



# A Signature Digital Ordering Experience



ENHANCING THE CUSTOMER  
EXPERIENCE



# Customer confidence and efficiency in ordering - even for complex catering requirements



ENHANCING THE CUSTOMER  
EXPERIENCE

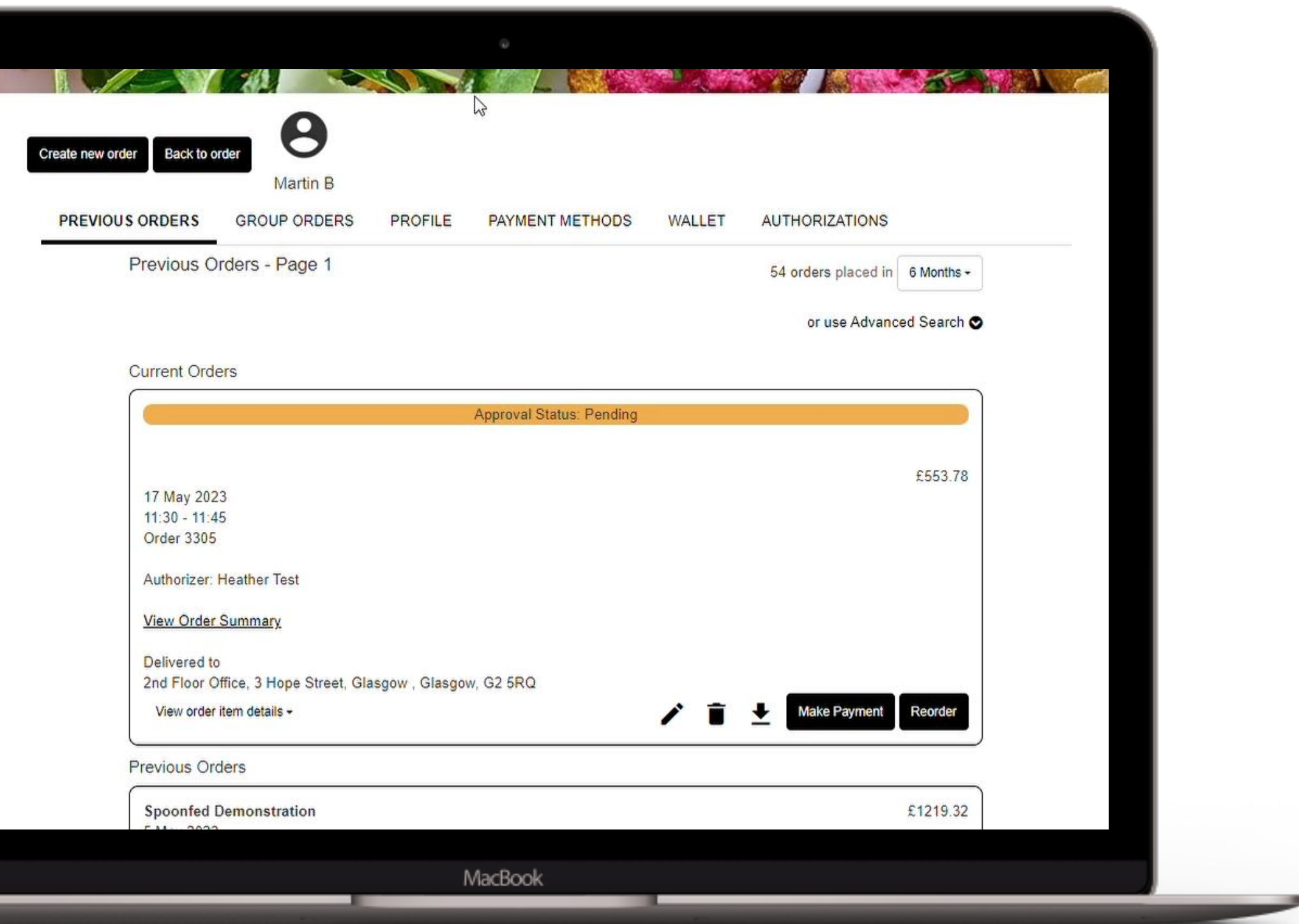


Click [here](#) to  
discover more

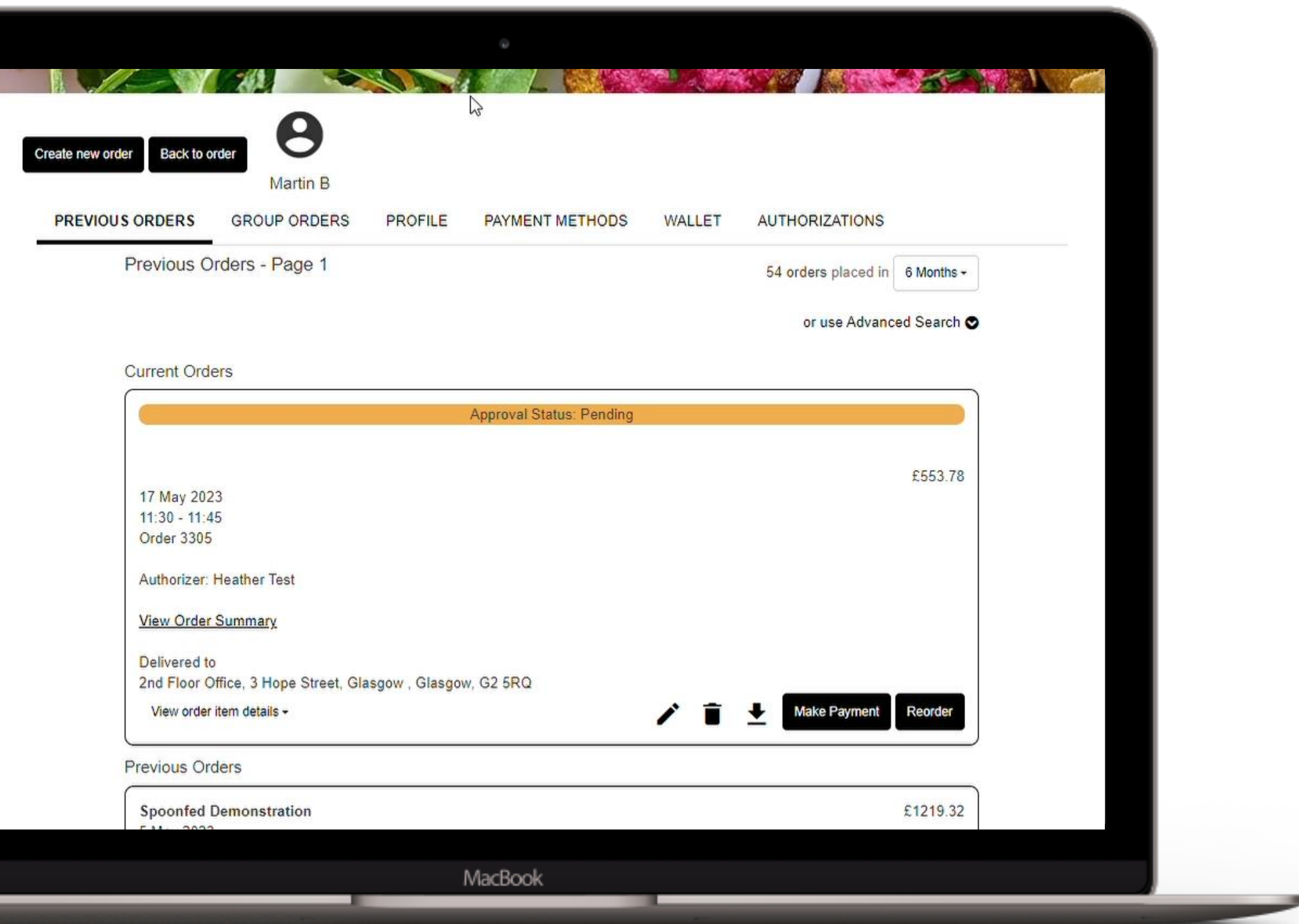




Brochure Page options with videos, images and multiple links...



**Food Bookers are in control –**  
straight-forward, confident  
ordering experience  
- even with complicated orders  
covering numerous time slots.



**Food Bookers are in control –**  
managing every aspect of an  
order from approving, editing or  
cancelling

# Start your frictionless ordering journey...



## Choose location

How would you like your order?  
**Place Order Now**  
Select Delivery or Pickup to start your order  
Want to collect orders from a group via a shareable menu link?  
[SWITCH TO GROUP ORDER](#)

**DELIVERY** | **PICK-UP**

Please select your building

Location

Date  By time

Selecting which location you are in alerts relevant kitchen.

*Orders can be designate Delivery or Pick up*



## Choose Date & Time

May 2022

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The location, date and time selected determines which menus will appear to order from...



## Select from available menus

The screenshot shows a menu grid with categories: Refreshments, Breakfast, Lunch Menu, Finger Buffet, Salads, Canapes, Lunch Menu, Sweet Treats, and Platters. A time slot selector is highlighted with a green box, showing 'Selection for 13:45' and 'Add Time Slot'. The order summary on the right shows two items: 'Tea & Coffee served test with Biscuits' for £15.00 and 'Deli Working Lunch' for £92.00. The total is £140.40. A 'Place your order' button is at the bottom.

## Multiple Time slots can be part of single order


# No second guessing – no need to call the kitchen...



Highly visual and informed

Selection for  [Add Time Slot](#)

[Menu](#) > Working Lunch Packages



**Special Working Lunch** \$11.95

Premium filled sandwiches, bagels/baguettes & wraps, a bowl of kettle crisps & fresh fruit platter.

Minimum of 5


[+](#)



**Working Lunch Rolls platter** \$4.95

1.5 round of standard filled sandwiches, bagels/baguettes & wraps, a bowl of kettle crisps & fresh fruit platter

[+](#)



**Daily Working Lunch (B2C)** \$6.00



1.5 round of standard filled sandwiches, bagels/baguettes & wraps, a bowl of kettle crisps & fresh fruit platter

[+](#)



Simple basket format

## Order Summary

 Fri, 21 Oct 11:00 am   
Kitchen 2  
Pick-up Docklands Way,  
London, E14 5AH

8 **Special Working Lunch** \$95.60  
\$11.95 each  
4 x Chef's selection of Standard Filled Sandwiches, Baguettes & Wraps (\$0.00)  
4 x Chef's Selection of Standard Filled Sandwiches, Baguettes & Wraps (\$0.00)  
8 x Kettle Crisps (\$0.00)

Sub Total \$95.60  
Charge Total \$0.00  
Tax \$0.00  
Tip \$ 9.56

**Total** **\$105.16**


[+](#)

[Place your order](#)

[Save as Draft Order](#)



Clear descriptions throughout




**Homemade Cakes**

Your choice of mouth watering cakes from our wide range of selections. You won't be disappointed!

All cakes serve 10.

**Cakes**

Vanilla Cheesecake \$16.00 [-](#)  [+](#)

 Whole cheesecake serves 10 people  
Allergens: *Gluten, Eggs, Milk*

Strawberry Cheesecake \$16.00 [-](#)  [+](#) [Add Note](#)


Carrot Cake \$16.00 [-](#)  [+](#)

Cupcakes \$22.00 [-](#)  [+](#)

[Add to Order](#)



Leave notes for kitchen



**Platinum Working Lunch** \$0.00

Selection of platinum filled sandwiches, bagels/baguettes & wraps, a bowl of potato chips & fresh fruit platter.

Quantity [-](#)  [+](#)

**1. Sandwiches, Baguettes & Wraps (1 Selected. Up to 2 item choices)**

Chef's Selection of Platinum Filled Sandwiches [Add Note](#)

Allergens: *Gluten, Crustaceans, Fish, Milk, Celery and celeriac*

Chef's Selection of Platinum Filled Baguettes

Chef's Selection of Platinum Filled Wraps

**2. Savories (1 Selected. Up to 2 item choices)**

**3. Extras**

Includes

Chef's Selection of Kettle Crisps [Add Note](#)

Fresh Fruit Platter [Add Note](#)

# A Checkout Page - all the important order details captured...



- Highly configurable to match the requirements of the location
- Customer information and department details
- Extra fields for event timings and space for special requests
- Detailed, pin pointed delivery instructions
- Billing and payment options
- Option for Order Approval

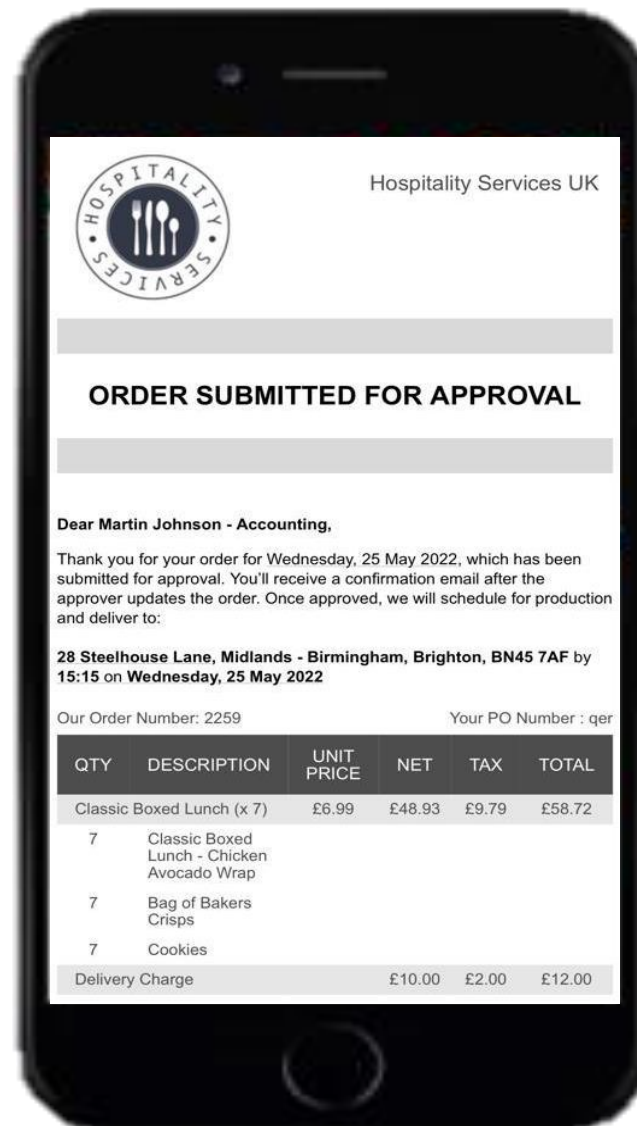
The screenshot shows a checkout page with the following sections and fields:

- Delivery Details**
  - Order details**
    - Number of Guests: 12
    - Special Requests: Ask for JB at reception
  - This is for an event
  - Event details**
    - Event Name: [Empty field]
    - Event Set Up: 12:30
    - Event End Time: 15:00
    - Clear Up Time: 15:15
  - Contact details**
    - Building: Library
    - Room: Ground Floor - Meeting Room 1 (with a dropdown menu showing other options: First Floor - Conference Room 1, Ground Floor - Meeting Room 1, Ground Floor - Meeting Room 2)
- Delivery Mobile**: 0207 456 0999
- Delivery Instructions**: Please come in and set up
- Payment method**:  On Account
- Billing Details**: PO Number: Reference
- Order Authorizer**: Select an Authorizer (dropdown menu showing: Kerri Hale, Mhairi-Therese Fowler, Murray McNicol)

# Confirmation and Convenience

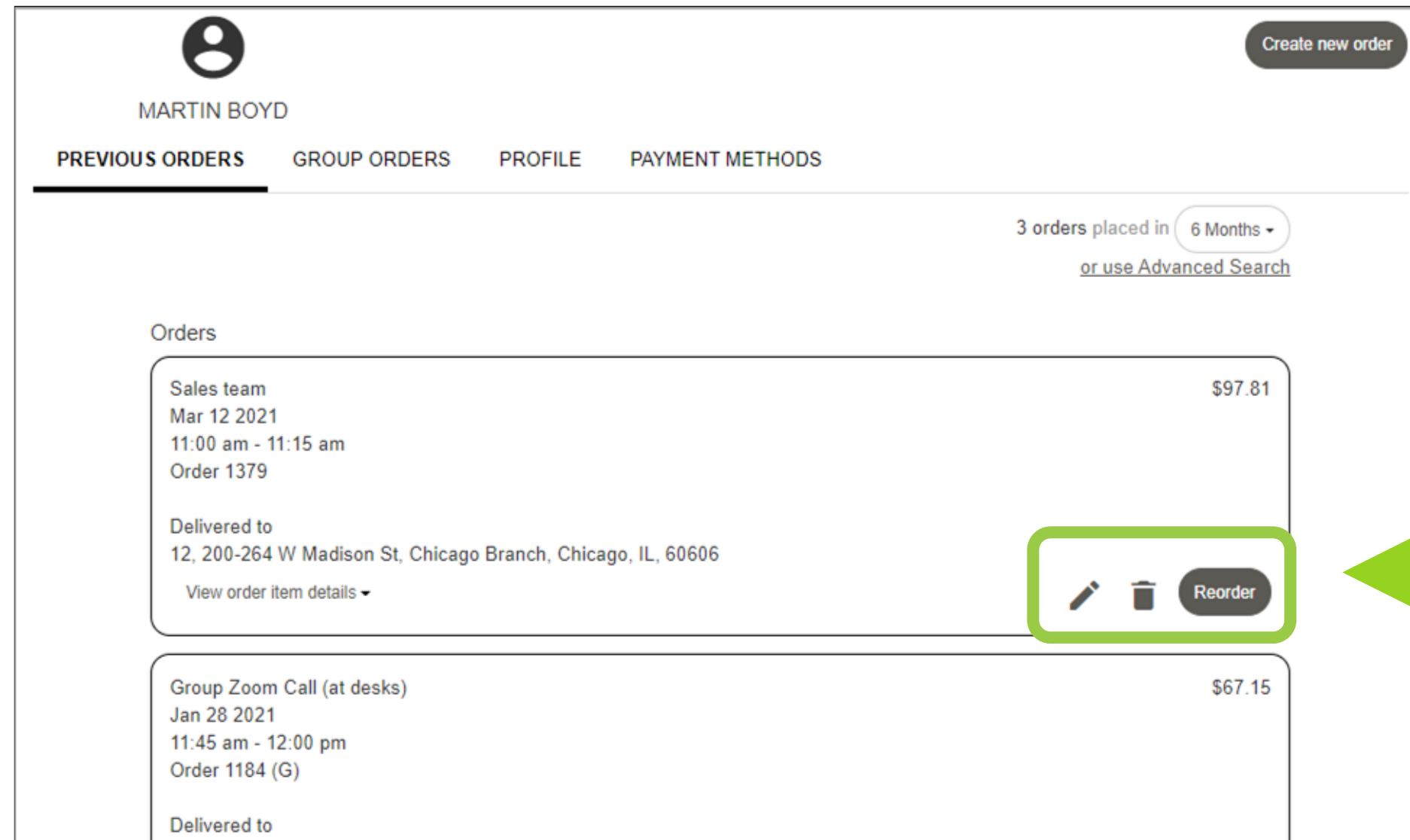


Automatic email confirmation includes full menu item information



*End to end...every time!*

Individuals can log into their profile to create and manage orders - **view, edit/repeat/cancel** previous orders etc.



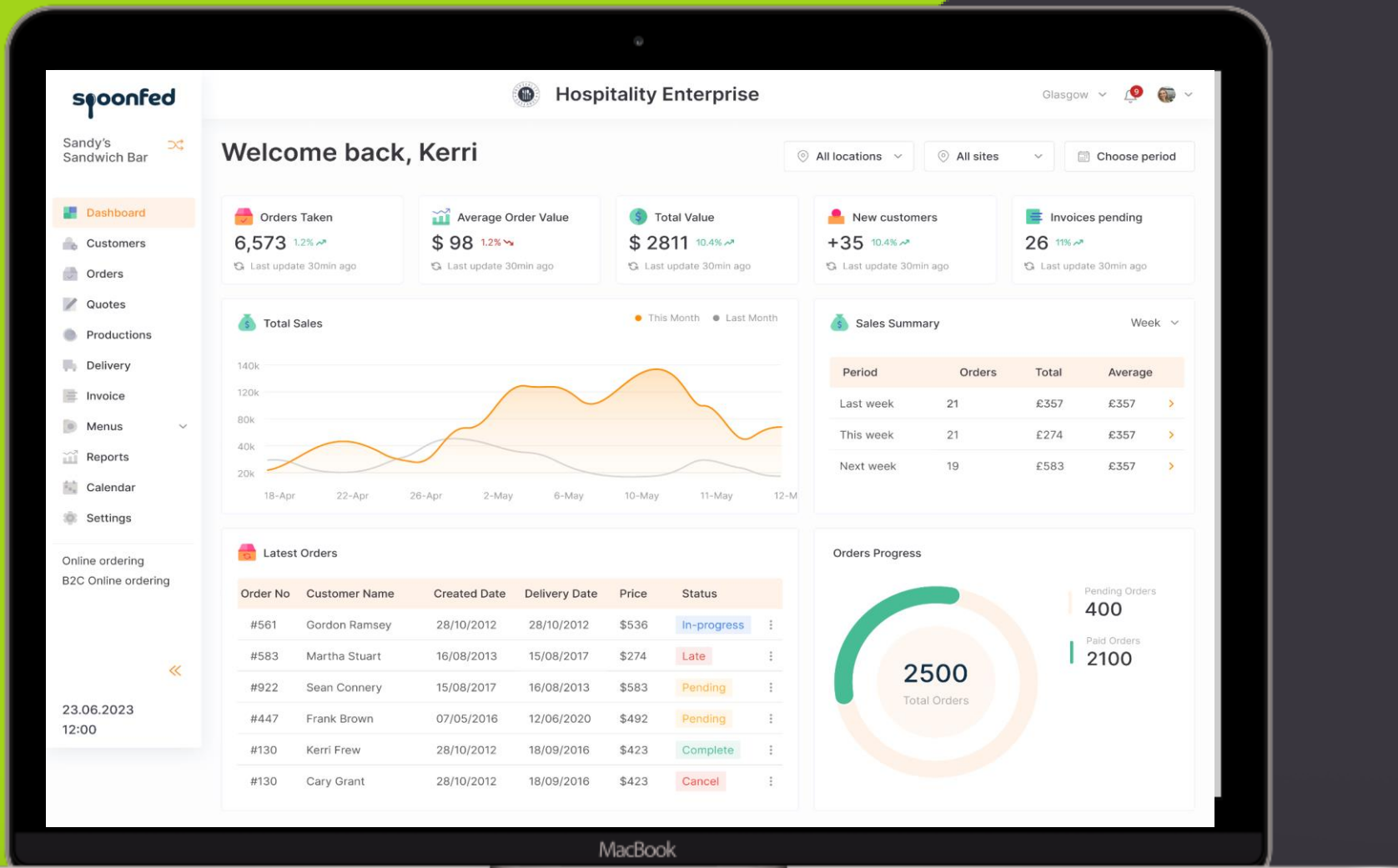


# Back Office Management

## BACK OFFICE MANAGEMENT

Key metrics at your fingertips.  
**Updates in real time**

Configurable access to series of  
connected modules giving the catering  
team essential control over every  
aspect of each order





BACK OF HOUSE EFFICIENCY

Spoonfed Hospitality Services UK

< Prev December 2022 Next > Location All Add Closed Time Add Appointment

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1 2 Confirmed £100	2 1 Confirmed £145 2 Approved £750	3
4 Add Appt	5 12 Confirmed £1139 Add Appt	6 Add Appt	7 4 Confirmed £330 Add Appt	8 1 Confirmed £36 Add Appt	9 4 Confirmed £203 2 Pending £222 Add Appt	10 2 Confirmed £70 Add Appt
11 Add Appt	12 9 Confirmed £798 Add Appt	13 2 Confirmed £100 Add Appt	14 4 Confirmed Add Appt	15	16	17
18 Add Appt	19 10 Confirmed £757 1 Unconfirmed £140 2 Pending £30 Add Appt	20 1 Approved £47 Add Appt	21 6 Confirmed 2 Unconfirm 1 Approved £106 Add Appt	22	23	24
25 Add Appt	26 Add Appt	27 2 Confirmed £100 Add Appt	28 3 Confirmed £420 1 Approved £185 Add Appt	29	30 7 Pending £561 Add Appt	31 1 Quotes £2532 Add Appt

**Confirmed Orders**

Chicago Cafe (2)	\$1292.16
Providence Branch (1)	\$590.80
St. Louis Cafe (1)	\$253.20

## Comprehensive calendar for efficiency

Multi slot feature allows one order to cover a number of time intervals throughout the day – simplifies order experience

**EVENT SUMMARY | #10304**

The Catering Company  
176 Old Street  
New York, New York  
10017  
212 555 1212  
rachel.brown@getspoonfed.com

CLIENT LOGO

**DETAILS**

<b>Customer:</b> SpoonFed	<b>Event Date:</b> 15/05/2021
<b>Event Name:</b> TestDemo	<b>Event Time:</b> Multiple (see below)
<b>Booking Contact:</b> rachelbrown@getspoonfed.com	<b>Site Contact:</b> Stephen Barr
<b>Telephone:</b> 212 555 1212	<b>Site Email:</b> stephenbarr@getspoonfed.com
<b>Mobile:</b> 07889 664 331	<b>Site Contact Mobile:</b> 07632 723 995

**EVENT SUMMARY**

DESCRIPTION	BUILDING	ROOM	SETUP	START	END	CLEARUP	GUEST
Breakfast	Main	Breakout Room 1	7.30am	8am	9am	9.30am	10
Tea, Coffee & Biscuits	Main	Breakout Room 1	10am	10.15am	10.30am	11am	10
Finger Buffer Lunch	Main	Breakout Room 1	11.30am	12pm	2pm	2.30pm	10

**SERVING SLOT 1**

ITEMS	QTY	ITEM PRICE	TOTAL
Item here	1	£	£xx

*Dietary Requirements:* No tomatoes due to guest allergy  
*Special Delivery and Setup Requirements:* White tablecloths and setup in Breakout Room 1

Paper goods: No Ceramics: No

**SERVING SLOT 2**

ITEMS	QTY	ITEM PRICE	TOTAL
Coffees	10	£2.50	£25
Teas	10	£2.50	£25
Selection of biscuits	20	£1.00	£20

*Dietary Requirements:* Please include extra milk and sugar  
*Special Delivery and Setup Requirements:* White tablecloths and setup in Breakout Room 1

**SERVING SLOT 3**

ITEMS	QTY	ITEM PRICE	TOTAL
Item here	1	£	£xx

*Dietary Requirements:* Remember peanut dip  
*Special Delivery and Setup Requirements:* 2 chafing units, white tablecloths in Breakout Room 1

**TOTAL AND PAYMENT DETAILS**

*Payment Method:* Invoicing via SpoonFed

Subtotal	£80
Charges	£40
Tax	£20
<b>Total Value</b>	<b>£140</b>



EFFICIENCY AND CONTROL FOR THE CATERING TEAM

# Streamline Financial Management

- ➔ Integrated invoice generation. Single or multi-order invoices
- ➔ Deposit and payment allocations
- ➔ Automate departmental recharge reports
- ➔ Card Payment reporting

**Hospitality Services**

1, Warwick Court, Paternoster Sq.,  
London  
EC4M 7DX  
T: 0208 123 456

**HOSPITALITY SERVICES**

Date: 05/31/2018  
Invoice No: 100065

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**INVOICE**

Invoice To:  
Murray McNicol - Finance Department  
4500 South Road  
SF South Building  
San Francisco  
94210

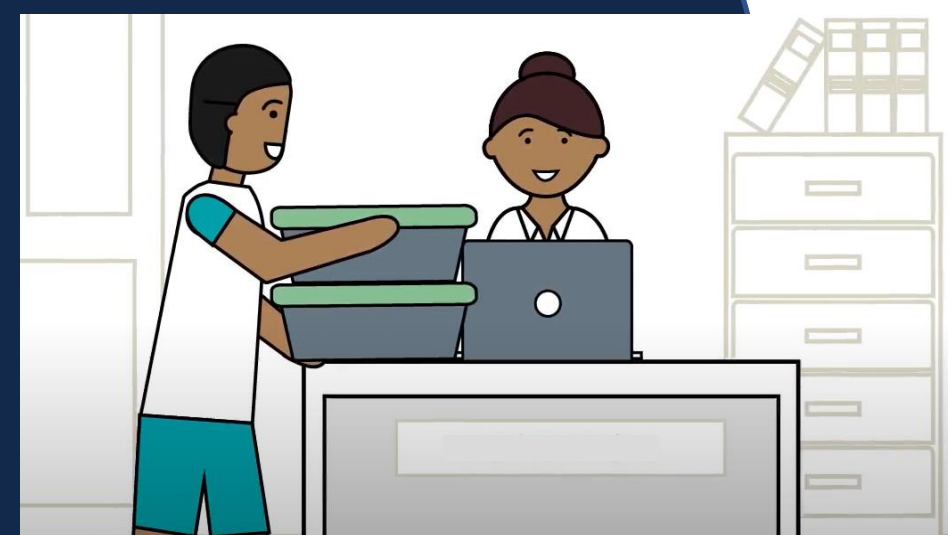
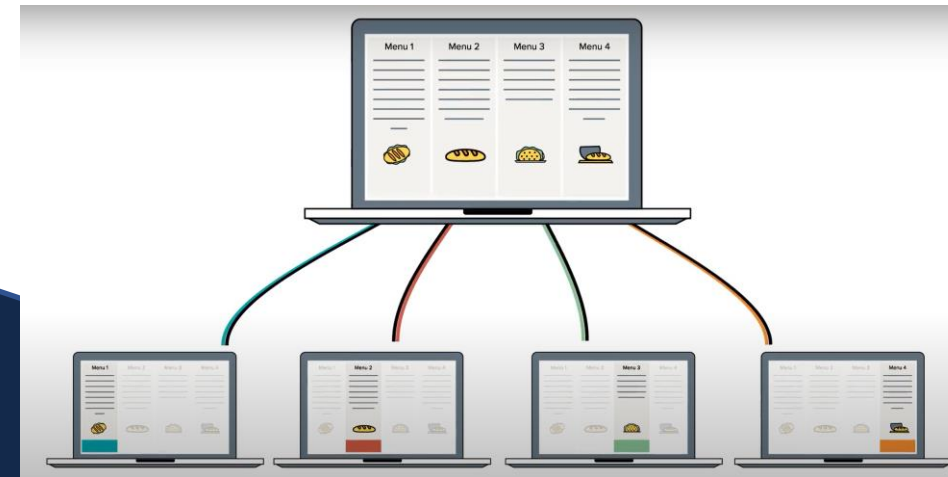
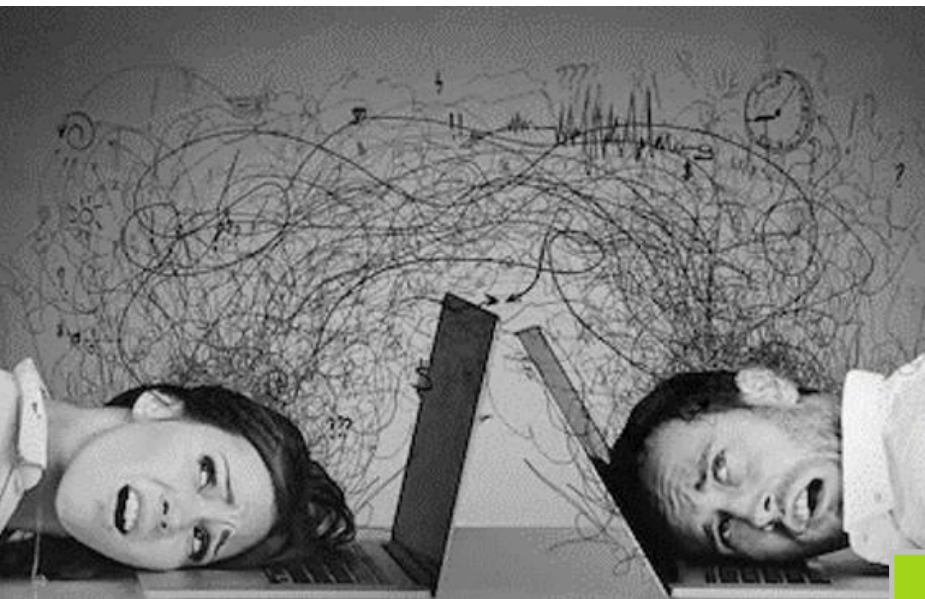
Item Description	Qty	Unit Price	Net	TAX%	TAX	Gross
<b>Order: 137, PO Number: 9898, Date: 04/25/2018, Order Contact: Murray McNicol</b>						
<b>Delivery: 4500 South Road, SF South Building, San Francisco, 94210</b>						
Classic Continental A	8	\$ 9.00	\$ 92.00	7.80%	\$ 7.17	\$ 99.17
Classic Continental A - Fat Free Yogurt Cups	8	\$ 2.50				
Coffee and Hot Tea - Premium Coffee and Hot Tea Service	6	\$ 3.75	\$ 22.50	7.80%	\$ 1.76	\$ 24.26
Coffee and Hot Tea - Regular Coffee	6	\$ 2.00	\$ 12.00	7.80%	\$ 0.93	\$ 12.93
<b>Order: 141, PO Number: 98989898, Date: 04/25/2018, Order Contact: Murray McNicol</b>						
<b>Delivery: 4500 South Road, SF South Building, San Francisco, 94210</b>						
Classic Continental A	10	\$ 9.00	\$ 102.50	7.80%	\$ 8.00	\$ 110.50
Classic Continental A - Fat Free Yogurt Cups	5	\$ 2.50				

06/02/2023												
Order Number	Purchase order	Name	Date	Guest Count	Food	Non-Alcoholic	Alcoholic	Service Charge	Labour	Tax	Grand Total	Payment Method
3109	DEPT12345	Digital Services	Mon, 02/06/2023	20	25.99	0.00	0.00	0.00	4.00	5.40	35.39	Account
3116	DEPT12346	Digital Services	Mon, 02/06/2023	20	25.99	0.00	0.00	0.00	4.00	5.40	35.39	Account
3030	DEPT12347	John Burton	Mon, 02/06/2023	20	114.90	0.00	0.00	0.00	0.00	22.98	137.88	Card
3071	DEPT12348	John Burton	Mon, 02/06/2023	20	79.95	0.00	0.00	0.00	4.00	16.19	100.14	Card
3074	DEPT12349	John Burton	Mon, 02/06/2023	20	74.40	50.00	0.00	0.00	0.00	24.88	149.28	Card
3105	DEPT12350	John Burton	Mon, 02/06/2023	20	74.40	50.00	0.00	0.00	0.00	24.88	149.28	Card
3091	9999-9999-9999	Martin Johnson - Accounting	Mon, 02/06/2023	12	35.00	1.00	0.00	0.00	5.80	8.06	49.86	Account
					<b>430.63</b>	<b>101.00</b>	<b>0.00</b>	<b>0.00</b>	<b>17.80</b>	<b>107.79</b>	<b>657.22</b>	



## GROUP ORDERING

Getting it right FOR EVERYONE doesn't need to be a headache!



- Allow individuals to make their own selection
- Increases customer satisfaction – Avoids waste!
- Removes headache of second guessing dietary requirements



## BENEFITS for

### FOOD BOOKER

- Visual experience
- Convenience
- Self service
- Easy to repeat orders
- Provide feedback

### FINANCE

- Save time and eliminate human error on recharging
- Spend control with Order Approval function
- Improve cashflow with card payments

### OPERATIONS

- Manage revenues & costs
- Reduced order admin
- Fewer mistakes
- Calendar views
- Order rules and capacity controls
- Easy reporting
- Kitchen production efficiencies
- Build quotes & event BEOs
- Recurring orders

“ *Our clients have appreciated the simplicity in ordering. Our Operators are able to manage multiple menus and edits autonomously – offering efficiency while delivering hospitality... most of all, Spoonfed has proven to be a partner; from in-depth training and support to remaining flexible with our client requests and innovation models*

*Digital Strategy Lead, Global Contract Caterer*

Confident,  
Frictionless,  
Time-Saving  
Ordering experience





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