF Printable Copy

Download Food Labels

3

QTY

ITEM

PRICE

Individual Box

1

F2: Lemongrass Chicken - Jasmine Rice & Mild Spice (peanut)

\$11.55

Eaters: Han Bao

Notes: no spicy

2

F4: Satay Steak - Short Grain Brown Rice & Medium Spice

\$23.10

Eaters: Matthew Ishii, Nila Palma

1

F2: Lemongrass Chicken - Jasmine Rice & Mild Spice (peanut)

\$11.55

Eaters: John Gao

3

F5: Chili Lime Shrimp - Jasmine Rice and Medium Spice

\$34.65

Eaters: Afshan Bari, Leyuan Yu, Xiaonan Sun

1

F1: Lemongrass Chicken - Spring Mix & Mild

\$11.55

Eaters: Pooya Saeedi

1. Order Version Number (Versions will start at 0)
2. Order Summary PDF
3. Printable Label PDF
4. 2-Step process to accept orders
5. Click to reject if something's wrong
If you need to discuss please contact the Foodee Support Team before rejecting

Preparing Food Orders

Remember to plan for your order and adequately prepare. It is very important that we impress our customers by:

- Checking your email and confirming Foodee orders regularly
- Maintaining good stock for popular Foodee items and communicate with our team if you have shortages
- Staffing adequately to execute the orders efficiently
- Timing! Late deliveries for our clients are disruptive to their businesses and cost them money. Reliable restaurants get repeat business

If you experience any challenges with a Foodee order, please contact our support team as soon as possible. We are always happy to help you in any way we can!

+1 (844) 836-6333 / order@food.ee / Website Chat: www.food.ee

Your Foodee Order Checklist

1

Do you have the most up-to-date version?

Check in with our support team if you are unsure or need to make changes

2

Print your labels

- Be sure to print once you have received the final version of the order
- Organize how and when you will apply them to your packages

3

Ensure proper execution

- Allow for enough prep and cook time
- Clearly communicate order details to staff including pick-up time
- Use printed order summary to check off every item
- Ensure order is accessible to driver once they arrive
- Always check order number with delivery driver

4

We are partners

- Remember we are partners and always want to support you
- Our drivers are our partners too
- Be sure to communicate with us if any challenges arise

Foodee provides advance notice so you and your team can staff, stock, and prepare, maximize off peak hours

Food Packaging Checklist

- ☐ **Presents well**
- ☐ **Travels well**
- ☐ **Stackable, crush resistant**
- ☐ **Spill Resistant**
- ☐ **Retains Heat**
- ☐ **Always Eco-friendly!**
Recyclable, Compostable or Degradable
Strictly No Styrofoam



Food Labelling

Why is labelling so important to our customers?

Guests can quickly and easily identify their meal

- This makes for a frictionless & efficient meal pick up
- If they didn't choose their own item, they will know which meal to grab

Reduces confusion and mistakes

- Guests can see their allergy note, dietary tag, meal name, and restaurant name
- This ensures their expectations are met, and that they can enjoy their meal
- Reduces customer complaints and generates repeat business

Promotes your brand!

- Labelling correctly means guests are talking about and promoting your brand, your restaurant, and your food with other colleagues.



Apple Blossom
Contains: Contains Soy
Mad Radish Bloor Street
KYRA PETTICREW



Apple Blossom
Contains: Contains Soy
Mad Radish Bloor Street
NARVEEN MAAN



Apple Blossom
Contains: Contains Soy
Mad Radish Bloor Street
UMAR PATEL



Bibimbowl
Contains: Contains Seeds / Contains: Contains Soy / Vegan
Mad Radish Bloor Street
GLORIA ABROMEIT
• Pick cilantro lime tofu protein (vg)

Preparing Food Orders

1

Purchase your printer

Foodee requires an A4 printer. Our labels are printable on A4 label sheets.

We suggest using a wifi enabled option as you can print directly from your phone

2

Order your labels

You may order your A4 labels through Foodee

<https://try.food.ee/restaurant-label-reminder> or contact restaurant@food.ee

3

Set up & test your printer

You will receive a test order email from Foodee. Use this order to print your test labels. Confirm with your Foodee representative when completed

4

Train your team

Brief all staff on labelling procedures Designate a Foodee.

Order Lead who ensures successful execution

5

Label every item

Ensure you maintain good stock and are always prepared. Remember, labelling is your responsibility and reflects your brand. Labelling generates repeat business by keeping everyone pleased!

6

We are partners

Remember we are in this together, and we always want to support you

If you have any questions or concerns, do not hesitate to contact us



Receiving Payment

How do you receive payment for Foodee Orders?

Monthly Pay Periods

Pay Period One - Orders fulfilled from the 1st - 15th

Pay Period Two - Orders fulfilled between the 16th and last day of month

Questions or concerns?

Reach out to your Foodee representative.

We're here to support you!

EFT Bank Deposits

Your banking information is stored securely and in compliance with the strictest privacy standards

Remittance slips are provided each pay cycle, via email from Foodee accounting. See examples following

Deposits are typically visible in your account approximately 3-5 Monday-Friday business days after the last day of a pay period

Remittance by Country



CANADA

The remittance statement will come from **Plooto** and outline the orders included in the payment.

plooto

Hi 1546146 Ontario Limited,

Foodee Media Inc is sending you a payment for **\$113.14 CAD**. The funds will appear in your bank account by **09 Jan 2018**.

Memo:

TOR-125345 (Item #1 - \$ 20.07)
TOR-128632 (Item #2 - \$ 93.07)

[VIEW MY PAYMENTS](#)



USA

Your remittance statement will come from **Xero** and will outline all the orders included in your payment.

REMITTANCE ADVICE

Payment Date
Feb 2, 2018
Sent Date
Mar 9, 2018
EIN
30-0872672

Foodee Media US Inc
7509 Manchaca Road, Unit
202
AUSTIN TX 78745
UNITED STATES

Total USD paid 107.21

Invoice Date	Reference	Invoice Total	Amount Paid	Still Owning
Jan 15, 2018	BLD-135478	107.21	107.21	0.00
		Total USD	107.21	0.00

Registered Office: 7509 Manchaca Road, Unit 202, Austin, TX, 78745, United States.

Ways to increase your orders

Backlinking means increased revenue

Adding a Foodee link on your site has many benefits, such as:

1 Increase order volume

Your existing clients visiting your website can place corporate orders through Foodee.

It's another way for people to find your menu and order more.

Many clients Google “(restaurant name) food delivery” and Foodee comes up.

2 Order your labels

Gain new corporate customers. Get more orders and get more clients

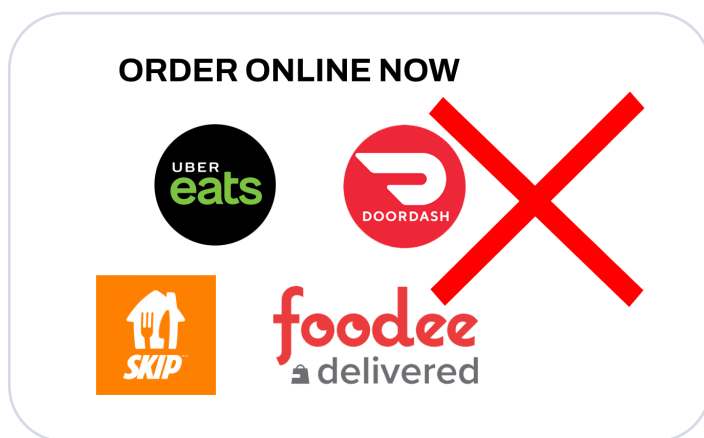
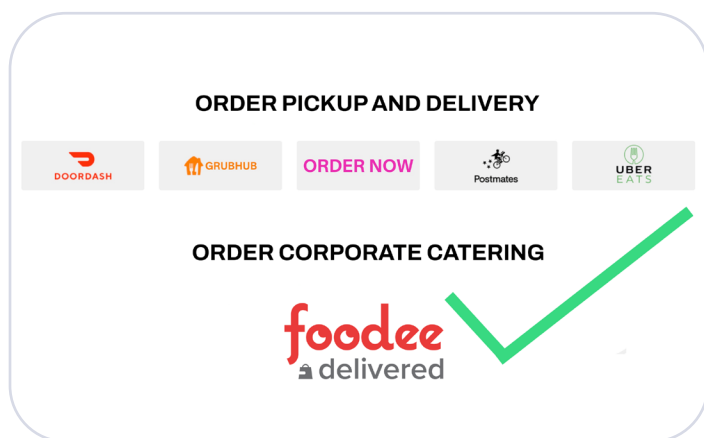
recommending your restaurant to their friends. Word of mouth is powerful!

3 Gain more traffic

Increase SEO score by having more links to and from your

page so you appear higher on Google search.

Adding a Foodee link has on average helped our restaurants **increase their monthly sales by \$1,000 - \$3,000.**



In order to avoid misleading or confusing your customers, make sure Foodee is clearly labeled or categorized as a corporate catering service. This prevents your customers from mistaking us for a home delivery service.

This isn't to detract from your existing sales but to help you expand your reach and generate supplementary revenue. Set up your Foodee backlink at www.food.ee/foodee-link.

Your Foodee representative will be happy to walk you through the process if you have any questions.

Ways to Increase Your Orders

Share our partnership on social media

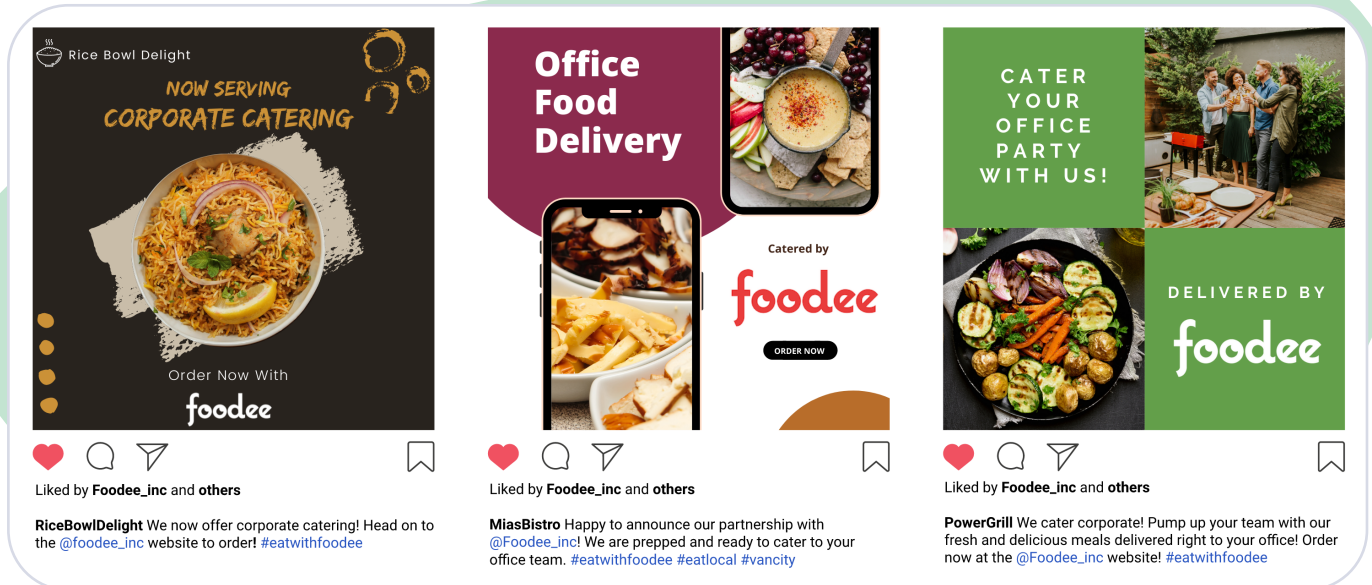
Let your current social media followers know that you can now deliver to their office using Foodee.

It can be as simple as taking a photo of a Foodee order with our stickers or adding our logo to one of your images. Tag your post with:

/foodee

@foodee_inc

#eatwithfoodee



Thank you for your partnership

Our restaurant partners are at the core of what we do here at Foodee. We are proud local advocates, intent on elevating food culture, and building sustainable, vibrant, communities. Supporting local business owners and our shared community is what gives us purpose!

We are grateful for the opportunity to share that purpose with you, grow with you in your journey, and share your story with others. We genuinely strive to create fulfilling partnerships that last and we are so pleased to begin this one with you.

Thank you for becoming a Foodee partner. We look forward to building our community and our businesses together.

Ryan Spong | Co-Founder & CEO

