

# Online Ordering from **Executive Dining Club (EDC)** A Sysco™ iCare Partner

In today's fast paced world, restaurants need a competitive edge to drive new business to their restaurant. As more people migrate to the Internet, restaurants with no online presence and no ability to take orders via the web are missing a huge market segment. Executive Dining Club can help!



Now through our Sysco iCare Partnership, our turn-key solution will have you online and taking orders over the Internet in less than two weeks.

**Increase your Take-out, Delivery and Catering Revenues with an EDC Interactive Web Site**

## **Features & Benefits**

- **Order Recall** – Customers can re-order past orders with only 3 clicks
- **Advance orders** – order 24/7 – you can take orders when you are closed!
- **Saves time and labor** – staff does not have to spend valuable time on the phone taking orders and answering questions
- **Internet Upsell** – All “add-ons” displayed – turn a \$4.99 sandwich into a \$6.99 sandwich with extras!
- **Online Reservations** – Make reservations 24/7 using the EDC reservation system.
- **Eliminates Errors** – no disputes. Customer gets an email confirmation and the restaurant receives a fax.
- **Build Database** – restaurant receives an email address and mailing address on every order!
- No busy signals, waiting on hold or language difficulties.
- Improved image with a strong web presence and expensive database driven interactive site.
- Web addresses are easier to recall than phone numbers.
- Web menus are not limited by space. You can list all your specials, salad dressings, soda flavors etc..

Put simply, our technology makes it easier for your customers to order and easier for you to process orders. You'll improve your bottom line, enhance your image and build a valuable data base at the same time.



Welcome



Welcome! EDC develops inter-active e-commerce web site for restaurants & restaurant chains. This is our demo site. Please feel free to test our system and place as many orders as you like. Let us know what you think!

### **Who is EDC?**

All about us, our technology, our service & our clients  
[More Information](#)

### **Data Storage**

You keep all the data on your site, email addresses & more  
[Data](#)

### **Online Reservations**

Your patrons can book a table online. Click here to see a demo  
[Reserve a Table](#)

[Home](#) | [Your Order](#) | [Your Account](#) | [Help](#) | [Contact Us](#)

**Contact us today to learn more...**  
**[www.edcinteractive.com](http://www.edcinteractive.com)**  
**1-888-662-2177**



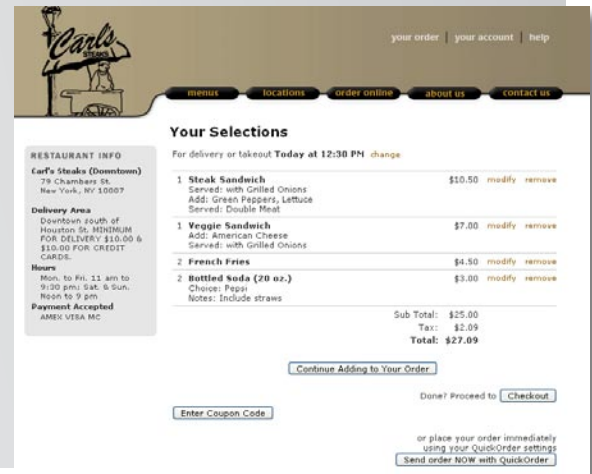
## Two Plans

**Plan A:** You have no web site. No Problem! We can build you one from scratch in less than two weeks.

**Pricing:** Web Site Cost: \$900 Sysco Customer: \$600 (33% discount)  
 Monthly Hosting: \$29 Sysco Customer: 1st 3 months Free  
 Order Fee: 5% Sysco Customer: 1st 3 months Free  
 example: [www.texasrotisserie.com](http://www.texasrotisserie.com)

**Plan B:** You have a web site. Great! We'll design an identical banner and link it in to your existing site.

**Pricing:** Web Site Cost: \$395 Sysco Customer: \$295 (25% discount)  
 Monthly Hosting: \$29 Sysco Customer: 1st 3 months Free  
 Order Fee: 5% Sysco Customer: 1st 3 months Free  
 example: [www.carlssteaks.com](http://www.carlssteaks.com)



*Just wanted to let you know how much I love the Lili's web site. You can tell your customer they get a lot more business from me because of it. Thanks!*  
 ~ Chris on [www.lilisnoodle.com](http://www.lilisnoodle.com)

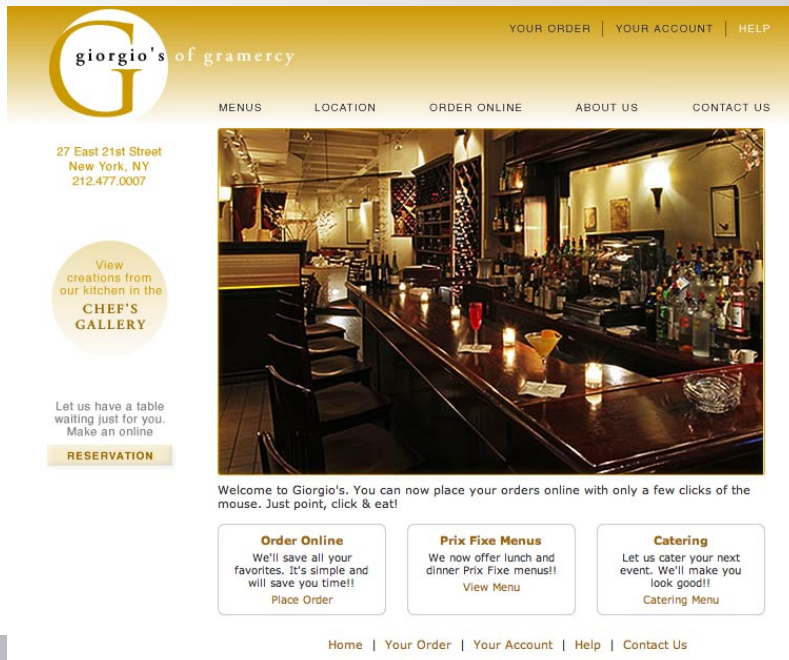
## How do customers find out about my site?

**EDC provides complete marketing support for their web sites including:**

- Printed materials such as signs, stickers, menu stamps, business cards and display stands.
- Internet search engine listing and optimization
- Rewards programs and contests
- Email marketing (*EDC & Partner provided*)
- Direct mailing (*thru EDC partner*)
- On-hold messages (*thru EDC partner*)

## Why Executive Dining Club?

- We were founded in 1992 and launched the first web site on 2001 – we have the experience and are restaurant people first and foremost.
- We process 10's of thousands online orders every month.
- Over 90% of people that try the EDC system do not go back to using the phone.
- We have many individual restaurants that have built databases with over 1000 emails and mailing addresses.
- Top EDC restaurant sites process over \$1000 in online orders daily.
- We have a cancellation rate of less than 3% – If EDC sells 100 sites – one year later, 98 are still paying customers!



*The site has boosted my catering business over 20%. Many of our clients are pharmaceutical reps that work odd hours and have limited access to menus. They now have easy access and can order 24/7 – and they do. At least a few times a week we get catering orders in the middle of the night!*  
 ~ Nick at [www.giorgiosofgramercy.com](http://www.giorgiosofgramercy.com)

