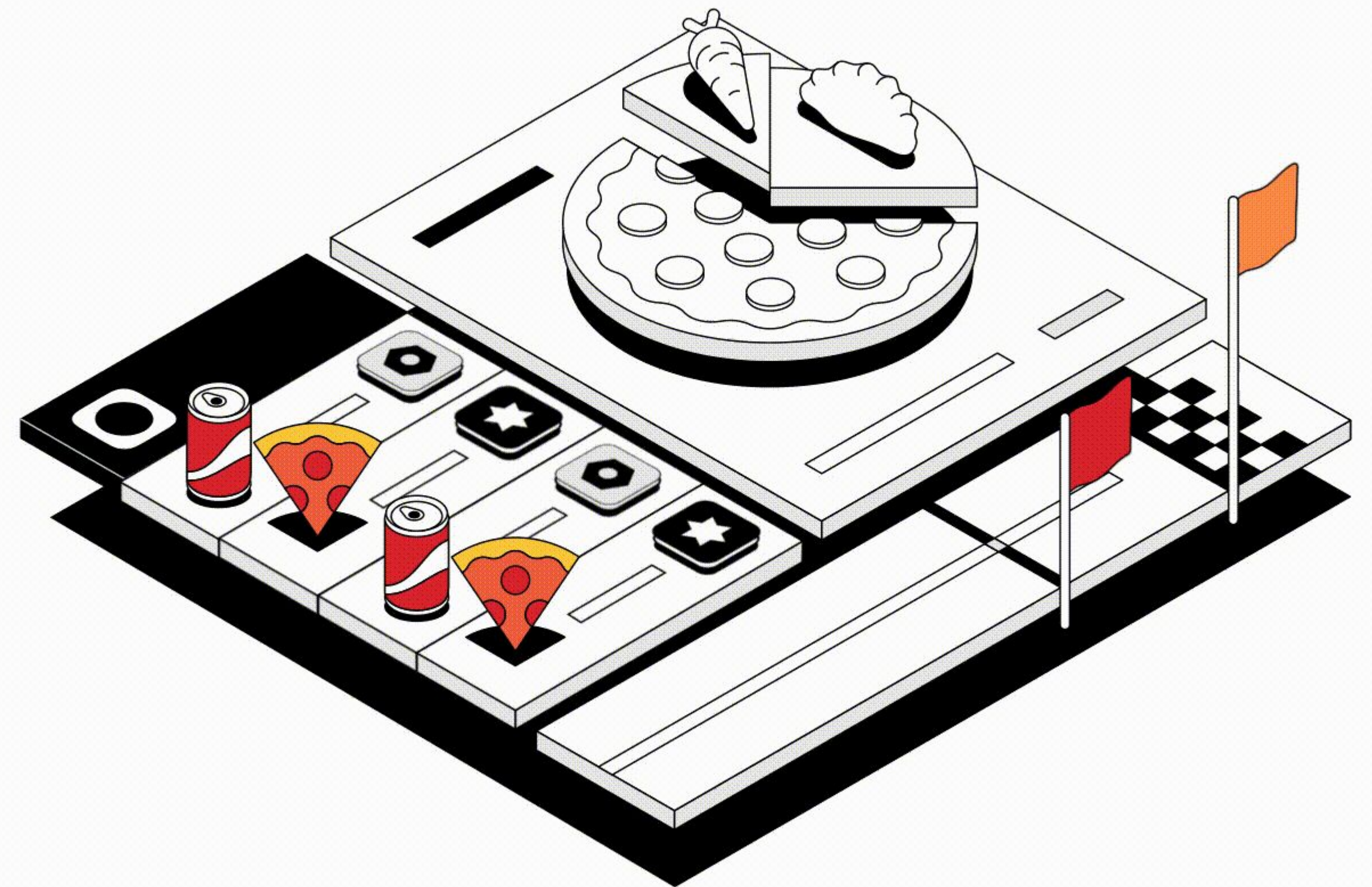


Otter



# Driving Growth through Delivery

A roadmap for California restaurant owners







**Advocacy**



**Discounts from  
our partners**



**Trainings +  
Certifications**



**Dual Membership**



**Resources  
+ Support**



**Community +  
Networking**



**Jackie Gutierrez**  
**Sr. Member Services Manager**  
**California Restaurant Association**  
**(916) 431-2743**  
**[jackie.gutierrez@calrest.org](mailto:jackie.gutierrez@calrest.org)**





# Hi there, We're Otter.

We empower restaurants around the world to thrive in connecting food & customers by enhancing your restaurant & delivery business.

- Consolidate your delivery platforms and orders into a single tablet
- Access unified data and insights in one place
- Customize & automate marketing & promotions to help grow your business
- Grow your business through expansion opportunities



We work with 275K+ local, international, small businesses and enterprise brands.

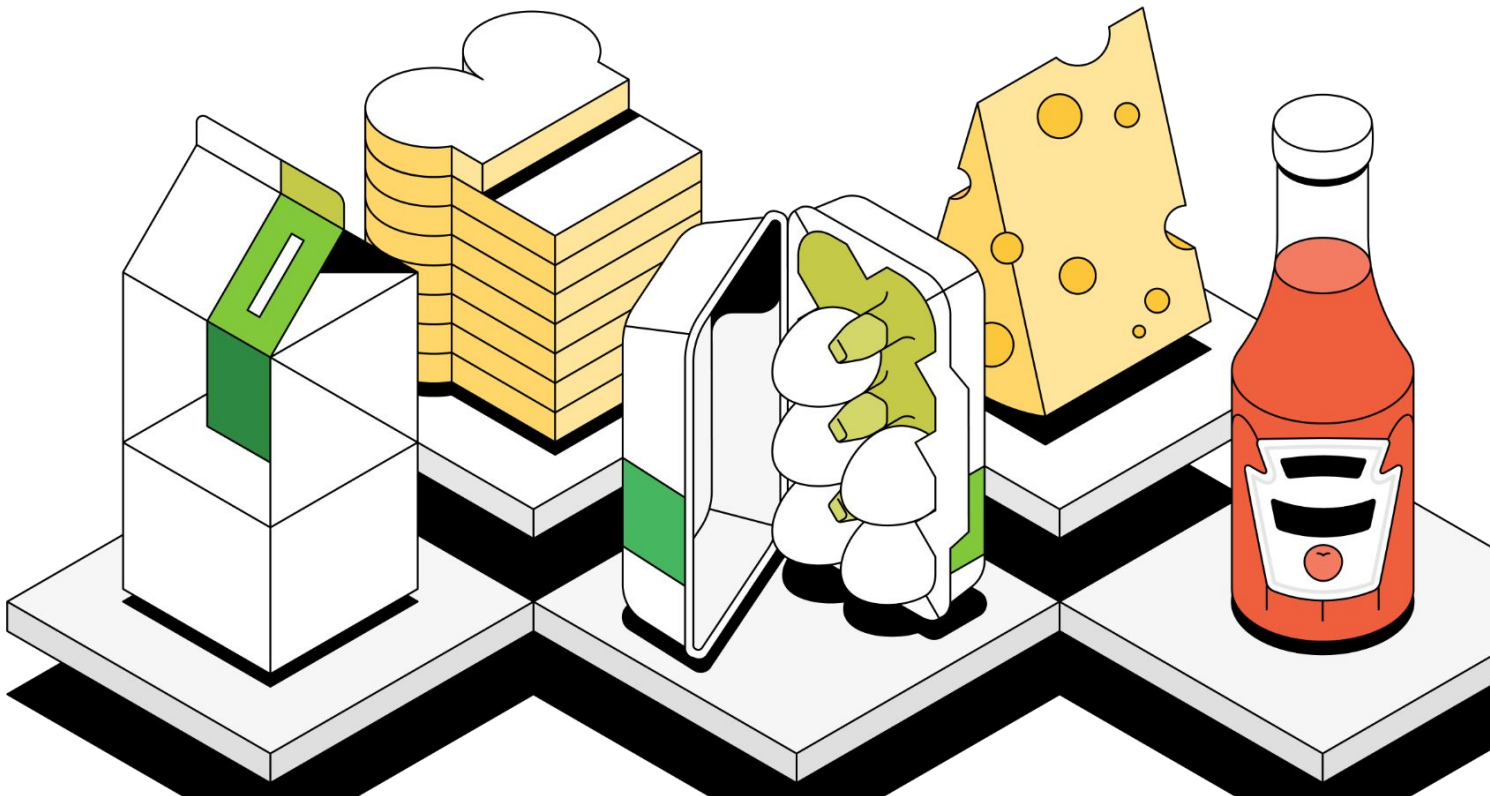
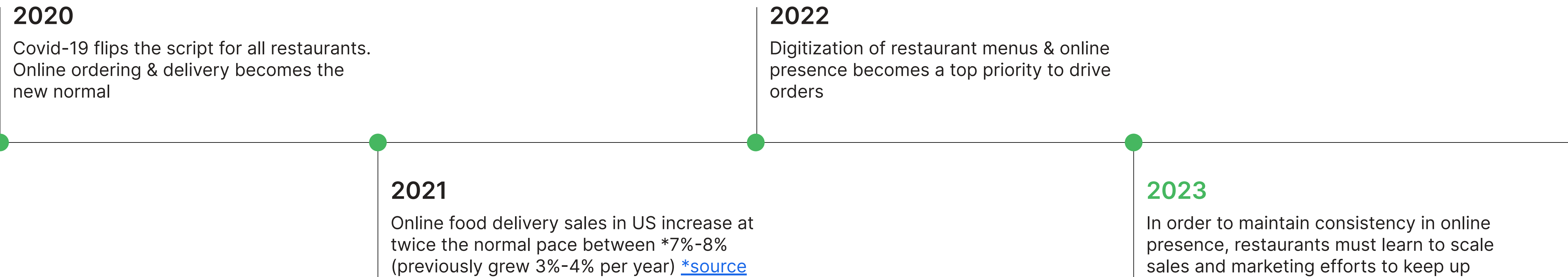


And we're excited to  
speak to you today.

Today's restaurant landscape

- Maximize orders with Menu Magic
- Attract more customers with promotions
- Unlock growth with virtual brands
- Otter highlights and results
- Questions and answers

# What has changed? Where is the industry heading?





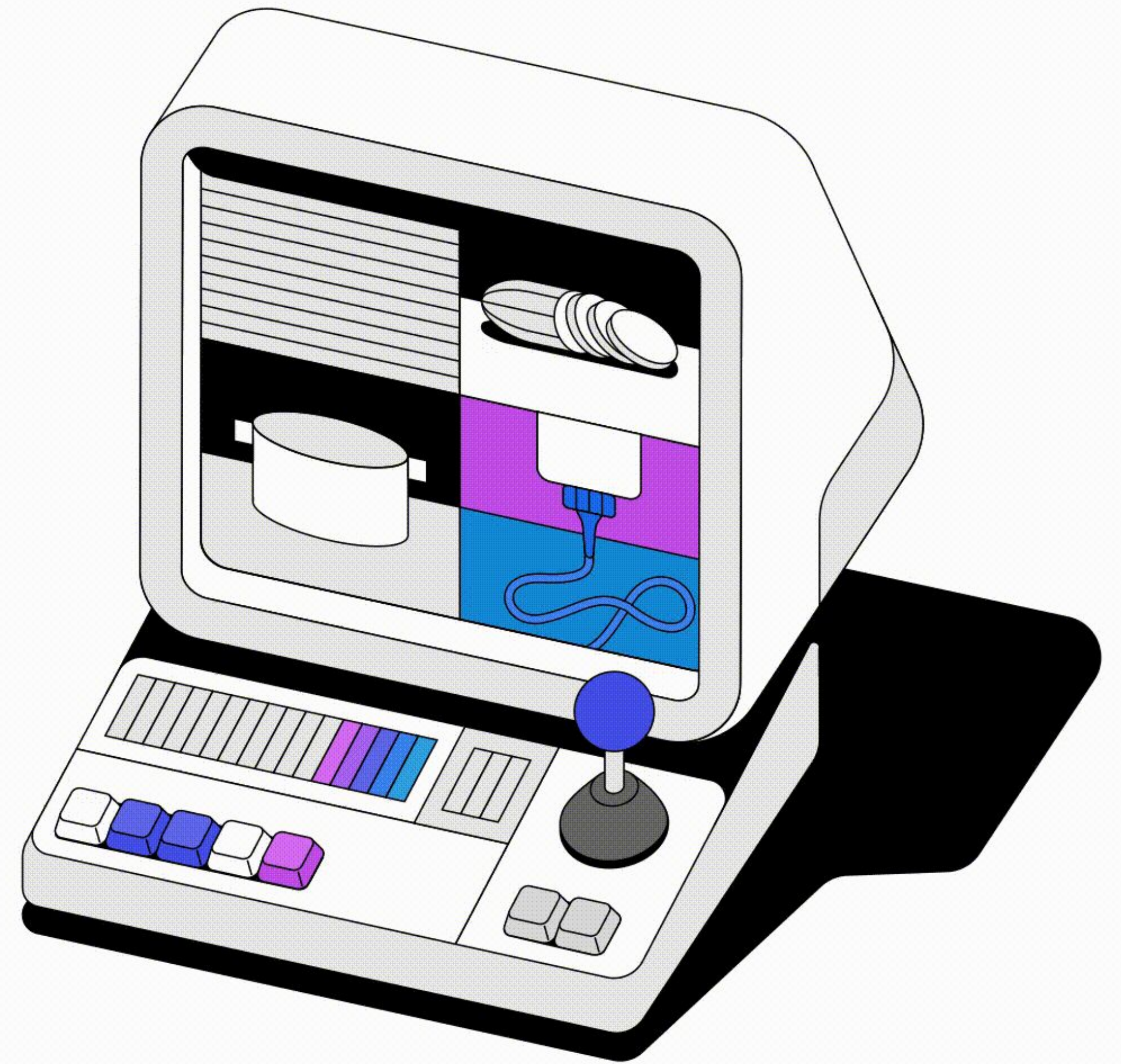
# What new challenges are restaurateurs facing?

Staying competitive in new channels

Too many tools, not enough time

New online marketing tools

Difficulty protecting the customer experience





# What are California restaurants thinking about?



Menu optimization  
is key



Tech is more useful  
when its integrated



Supported staff  
succeeds



It's (still) always  
about the customer

Today's restaurant landscape  
**Maximize orders with Menu Magic**  
Attract more customers with promotions  
Unlock growth with virtual brands  
Otter highlights and results  
Questions and answers



# Optimize your menu for delivery apps to drive more orders

# Keep it concise and simple

- Too many items can be overwhelming - 15 to 20 works best
- Showcase items that travel well and have a predictable, delivery friendly prep processes

Your restaurant's online menu	⌵
Category 1: Best Sellers / Sets	
Category 2: Mains	
Category 3: Sides / Salads	
Category 4: Extras	
Category 5: Drinks	
Category 6: Desserts	



# Optimize for larger basket size

Encourage clients to have a full meal

Include combos and upsell modifiers

Use categories to your advantage

Suggest common pairings and combos



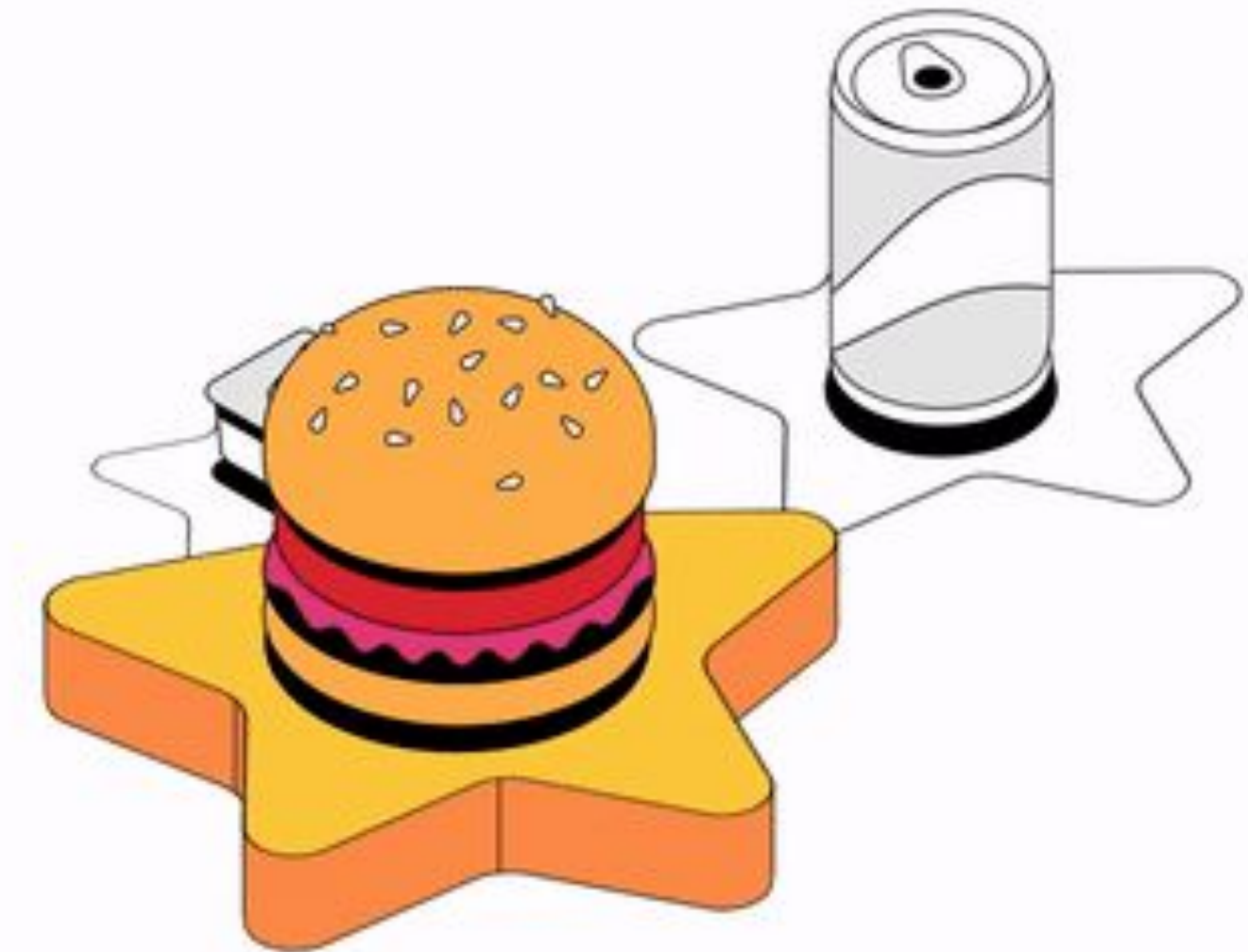


# Keep your most beloved menu items up top

Keep returning clients with their favorites

Attract customers with your best sellers

Protect your margins





**Make your menu items look and sound as delicious as they taste.**

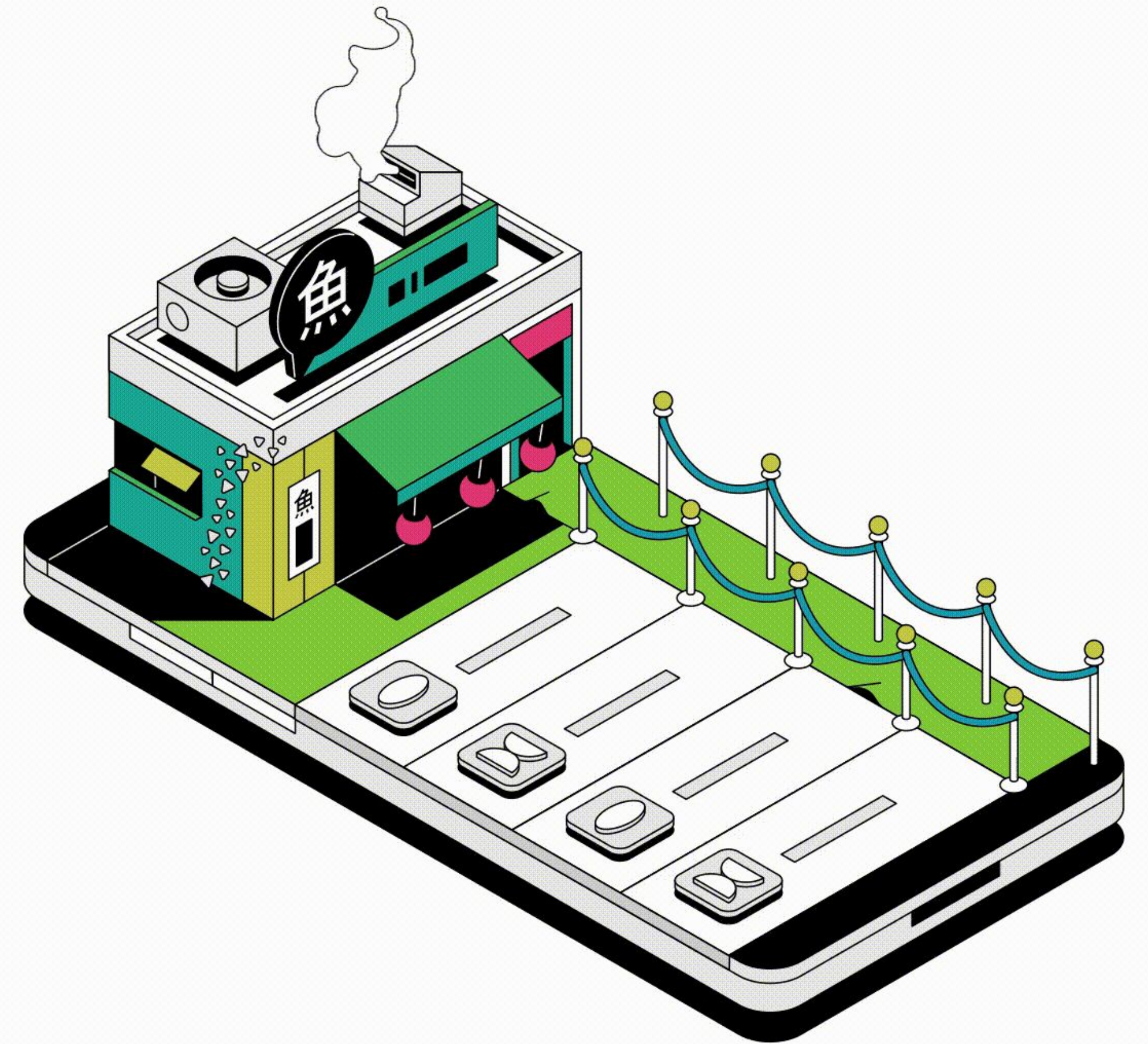


# Refine and optimize as you go

Measure your performance

Take advantage of food trends

Respond to feedback and reviews





Today's restaurant landscape  
Maximize orders with Menu Magic  
**Attract more customers with promotions**  
Unlock growth with virtual brands  
Otter highlights and results  
Questions and answers

# Attract more customers with in-app promotions

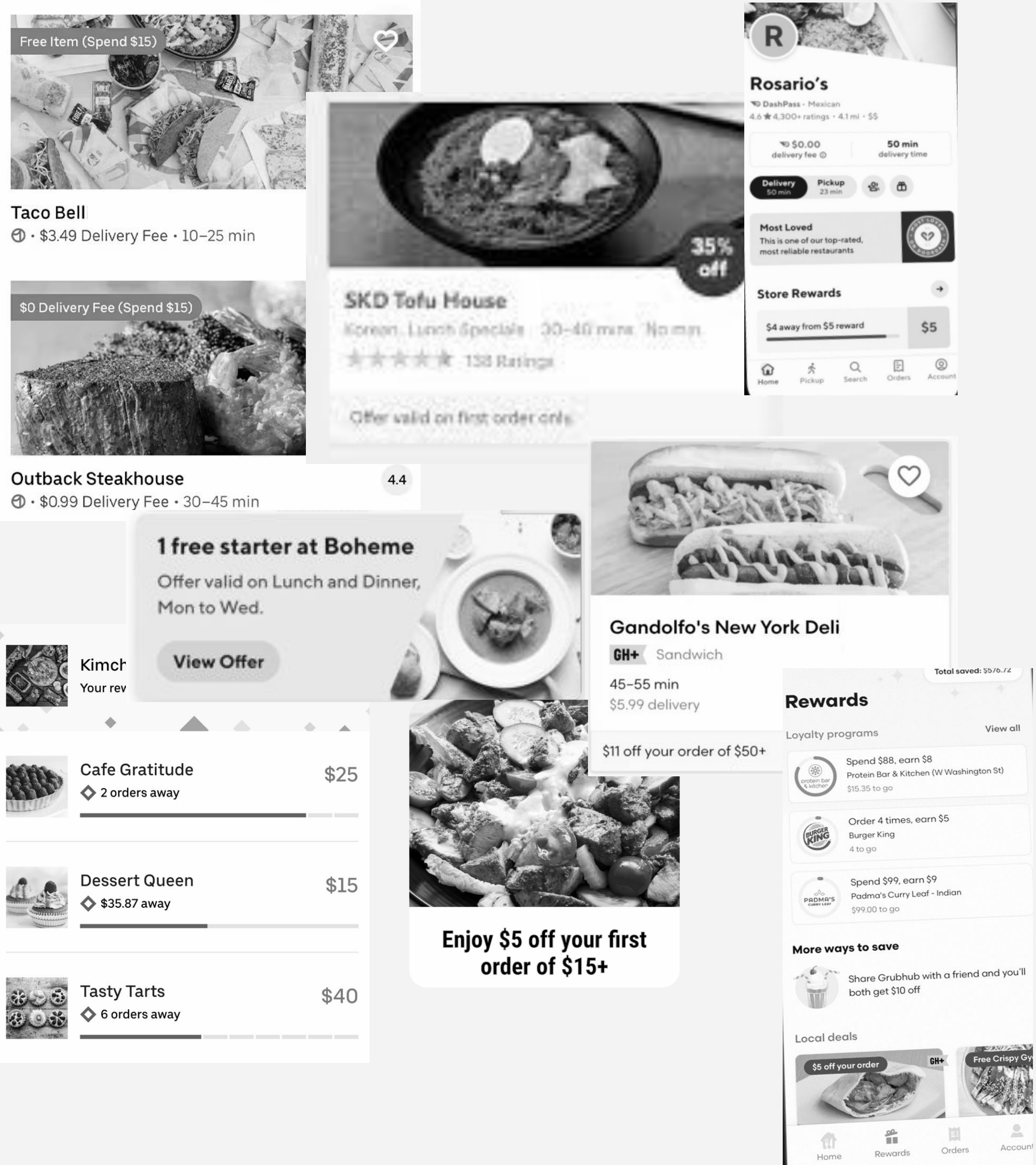


Do you want to...

Grow average basket size?

Increase return customers?

Encourage first time customers?





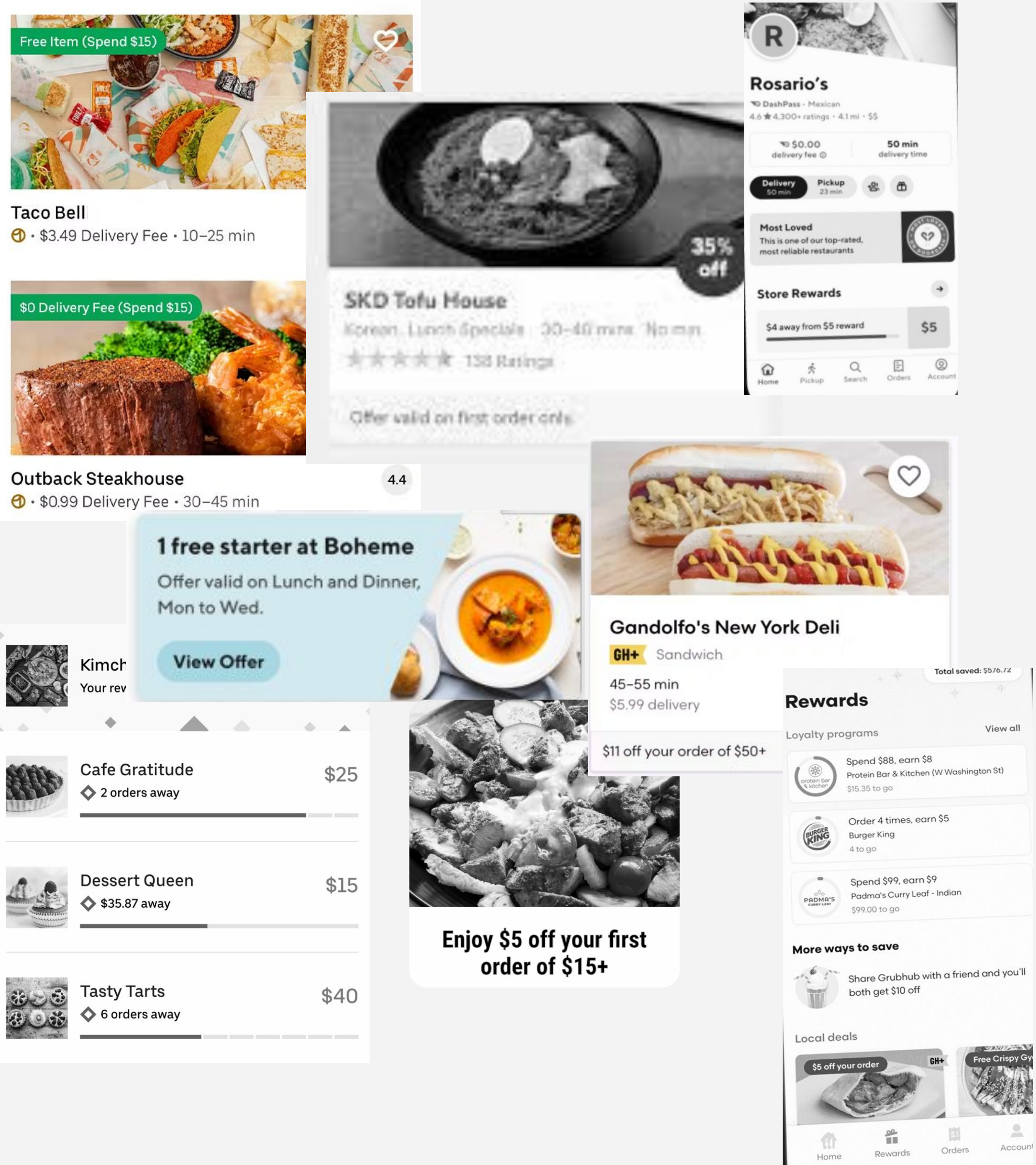
Do you want to...

Grow average basket size?

Promote upsells and combinations and free delivery with minimum orders.

Increase return customers?

Encourage first time customers?





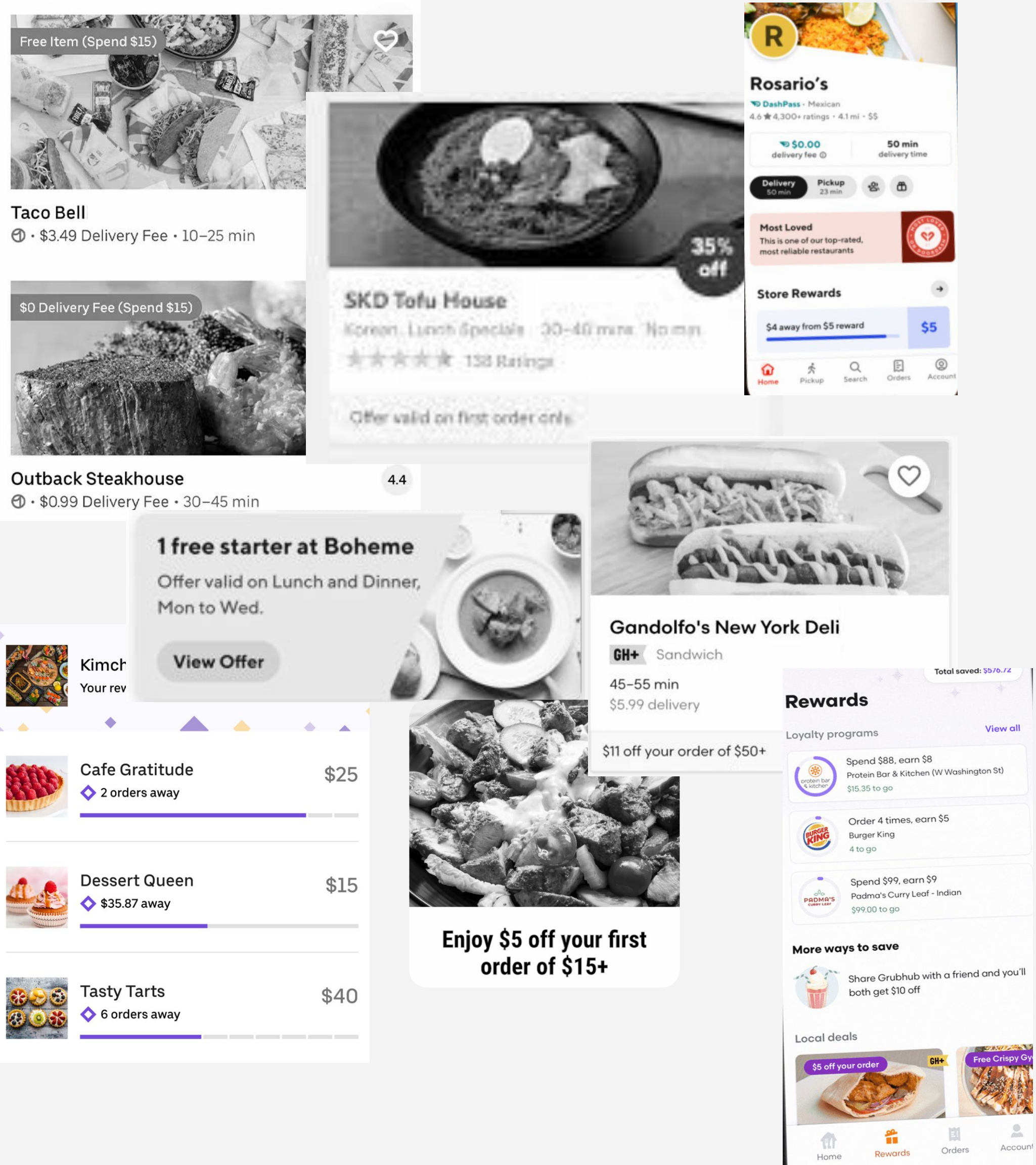
Do you want to...

Grow average basket size?

Increase return customers?

Setup loyalty offers and promotions for repeat orders.

Encourage first time customers?





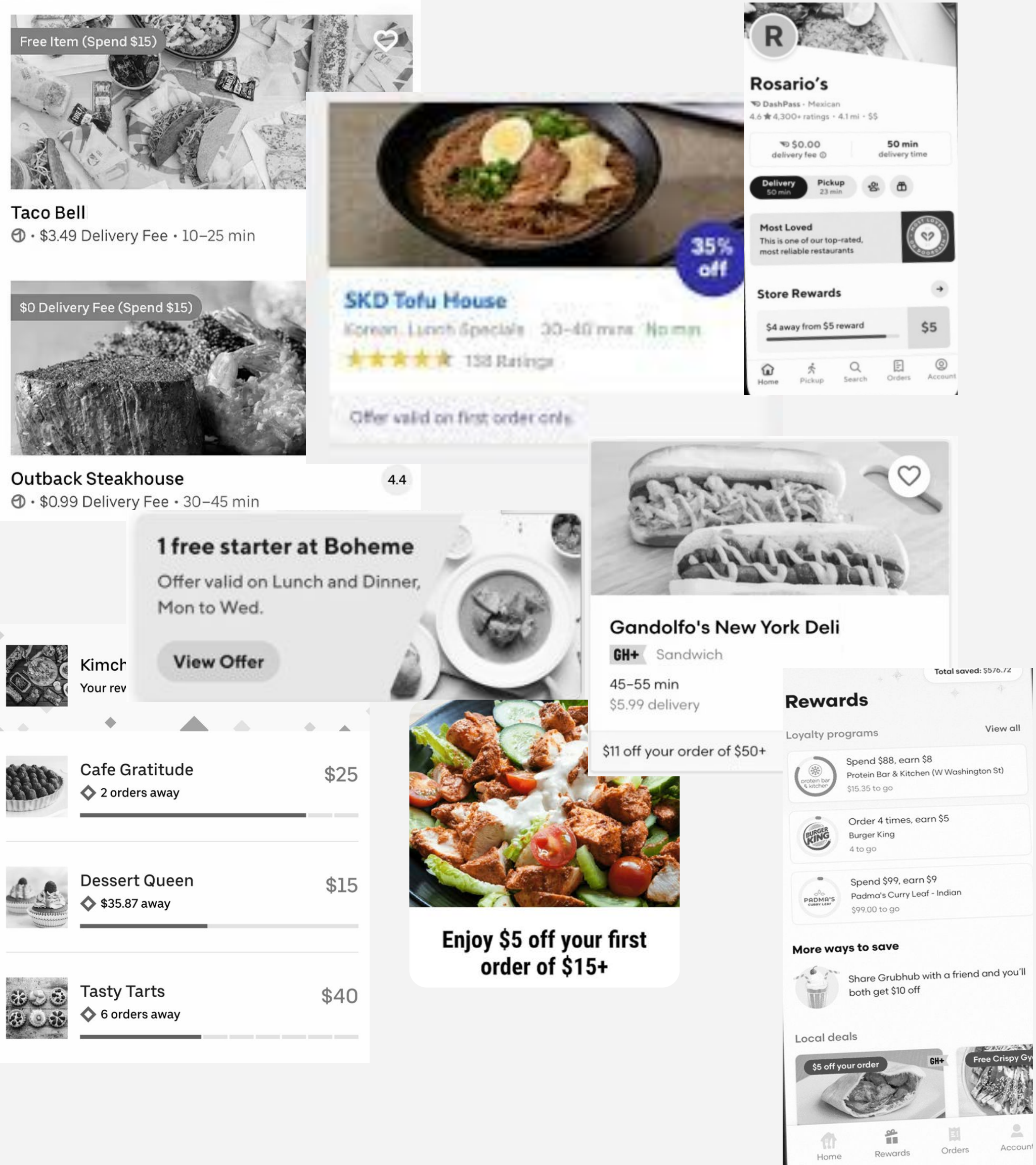
Do you want to...

Grow average basket size?

Increase return customers?

Encourage first time customers?

Test ‘free with’ offers and first time discounts for new customers.



Today's restaurant landscape  
Maximize orders with Menu Magic  
Attract more customers with promotions  
**Unlock growth with virtual brands**  
Otter highlights and results  
Questions and answers



# Expand your reach and revenue with virtual brands

# Why create a virtual brand?

01

Take advantage of your existing inventory and expertise

02

Explore new concepts and test extensions of your brand

03

Efficiently deploy resources and multiply your ROI

04

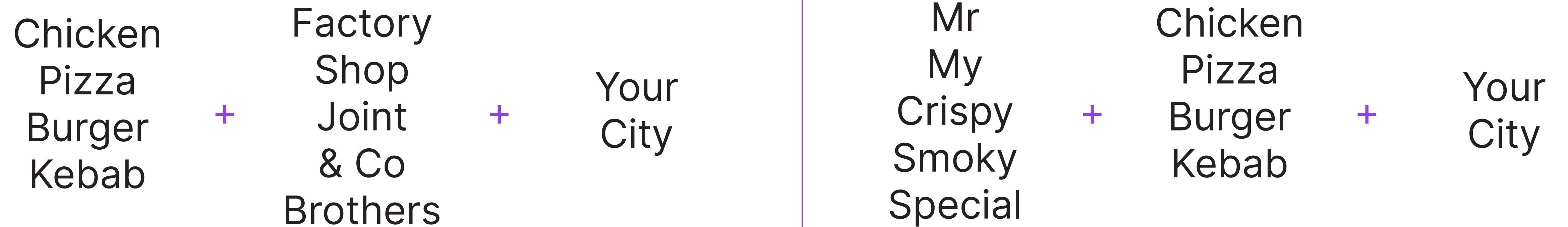
Dominate the platforms and increase your orders



# Use your existing menu to see your options for virtual brands

	Dishes	Sides
Your current restaurant	   	 
Brand option 1		 
Brand option 2		
Brand option 3		 
Brand option 4		

# How to choose a name





# Best practices for restaurants

50% differentiation in main menu items from other menus at that same address

Have at least 8 items on their menu & 50% of their menu items be hot or prepared food

High quality photos and descriptions for at least 75% of the menu items, and no significant price inflation

# Successful virtual brands are great at

Delivering Quality

Packaging

Customer Connection

Promotions





Today's restaurant landscape  
Maximize orders with Menu Magic  
Attract more customers with promotions  
Unlock growth with virtual brands  
**Otter highlights and results**  
Questions and answers



# Hi there, We're Otter.

We empower restaurants around the world to thrive in connecting food & customers by super powering your delivery business.


- Consolidate your delivery platforms and orders into a single tablet.
- Access unified data and insights in one place.
- Customize & automate marketing & promotions to help grow your business.
- Grow your business through expansion opportunities.








## Optimize Operations


Optimize operations in the most efficient way possible with Otter's order handoff & aggregation solutions, menu management tools, and auto-accept capabilities.

Order Management

Menu Management


POS Integration


Couriers & Logistics


Handoffs

## Increase Sales

Work with an Otter partner to develop a virtual brand(s), dominate delivery platforms, and optimize your kitchen space—all while multiplying your ROI.


Promotions


Virtual Brands


Direct Orders

## Understand Performance

Access easy-to-use data, eliminate missed orders and discover insights about your restaurant's performance through advanced reports.

Insights

Financials

Live Monitoring



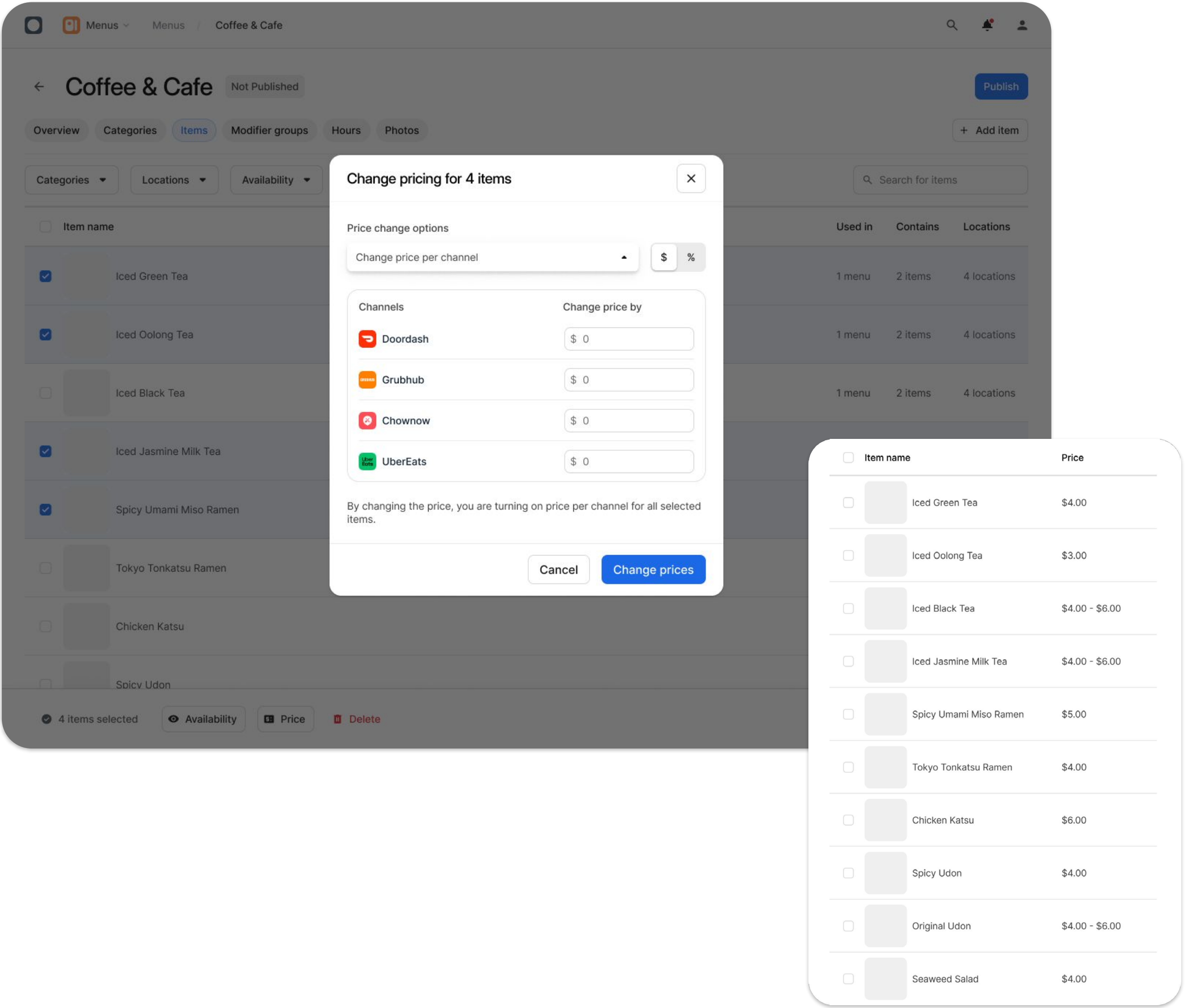


# Menu Manager

Manage your menus, all in one place.

Otter Menu Management allows you to make menu updates, 86 items, change prices, and more for any brand or location from a single place.

- Manage and control your menu
- Mark items unavailable
- Offer multiple menus



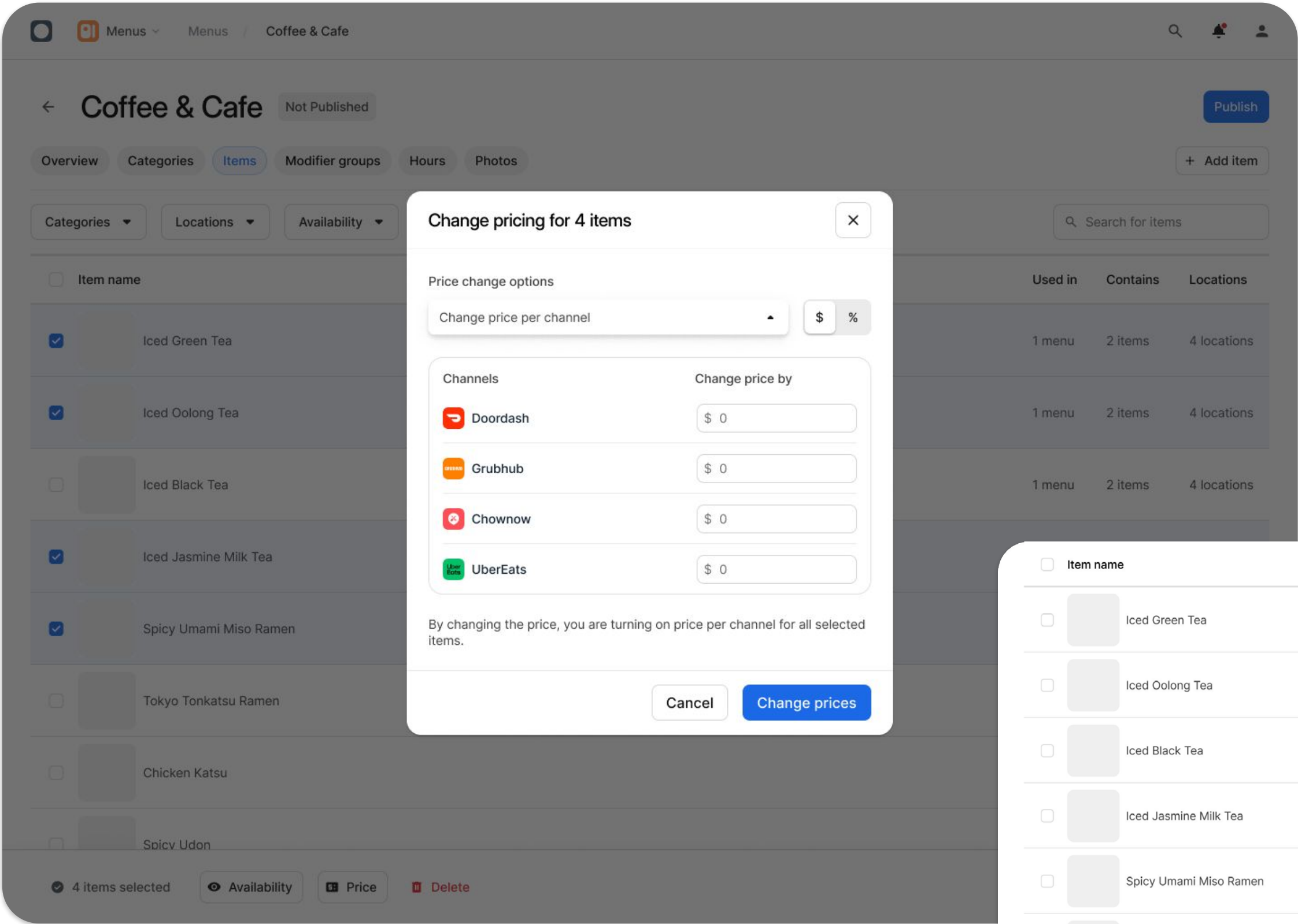


# Menu Manager

Manage your menus, all in one place.

Otter Menu Management allows you to make menu updates, 86 items, change prices, and more for any brand or location from a single place.

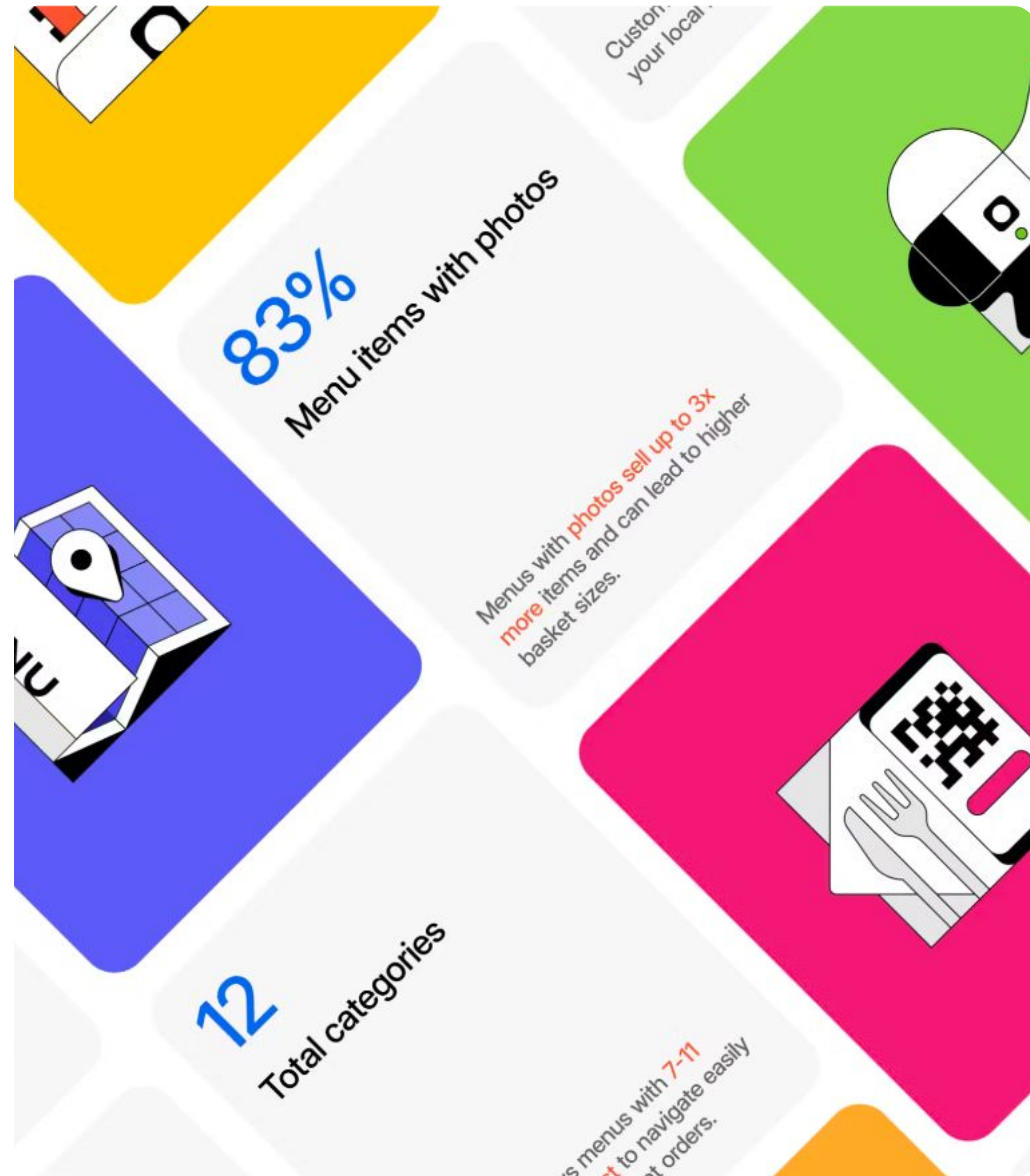
- Manage and control your menu
- Mark items unavailable
- Offer multiple menus



<input type="checkbox"/>	Item name	Price
<input type="checkbox"/>	Iced Green Tea	\$4.00
<input type="checkbox"/>	Iced Oolong Tea	\$3.00
<input type="checkbox"/>	Iced Black Tea	\$4.00 - \$6.00
<input type="checkbox"/>	Iced Jasmine Milk Tea	\$4.00 - \$6.00
<input type="checkbox"/>	Spicy Umami Miso Ramen	\$5.00
<input type="checkbox"/>	Tokyo Tonkatsu Ramen	\$4.00
<input type="checkbox"/>	Chicken Katsu	\$6.00
<input type="checkbox"/>	Spicy Udon	\$4.00
<input type="checkbox"/>	Original Udon	\$4.00 - \$6.00
<input type="checkbox"/>	Seaweed Salad	\$4.00



# Make the most of your menu with Otters free instant menu assessment









# Promotions


Increase your sales on delivery apps.


Otter's marketing solution, Promotions, automatically creates, runs, and optimizes your restaurant's promotions on delivery apps.


- Reach your customer base
- Marketing made easy
- Save time


 Doordash


 Uber Eats


 Postmates

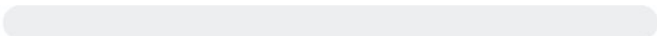
 Grubhub

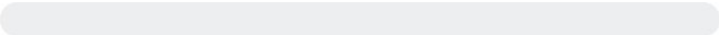


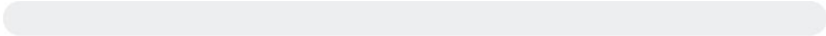


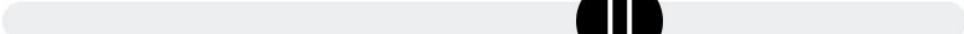




Buy 1 get 1 free 

Free delivery 

Free item 



BalancedGrowth





# Virtual Brands


Unlock revenue streams with Virtual Brands.


With Otter Virtual Brands, use your current space, staff, and inventory to fulfill more orders (in multiple cuisine types) under different brand names.


- Reach new customers
- Increase sales
- Keep your current setup


 Doordash


 Uber Eats


 Postmates

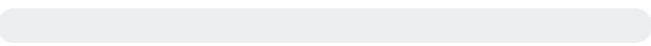
 Grubhub

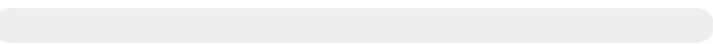


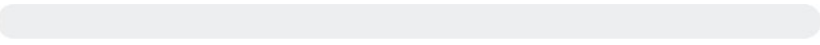


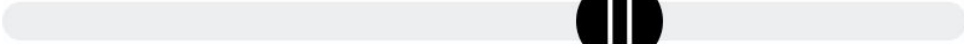




Buy 1 get 1 free 

Free delivery 

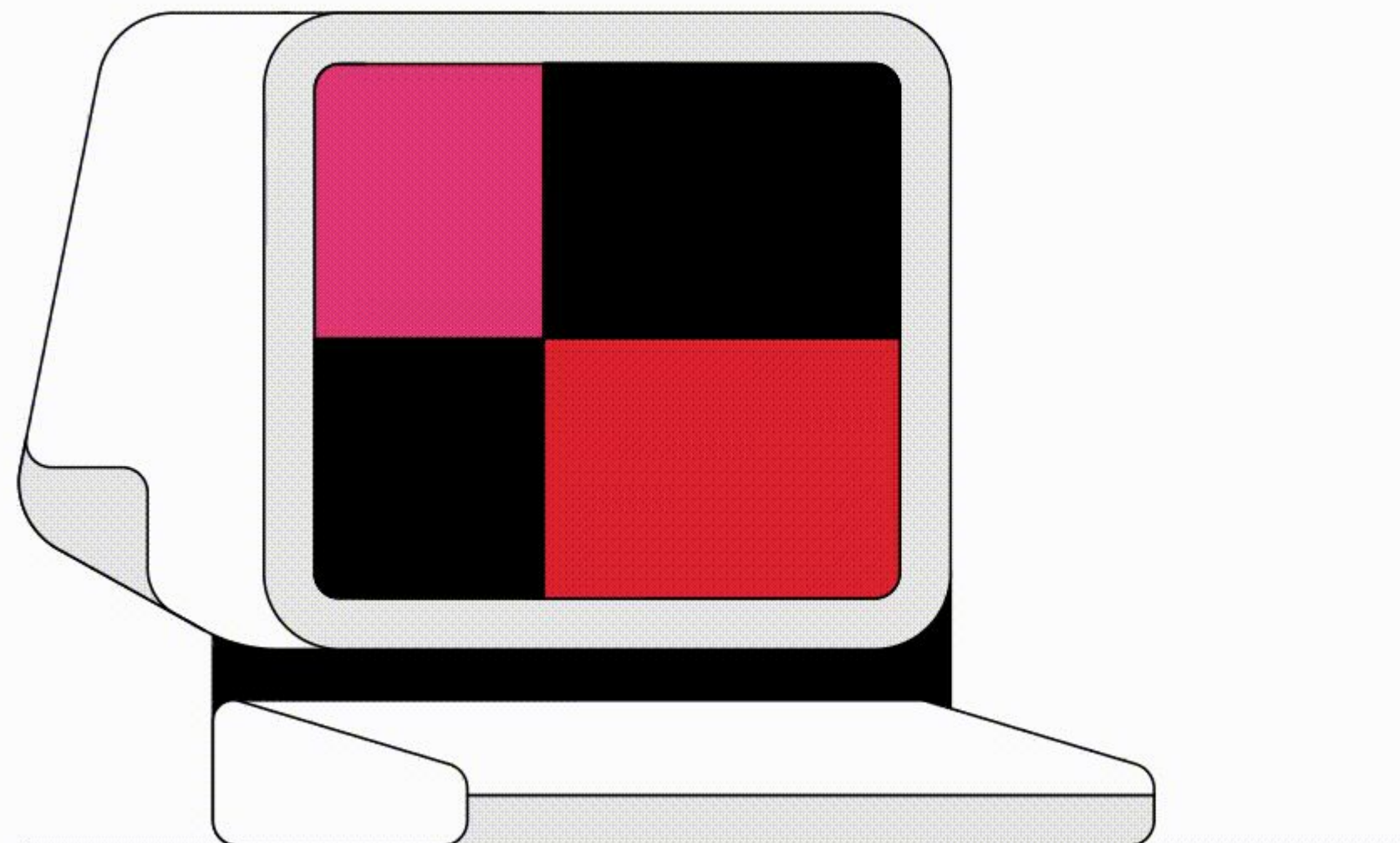
Free item 



BalancedGrowth



Today's restaurant landscape  
Maximize orders with Menu Magic  
Attract more customers with promotions  
Unlock growth with virtual brands  
Otter highlights and results  
**Questions and answers**



# Exclusive offer of **one month free** for CRA Members

[tryotter.com/referral/californiarestantassociation](https://tryotter.com/referral/californiarestantassociation)