



DELIVER ON YOUR FULL POTENTIAL.

WITH VIRTUAL RESTAURANTS.

OUR NEW VIRTUAL REALITY.

Change brings change. Sudden disruption dealt to the foodservice industry by the pandemic presented opportunities to rethink, re-engineer and re-engage consumers.

Aligned with the present and future prominence of off-premise, Virtual Restaurants create new revenue streams and expand your reach while maximizing your existing assets.



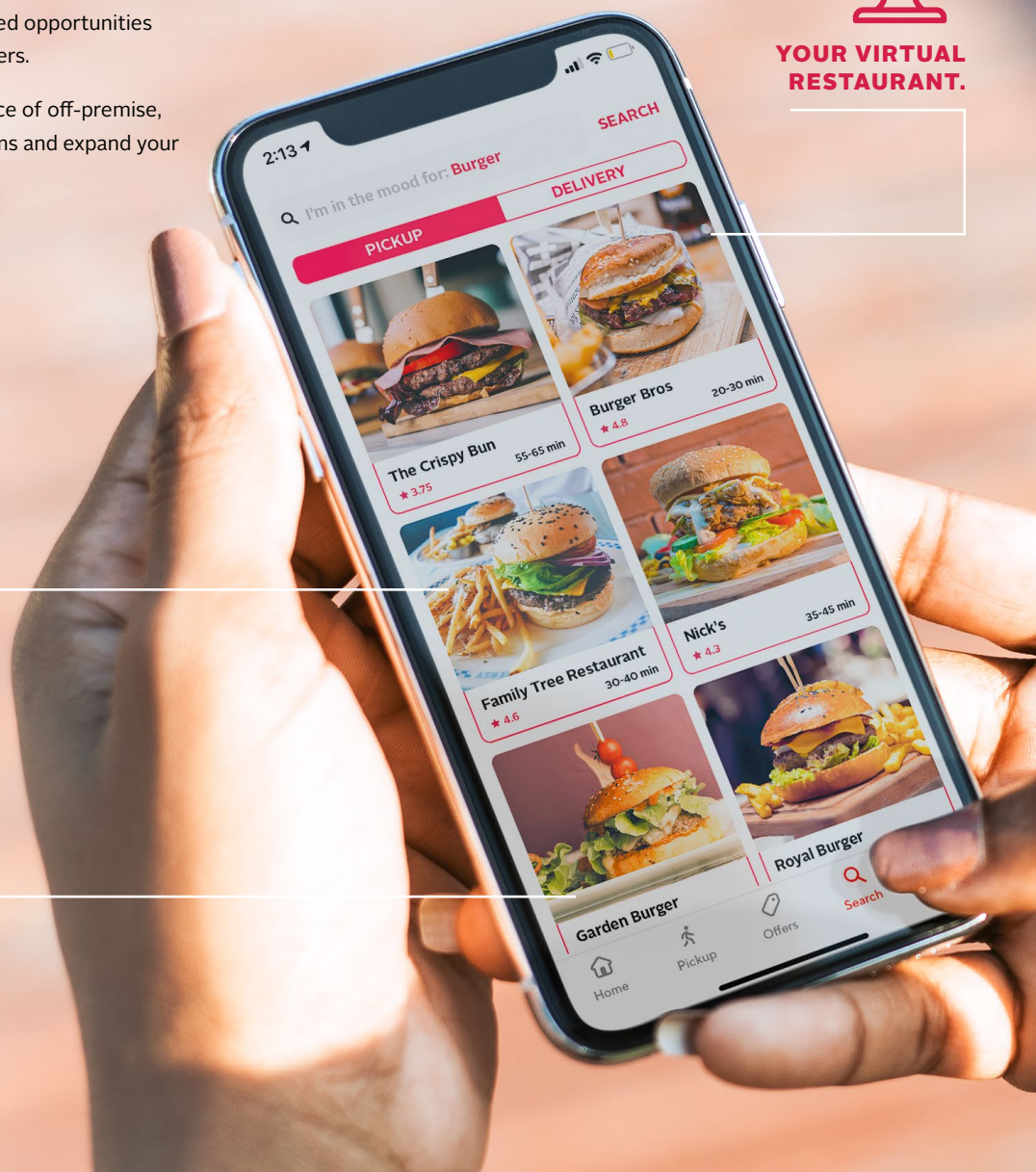
YOUR BRICK-AND-MORTAR.



ALSO YOURS — ALL RUN FROM THE SAME SPACE!



YOUR VIRTUAL RESTAURANT.





MEET THE VIRTUAL RESTAURANT.

AKA: VIRTUAL BRAND, DELIVERY-ONLY RESTAURANT, CLOUD RESTAURANT



Delivery or Takeout Only
via Online, Delivery Apps,
and/or Phone Orders



No Dine-in, No Signage,
No Décor, No Waitstaff



Generally a Standalone or
Sub-Brand of an Established
Brick-and-Mortar Restaurant



Narrow, Specialized
Menus (say, just
chicken sandwiches)

Can Operate Out of Either:

Your Existing Brick-and-Mortar Kitchen

- Utilizing the same staff, inventory and equipment

YOUR PARENT BRAND



YOUR VIRTUAL BRANDS

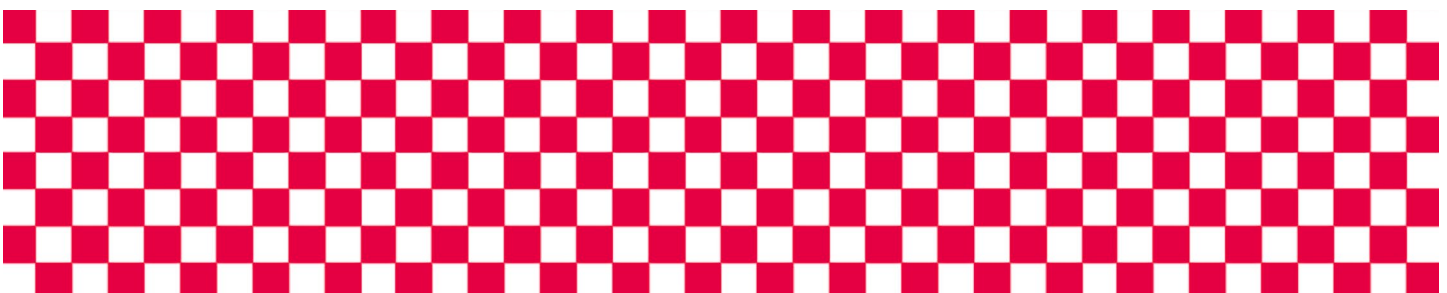


Ghost Kitchens

- AKA: Virtual Kitchen, Dark Kitchen, Cloud Kitchen
- Shared, rentable commercial kitchen spaces functioning purely as back-of-house kitchens
- May host multiple Virtual Restaurant brands in one rented space, as well as brick-and-mortars who run delivery off-site



Three different operators, one roof!



SAME KITCHEN. SAME STAFF. SAME EQUIPMENT. NEW REVENUE.

THE BENEFITS OF VIRTUAL RESTAURANTS.



RISK NOT.

Significantly lower upfront costs — and the space to experiment with multiple concepts.



STAFFED UP.

Utilize your existing back-of-house staff, with limited training required.



WELL STOCKED.

Strategic menu creation means applications you can execute mostly with ingredients you already stock.



CAPITALIZE ON CRAVINGS.

Specialized menus boost your search performance for consumers seeking specific types of food.



LOW COST, HIGH REWARD.

Enjoy incremental sales without adding overhead.



MASS APPEAL.

Draw in different demographics by launching multiple Virtual Restaurants with distinct themes but overlapping menus.



CATCH FIRE AND GROW.

If your Virtual Restaurant catches on, replicate it at other locations — your own or Ghost Kitchens — and expand into new markets.

1 IN 3

U.S. CONSUMERS WHO REGULARLY USE A 3rd PARTY FOOD DELIVERY SERVICE. MILLENNIALS (53%) AND GEN Z (46%) ARE EVEN MORE LIKELY.

DATASSENTIAL 'VIRTUAL BRANDS & GHOST KITCHENS' REPORT 2021

<\$5000 & 2 WEEKS

AVERAGE STARTUP COST AND LEAD TIME FOR LAUNCHING A VIRTUAL RESTAURANT.

NATIONAL RESTAURANT ASSOCIATION 2020 STATE OF THE INDUSTRY REPORT

10-20%

ADDITIONAL SALES AN EXISTING CASUAL DINING OPERATION COULD ACHIEVE BY ADDING MULTIPLE DELIVERY-ONLY BRANDS.

FOOD ON DEMAND 'THE ECONOMICS OF VIRTUAL RESTAURANTS' FEB. 2021



COUNTDOWN TO LAUNCH.

GET STARTED WITH YOUR OWN VIRTUAL RESTAURANT.



1. BUILD YOUR MENU.

- Where are the gaps and opportunities in your market that you can profit from?
- What can you specialize in and execute easily when building from your base menu?
- What adjustments might need to be made to account for hold time, delivery time and travel?



4. GET ON THE APPS.

- What are the most popular delivery apps in your market? Visibility and demand are maximized by appearing on multiple platforms vs. an exclusive partner.
- Can you optimize your POS and kitchen printer with an Integration Provider, funneling all orders across platforms to a single screen?
- Will you consider paid promotions to receive better placement, particularly at launch?

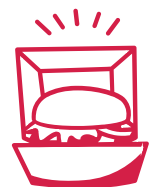


5. ENJOY YOUR PROFIT!



2. CREATE YOUR BRAND.

- Who is your target audience?
- What sort of name, logo and tone will resonate with them?
- How will you market yourself on delivery apps and social media?



3. CHOOSE YOUR PACKAGING.

- What packaging solutions maintain quality and freshness?
- How can packaging help ensure your presentation arrives ready for Instagram?
- How should packaging costs affect menu pricing?



60%

CONSUMERS WHO ORDER DELIVERY OR TAKEOUT AT LEAST ONCE A WEEK.

RESTAURANT INSIDER 2020

LET'S GET REAL WITH YOUR VIRTUAL RESTAURANT.

Menu solutions ideal for delivery. Valuable insight to give you an edge. A partnership that endures far beyond our portfolio. Rich's is here to help you conceive, launch and grow your own Virtual Restaurant.

Explore and learn more at richsusa.com/virtual-restaurants



INFINITE POSSIBILITIES.
ONE FAMILY.

Learn more at richsusa.com
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