

**DRINK  
+ DINE**



Helping outlets bring their services to their customers,  
how they like, where they like.

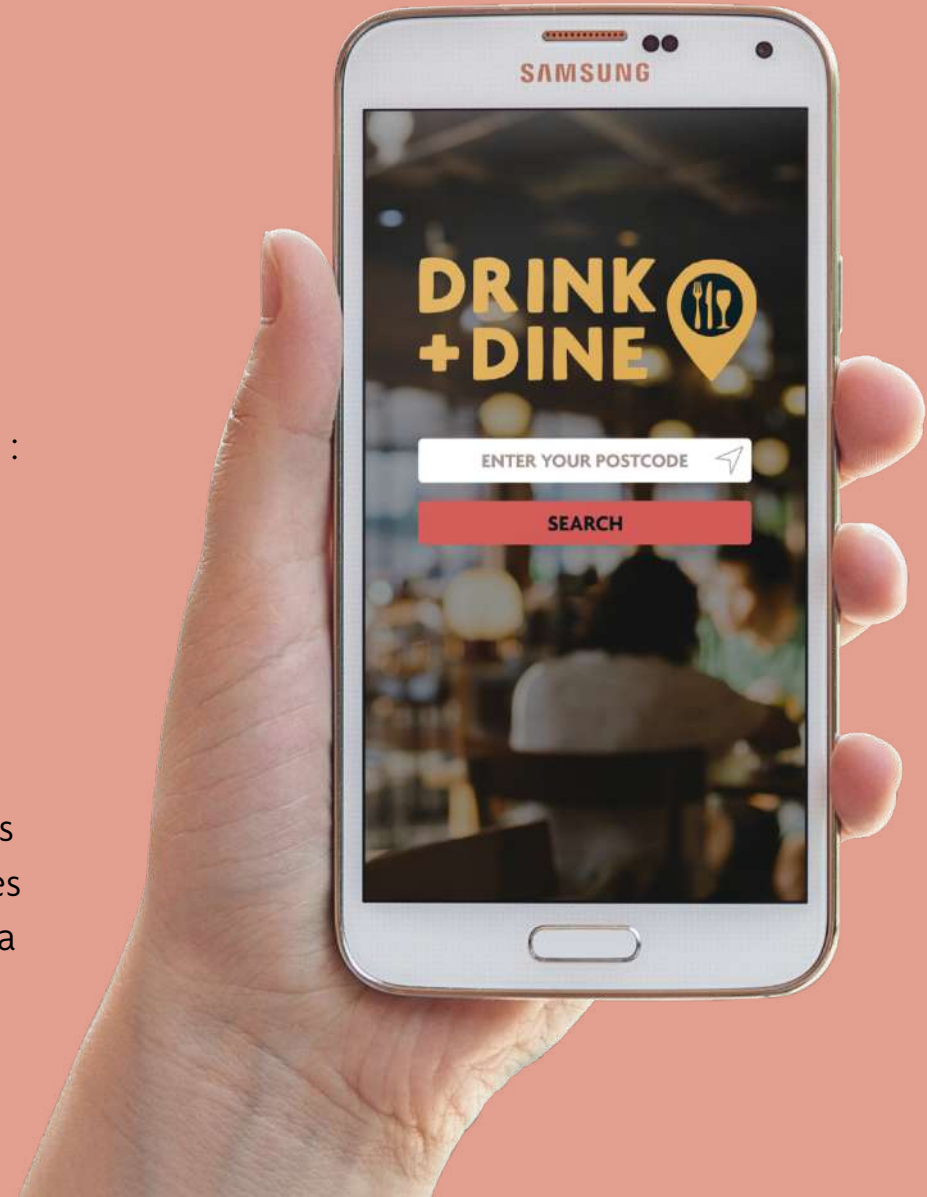
# WHAT IS DRINK+DINE?

Drink+Dine is a new full-service hospitality app and web solution, developed by LWC Drinks – the UK's largest independent drinks wholesaler - to help outlets **get back on their feet**, and **customers back through the doors**, post COVID-19 closure.

Through the **Drink+Dine** marketplace app and web extension, users can :

- Order (*and pay for*) drinks and food to their table
- Gain access to venue loyalty offers and promotions
- Place food and drinks orders for collection or delivery
- Discover new venues in their local area

By creating the **Drink+Dine** marketplace and web extension, LWC hopes to support its customers by offering them a unique solution that enables *their* customers to continue interacting with the hospitality industry, in a new socially-distanced format.





# A PRE-BUILT FULL-SERVICE HOSPITALITY SOLUTION

What do you need? Opt into all four, or a selection of the below functions for your outlet:

## TABLE ORDERING



## LOYALTY & PROMOTIONS SCHEME



## DELIVERY



## COLLECTION



# TABLE ORDERING

- **Order to Table** for pubs, bars and restaurants: Let customers order, pay for and receive their food & drink, all without leaving their table or contacting a server.
- Safety: Help customers and staff **maintain social distancing** by significantly reducing person-to-person contact.
- An **enhanced guest experience**: Digital ordering allows customers to place orders and pay at their leisure. By removing queues and friction from the in-venue ordering process, outlets can improve the customers' experience by putting the customer in control.
- **Greater efficiency**: In-venue service speeds improve when staff time isn't absorbed by telephone or face-to-face orders.





# LOYALTY & PROMOTIONS



Joining the Drink+Dine marketplace provides an opportunity to grab market share from competitors and increase your revenue.

Encouraging customers to spend often and more

- Find new customers: Run pro-active digital marketing campaigns to acquire new customers - not just passing trade.
- Digital loyalty card programmes: The QikServe solution allows you to set up individual and group promotion codes based on a monetary value or percentage of total order. They can be set to expire on a given date, or after one use.
- Use tailored offers **to bring back distant customers, reward Loyal customers and increase customer spend**
- Build a customer database and target them: Marketing automation through Push Notifications (via the App), Email and SMS adhering to security standards. A perfect way of sending reminders or to make them aware of new offers.
- Scheduled menus: Display menus or sections for specific times such as breakfast menus or cuisine-specific menus.



# DELIVERY & COLLECTION

- Fresh revenue streams: Offering a digital collection and delivery service carries a greater appeal for new and existing consumers (especially millennials) **without relying on foot traffic** for them to discover and interact with the business.
- Order Ahead: Offer customers the option of booking an allocated slot for collection.
- Allow shielding and particularly safety-conscious customers to **continue interacting with your business** via collection and delivery services.
- The platform can be integrated with third party delivery management solutions to deliver the order.





# THE DASHBOARD

Fantastic operational functionality and excellent customer insights.

Use your dashboard to:

- Manage your kitchen capacity and hide items that are no longer in stock.
- Update the waiting time based on how busy your outlet is.
- Update your menu and pricing.
- Access to invaluable customer data - Identify highest value customers, what they're ordering and when.
- Create a custom sales report.
- See order channel breakdown.
- Track marketing ROI using coupon reports and advanced analytics.



# A FULL-SERVICE HOSPITALITY SOLUTION

Drink+Dine offers businesses a wide range of options, meaning outlets can build a service suited to their own business and customer needs.

## Online ordering

- Integrated web-based platform
- Sits within a brand's existing website
- Fully responsive design
- Works in sync with connected mobile app
- Cross-browser support

## Analytics dashboard

- Track metrics and sales data across sites
- Guest data, order history and spending habits
- Customisable reports
- Stock management
- Filter and export data

## Promotions and loyalty

- Tailored promotion and discount options
- Alert guests to the latest offers with email, SMS or push notifications

## Mobile ordering platform

- Fully customisable, including logos, product images and splash page
- Mobile payment options
- Android and iOS compatible
- Push notifications via the Drink + Dine Marketplace App
- Integrated within the Drink+Dine Marketplace





# WHY IS THIS GREAT FOR YOUR CUSTOMERS?

- Safety: Consumers can socially distance when they order at their table, or they can choose to eat/drink at home. Paying through the app/website means there's no exchange of cash and no queuing at a crowded bar.
- Control: Full control over how they order and interact with an outlet.
- Reconnecting with their favourite outlets, plus the ability to discover new ones.
- A simple solution: Table service, collection & delivery all at the click of a button.
- Price: Competitive route-to-market for consumers to order, with no hidden service provider costs.
- Customer rewards: Reward your loyal customers with discounts and special offers via a loyalty stamp card.
- Free to download (from both the Google Play and Apple App stores)
- One app, multiple outlets: A one-stop-shop for consumers to get what they want from where they want, without having to download multiple apps.



# WHY CHOOSE DRINK+DINE AS YOUR ORDERING SOLUTION?

- We have reviewed over 10 ordering software providers to find the best solution that we feel will support our customers in re-opening. Of all of these, **QikServe** came out on top.
- QikServe's solution (Drink+Dine) provides an **easy-to-use platform** to advertise your menu, receive table orders and orders for delivery and collection, all in an efficient manner.
- From our review of software providers, it was key to find a partner with **financial stability** to provide long-term security.
- Through the Drink+Dine marketplace, **LWC will support outlets** on the cost to run the platforms and provide them with access to our own product info database (for set-up).
- **Your brand is important** and that's why we have chosen a solution that will be **branded to your outlet** – ensuring the best customer experience.
- A **training session** on your custom ordering platform to understand how to operate it and make the most of all features and benefits.
- First 50 customers to sign up receive **their first month free**.
- Ensures outlets have **access to their own Customer data**.
- Access to **exclusive LWC promotions** across a wide range of brand portfolios including beers, wines and spirits.
- A rolling monthly agreement, with a 30 day cancellation policy to provide **flexibility**.
- Trusted and secure platform with **99.9% uptime guarantee**.
- 24/hr customer service with someone you can contact for a **quick resolution**.
- A **secure and cost-effective payment provider** with very competitive transaction fees. Payments arrive to your account within 24-48 hours.
- **POS integration** with multiple systems





# EXAMPLE OF ASSETS

POSTERS / TABLE TALKERS / TABLE STICKERS  
(Wipeable and Tear-free)

SOCIAL MEDIA ASSETS  
available free of charge



# GETTING STARTED

- Register your interest by filling in our onboarding form:

[https://docs.google.com/forms/d/e/1FAIpQLSdJ1wn8mInc5f459bkBHUjz\\_xXMtrkzofinFqeVpo-5G0Xhbw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdJ1wn8mInc5f459bkBHUjz_xXMtrkzofinFqeVpo-5G0Xhbw/viewform)

- You'll need to have to hand: A logo, menu in excel format, product images (for both food and drink), your contact details. As part of the onboarding process you will need to review and sign a copy of our Drink & Dine Contract.

[illegible]

- Your solution will take approximately 2 weeks to set up, based on partners having the required information
- During this time, you will be contacted by Global Pay (Payment Provider) and Optomany (Payment Gateway) to set up your merchant account.
- Preoday (our software partner) will be in touch for your platform build. Once your solution is ready, you will book a training session to understand how to use your bespoke online ordering software and ask any questions.
- The set-up procedure is easy to navigate, however the Drink & Dine team are on hand to help with any questions: [info@drinkanddine.co.uk](mailto:info@drinkanddine.co.uk)





# COSTS

- **Drink+Dine** benefits from LWC Drinks' economies of scale to provide the best costs possible to our customers and deals from our suppliers. We are committed to being completely cost transparent.
- Outlets will pay a 1 x monthly payment with no extra hidden costs. Fees to be paid by direct debit monthly in advance.
- LWC is taking no commission on **Drink+Dine**. All revenue made on your ordering platform will stay within your business.
- GlobalPay are the Payment Provider. We have negotiated the lowest transaction fees to make sure the charge isn't hiked up. Please see next slide for details.
- To receive and process the orders you will require an Android or Windows tablet or laptop. If you don't have the relevant hardware, a Samsung Galaxy ordering tablet and thermal printer is available to purchase (if desired) from The Ravada, at a one-off charge of £200/tablet and £150/printer (ex VAT).

Service	Monthly Cost	Transaction Fee
Your own web ordering page PLUS your outlet on the Drink & Dine Web & App marketplace	£60 (ex VAT)	Interchange ++ (see next slide)



# TRANSACTION FEES

- Negotiating the **lowest transaction fees** through a secure and trusted provider was key to ensure your outlet can keep your profit in your business. Many payment providers simplify the transaction fee e.g. charging 1.4% +20p /transaction, however this is a highly inflated rate which can cost you over 1% for every transaction.
- Interchange ++ transaction fees are the **most transparent and cost effective** way of ensuring you only pay the true costs. We have partnered with Global Pay to offer this service securely to your outlet and consumers.
- Interchange ++ pricing comprises of the following elements:
  1. Interchange Fees (varies by card type. E.g. the most popular cards used in the industry are consumer debit circa 0.2% & consumer credit circa 0.3%) (visit <https://www.globalpaymentsinc.com/-/media/global-payments/files/uk-migration/interchange-table-052018.pdf> for card details)
  2. Scheme Fees: Set by Visa & Mastercard E.g. consumer debit/credit circa 0.02% + 0.5p  
(visit <https://www.lwc-drinks.co.uk/uploads/schemefees.pdf> for card details)
  3. Set fees per transaction: 5p processing fee (Global Pay), 2p Electronic Authorization, Optomany Gateway fee is £10/month for the first 200 transactions (i.e. 5p/transaction) changing to 10p per transaction for +200 transactions.

As a banking standard there is also a PCI Compliance from £3.50 per month

## Customer Example

Customer spends £20 on food/drink using a visa debit card.

The total transaction fee =  $0.2\% + 0.018\% + 0.49p + 5p + 2p + 10p = 19.41p$  (20p) for this £20 transaction

Saving you over 28p Compared to e.g. a set fee of 1.4% +20p = 48p. Over 1000 x £20 transactions this is a saving of £280





# SOUND GOOD?

To register your interest, please visit:

<https://www.lwc-drinks.co.uk/the-lwc-difference/drinkanddine/>

Alternatively, if you'd like more information or you have any questions, please contact  
[info@drinkanddine.co.uk](mailto:info@drinkanddine.co.uk)

