

Ritual + The City of Los Angeles Announce, "Open for Business" Program
October 08, 2020 11:00 AM PST



RITUAL ▼

COMPLIMENTS OF





PayPal

RITUAL



Open for Business



 PayPal  venmo RITUAL 

Los Angeles is **Open For Business**



Open For Business is a partnership with the City of Los Angeles & Mayor Garcetti, PayPal & Ritual focused on stimulating economic activity for local restaurants.

“Small businesses and restaurants are the backbone of our economy, and it’s our job to help them navigate the treacherous waters of COVID-19, stay afloat, and ultimately steer us toward a lasting recovery. Getting through this crisis requires us to tap into the power of partnerships with companies like Ritual and PayPal - because only through public-private cooperation can we meet our common mission: to save lives and livelihoods across Los Angeles.”

- Mayor Eric Garcetti



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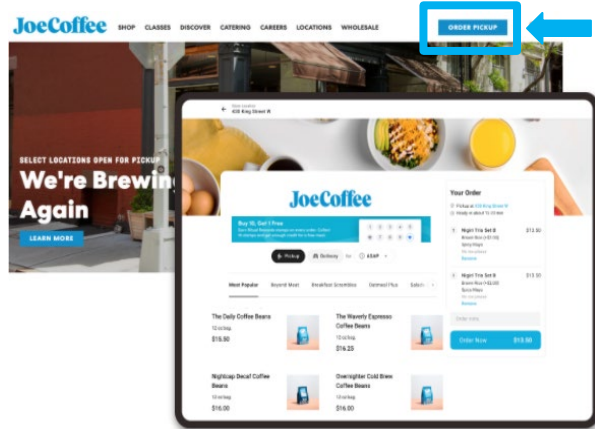
Stage 1 -- Provide Los Angeles restaurants with commission-free pickup and delivery with Ritual ONE.

- **Set-up fee, [waived through 2020](#). (normally \$99)**
- **Subscription fee, [waived through 2020](#). (normally \$49 / month)**
- **Credit card processing fees, [waived through 2020](#). (normally 2.8% + \$.20 / trans)**
- **Free QR code ordering sign to display in restaurant (1 per restaurant)**

Stage 2 -- Incentivize your customers to order

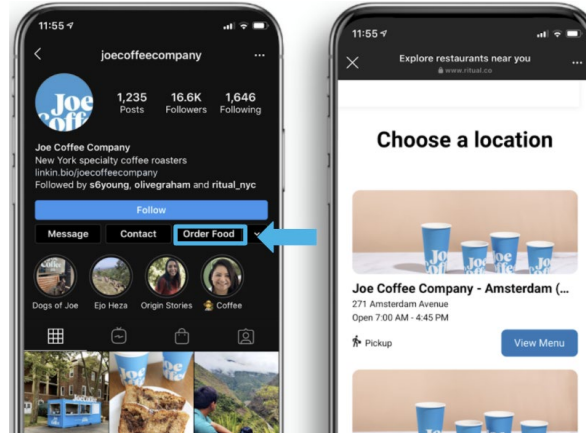
- **\$1M+ fully-funded “discounts” at your restaurant sponsored by Ritual, PayPal & Venmo.**

Stage 1: Commission-free Digital Ordering with Ritual ONE



Online Ordering

Online ordering including branded menus, integrated loyalty, & express check-out.



Social Media Integrations

Instagram, Facebook, & Google allow for businesses to link directly to their Ritual ONE menu from various social platforms.



JoeCoffee

POWERED BY RITUAL

On-Site QR Codes

Unique QR codes link to Ritual ONE menu allow for businesses to engage passerbys or use dine-in ordering.

RITUAL ♥

No monthly subscription, processing or setup fees through 2020.

Stage 2: Open for Business Customer Campaign

Date

- November 2nd - November 30th, 2020

Customer incentive

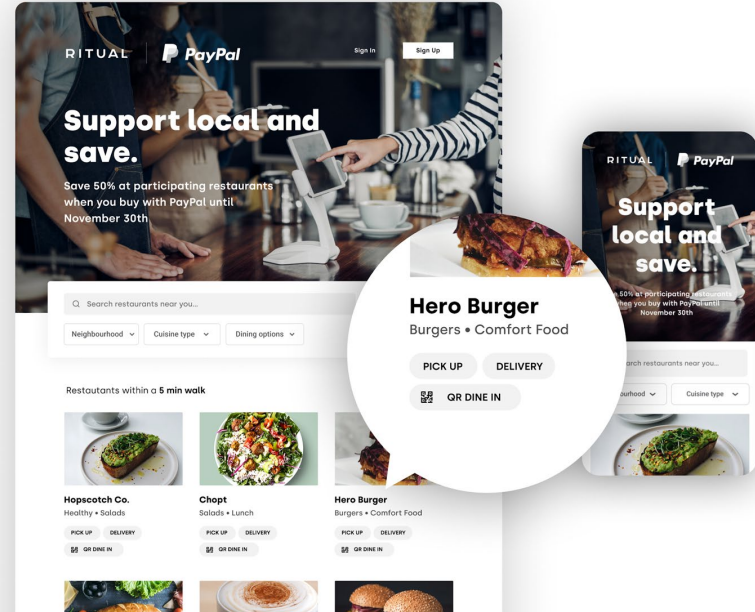
- 50% off your order (capped at \$10) when checking out with PayPal or Venmo at a local Ritual business.
- Customers receive 3 redemptions throughout the month, but can only redeem once per business.

How do customers place an order?

- Your website
- Your social media
- Your in-store QR code poster
- Open For Business customer landing page

What are the different ways customers can enjoy their meal?

- Pickup - Stop in and say hi while grabbing your meal
- Delivery - Get your meal delivered right to your door
- Dine-in - Enjoy a (safe) day/night out





 **PayPal** RITUAL ✓



www.ritual.co/partners/losangeles

Contact Information + COVID19 Resources

California Restaurant Association. Membership matters.

There are many reasons why to become a CRA member, such as Advocacy, Resources, Support, Community, Foundation and Savings. Learn more about member benefits below and tell us what's your why! [Restaurant Member](#) | [Allied Member](#)

Reopening + COVID19 Resources

CRA: <https://www.calrest.org/coronavirus-resources>

CRA Helpline: 800.765.4842 ext. 2743 helpline@calrest.org

Panelist:

Ray Reddy

Ritual

www.ritual.co/partners/losangeles

