Takeout.com
VIRTUAL ORDERING

Don't Stand In-Line!
ORDER ON-LINE!!

We help you Grow your *To Go* ,*Catering* & Delivery business

USING OUR VIRTUAL MARKETING DEPARTMENT

VTakeout.com
VIRTUAL ORDERING

Online Restaurant Ordering Software

Did You Know:

- According to the National Restaurant Association,
58% of Restaurant Sales Are Take Out.

- One out of three consumers have used curbside takeout at a tableservice restaurant.

- 45% of 25-to-34-year-olds have used the Internet to find out information about a restaurant they have not patronized before.

- **Get Online!** *Visibility is no longer a simple matter of snagging a Grade A location. R&I's New American Diner Study finds that an Internet presence can make a big difference in driving traffic.*
- Case in point: 40% of Americans have visited restaurant Web sites in the last year to look at menus, and 28% have used the Internet to select a restaurant to dine at or to order food from in the last year.

- **November 2005** Who Is the New American Diner?

Papa John's Offers Online Ordering

- According to the company, approximately *75% of Papa John's online orders are from repeat customers*. Customer research and feedback have shown that customers prefer ordering via the internet because they like seeing the entire Papa John's menu, being able to progress at their own pace and being in control of their ordering process.

- FE&S — Editorial Archives — 2002 — February — Chain Report

Download it NOW!

pizza marketplace.com

products & services | research | news | discussions | classifieds | help

Pizzeria Franchising Guide
Sponsored by Papa John's
Download it Now

Search this site | GO

Advanced Search

the SelfService & KioskShow ORLANDO FEB 13-14

News | Printable version | E-mail this article

Papa John's online ordering now available 24/7

28 March 2006

LOUISVILLE, Ky.—Papa John's customers who order online are now able to order 24 hours a day every day and as far as 21 days in advance.

According to a news release, the "plan ahead" service is a first in the pizza industry first. The company said its own research showed many of its online customers preferred to order in the morning or shortly after arriving at work to take care of their meal planning for the day.

"Before launching this 24/7 platform, online ordering was only available during restaurant operating hours, generally 10 a.m. to 12 midnight eastern time, putting us out of reach for our customers at a time when they might be thinking of placing a plan-ahead order," said Nigel Travis, Papa's John's president and chief executive officer. "Now, all of our customers from Hawaii to Maine can enjoy the convenience of ordering pizza through papajohns.com, no matter the time of day or night."

The company said its online orders grew by 50 percent in 2005.

Papa John's vice president information services and eCommerce Glenn West said the company recently streamlined its online ordering service by implementing a "repeat last order" function that allows

Sponsored by BURKE

Including Postage!

Learn more now. pizza

SIGN UP TODAY! pizza

popular places

- Free Product & Service Locator
- NEW! Purchasing the Right POS System
- NEW! Pizzeria Operator Summary, Winter 2005
- NEW! Pizza Franchise Resources
- NEW! Career Center
- Pizza News Archive
- Pizzeria Classifieds
- Toppings guide
- Pizzeria Products & Services
- Industry Directory
- Press Releases - Read/Submit
- Events Calendar

company showcases

(Select a Company)

news alert

Interested in receiving our Pizza news headlines via e-mail? Become a FREE member of PizzaMarketplace.com and get the news delivered twice a week!
Join PizzaMarketplace.com

feature story

A turnaround begins at Pizza Inn
The last 20 years of Pizza Inn's storied, 48-year history have been marked by boardroom battles and franchisee discontent. New CEO Tim Taft believes it's now on course for a revival.

PIZZA PAPA JOHN'S

Papa John's online ordering now available 24/7

The company said its online orders grew by 50 percent in 2005.

Papa John's vice president information services and eCommerce Glenn West said the company recently streamlined its online ordering service by implementing a "repeat last order" function that allows customers to receive their last order with just a few keystrokes.

http://www.pizzamarketplace.com/news_story.htm?i=24220

The New York Times
ON THE WEB

The New York Times

Ordering Takeout Online:

According to the National Restaurant Association , almost 10 percent of consumers last year placed an order online for takeout or delivery food - roughly twice the number of two years ago.

- **Two other factors suggest the timing is right for online delivery services**.
  - **First**, consumers continue to embrace all forms of online shopping, from books to bedspreads.
  - **Second**, search engines and online yellow pages providers have invested heavily in upgrading local search offerings, making it easier to find neighborhood pizzerias and other businesses online.

By BOB TEDESCHI
Published: June 13, 2005

Do You Want to Grow your and *To Go, Delivery* or *Catering* Business$$

Do you want to save money on *Labor Costs?*

We will show you how you can increase your *To Go* and *Catering* business for *only*

$1.60 / day*

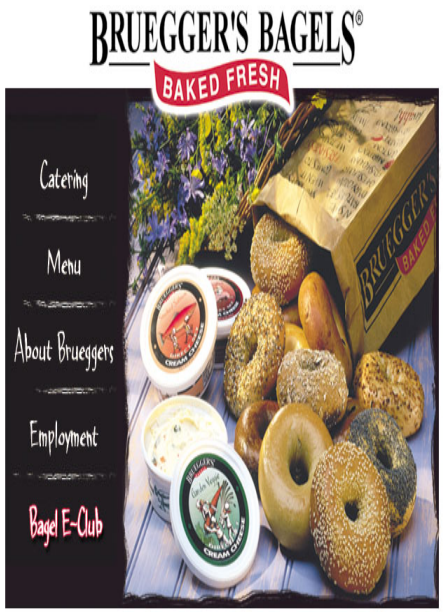
($50 a month)

(*net cost)

Brought to you by

Paul Abel

Co-Founder of Bruegger's Bagels and Restaurant Profitability Magazine in San Diego



Mobile Waiter

San Diego's "First Choice" since 1991

Are you paying 30% of your sales to other companies for Corporate orders?

Do they give you your corporate customers information?

Takeout.com
VIRTUAL ORDERING

ALL YOU NEED IS A FAX MACHINE!!

Benefits Of On-Line Ordering

Improve Speed of Service
No line - No wait

Increase Ticket Average
Virtual suggestive selling feature

Always Open
Receive orders 24 hours a day

Order Accuracy
Customers place their own orders online
Language Barrier

Save Labor Costs
Less phone calls during peak periods

Keep up with your competition

Don't Stand In Line - ORDER ON-LINE!!

Restaurant Chains now offering online ordering

Why use our System?

- **No Client-Side/Active Scripting**: **95%** of all browsers, as well as other software from other vendors that utilize the Internet Explorer core, have revealed severe vulnerabilities in their products with regard to client-side and active scripting. In addition, “spyware” has become an insidious and constantly increasing threat.
- **No Cookies**. Cookies are a method employed by Internet software designers to place certain information onto the computer when a website is visited.
- **No Frames**. HTML frames are spatially defined regions or areas in an HTML page. Each frame in a page holds an individual HTML document.
- **Intuitive and Simple User Interface**. simple and intuitive. It is critical that customers can easily navigate and place orders very efficiently. The GUI was carefully engineered to be nearly **100% browser compatible and cross-platform compliant.**
- **SSL (Secure Sockets Layer) 128-bit Encryption**. A vital feature of AROS is its ability to protect private and sensitive customer data during the order process. Security and safe Internet transmissions concern all users. Security is a major focus of Delphis Software.
- **Order up to 10 Days in Advance**. Many customers, especially pharmaceutical representatives, enjoy the convenience of ordering several days in advance. Those patrons who have extremely busy schedules can use this convenience feature. The system accurately accepts and processes orders for facsimile dissemination up to 10 days in advance of a request, and of course, the order may be placed at any time, day or night
- **Credit Card Number Validation**. AROS has an intrinsic algorithm that checks and validates that a credit-card number has been correctly entered by the customer.
- **Rewards Program:** Design your own rewards program. Example, Spend $ 200.00 get $10.00 off next order
- **Directions**: We will provide detail directions from your store to your customers address
- **Free E-mail Marketing:** send email free to customers based on anniversaries, birthdates, order amount, last order date, etc
- **24/7/365 Customer Support**

Ordering Engine Sample

See an example of our Online Ordering Engine on the following slides.

Quiznos Sorrento Valley - (858) 550-5959 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

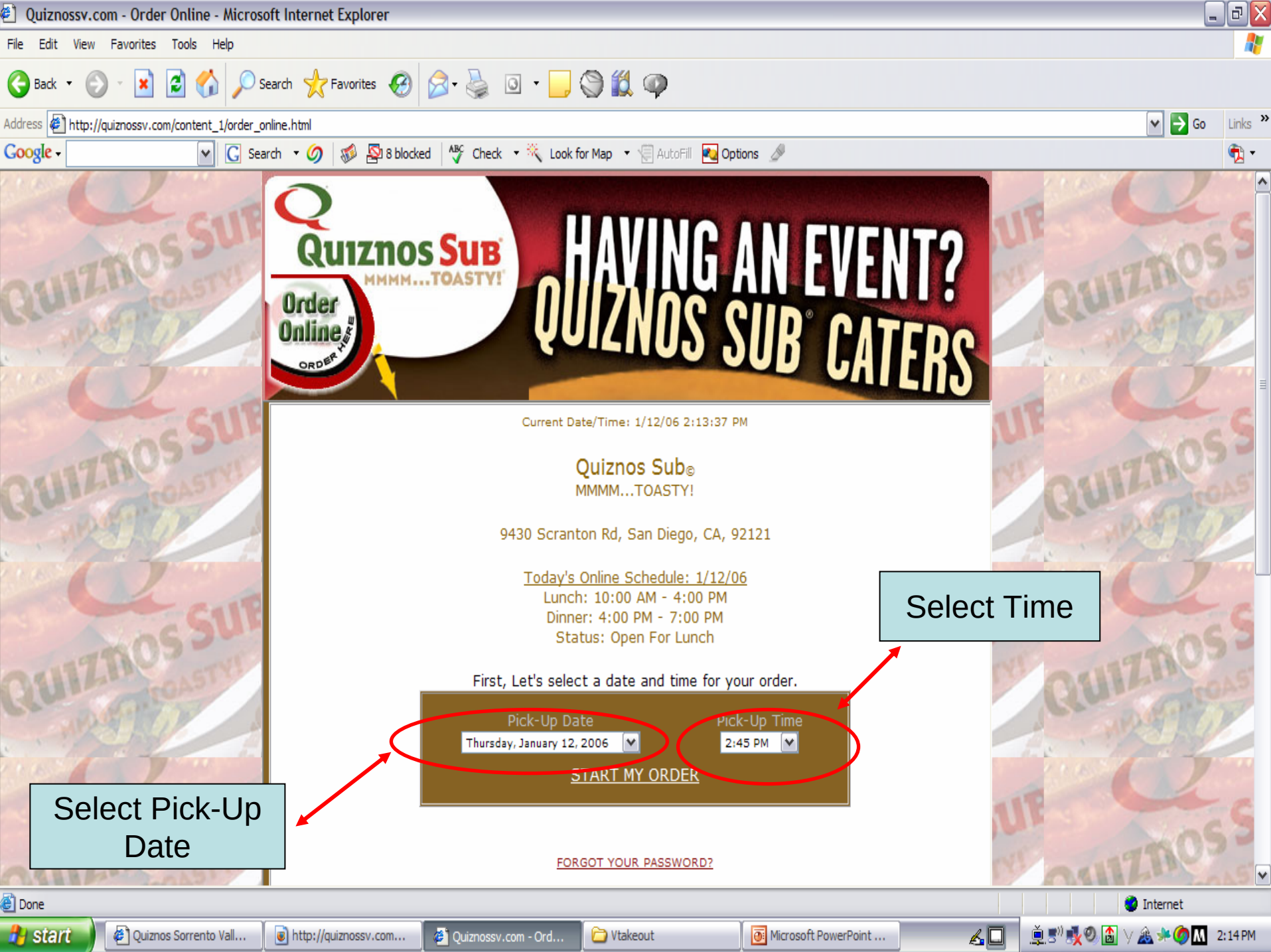
Address http://www.quiznossv.com/ Go Links

Google Search 8 blocked Check AutoLink AutoFill Options

Click “Order Online” Button

Done Internet

start Quiznos Sorrento Vall... http://www.ebuildere... Mozilla Firefox Start P... 4:37 PM


Quiznossv.com - Order Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address http://quiznossv.com/content_1/order_online.html
Go Links
Google Search 8 blocked Check Look for Map AutoFill Options
Quiznos Sub
MMMM...TOASTY!
Order Online
ORDER HERE
HAVING AN EVENT?
QUIZNOS SUB® CATERS
Current Date/Time: 1/12/06 2:13:37 PM
Quiznos Sub©
MMMM...TOASTY!
9430 Scranton Rd, San Diego, CA, 92121
Today's Online Schedule: 1/12/06
Lunch: 10:00 AM - 4:00 PM
Dinner: 4:00 PM - 7:00 PM
Status: Open For Lunch
First, Let's select a date and time for your order.
Pick-Up Date
Thursday, January 12, 2006
Pick-Up Time
2:45 PM
START MY ORDER
FORGOT YOUR PASSWORD?
Select Time
Select Pick-Up Date
Done
Internet
start
Quiznos Sorrento Vall...
http://quiznossv.com...
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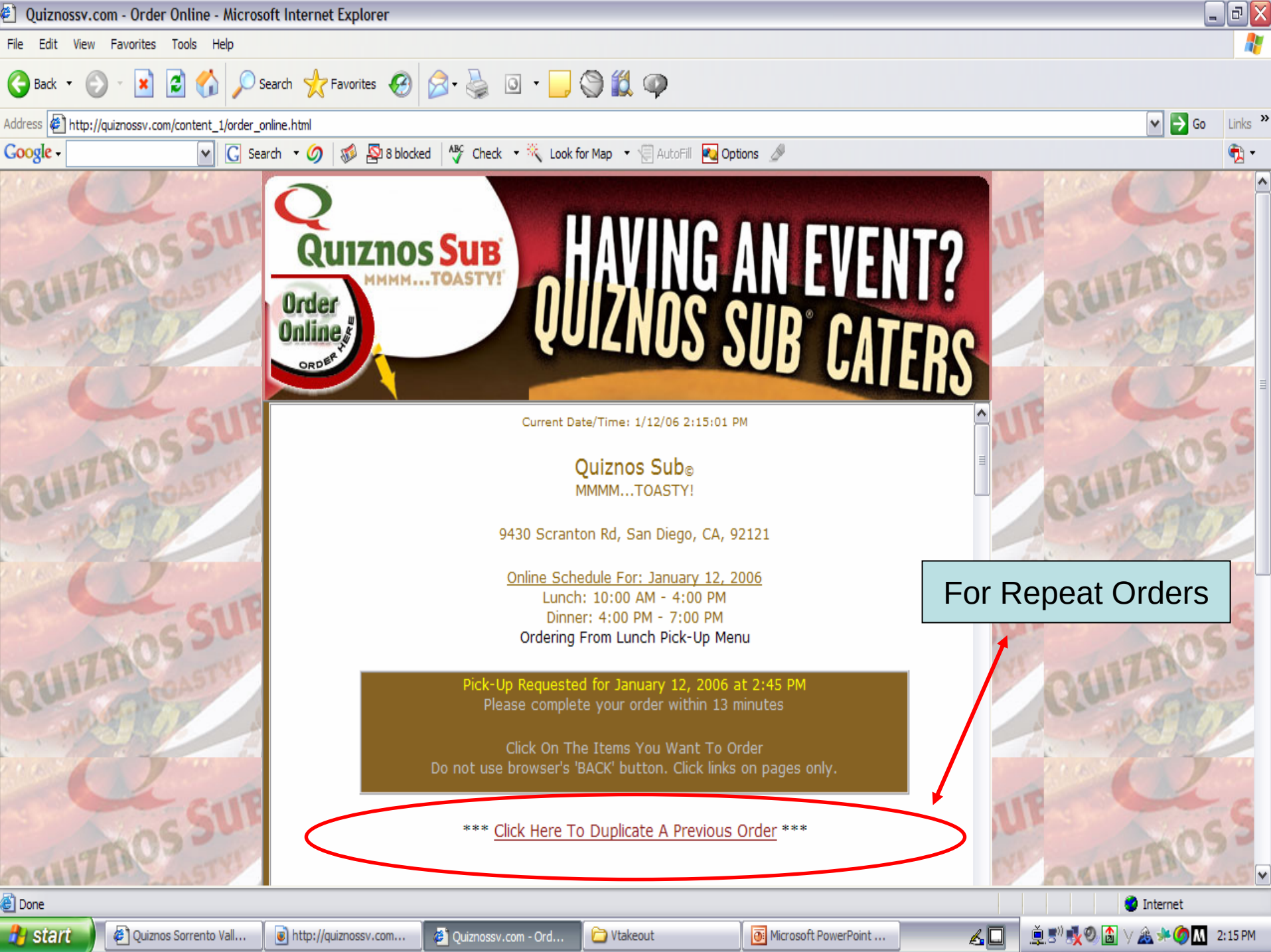
Quiznossv.com - Order Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address http://quiznossv.com/content_1/order_online.html
Go Links
Google Search 8 blocked Check Look for Map AutoFill Options
Quiznos Sub
MMMM...TOASTY!
Order Online
ORDER HERE
HAVING AN EVENT?
QUIZNOS SUB® CATERS
Current Date/Time: 1/12/06 2:15:01 PM
Quiznos Sub©
MMMM...TOASTY!
9430 Scranton Rd, San Diego, CA, 92121
Online Schedule For: January 12, 2006
Lunch: 10:00 AM - 4:00 PM
Dinner: 4:00 PM - 7:00 PM
Ordering From Lunch Pick-Up Menu
Pick-Up Requested for January 12, 2006 at 2:45 PM
Please complete your order within 13 minutes
Click On The Items You Want To Order
Do not use browser's 'BACK' button. Click links on pages only.
*** Click Here To Duplicate A Previous Order ***
For Repeat Orders
Done
Internet
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Quiznos Sorrento Vall...
http://quiznossv.com...
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2:15 PM

Quiznossv.com - Order Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address http://quiznossv.com/content_1/order_online.html
Go Links
Google Search 8 blocked Check Look for Map AutoFill Options

Click On The Items You Want To Order
Do not use browser's 'BACK' button. Click links on pages only.

*** Click Here To Duplicate A Previous Order ***

Jump To Category

CRAVEABLE SALADS
FRESH SOUPS
TOASTY STEAK SUBS
TOASTY TURKEY SUBS
TOASTY CHICKEN SUBS
LITE SELECTION
SIGNATURE CLASSIC SUBS
TOASTY CLUB SUBS
VEGGIE AND CHEESE SUBS
REAL DEAL SUBS
DRINKS
DESSERTS AND SIDES
KIDZ OPTIONS
PARTY PLATTERS
PARTY DESSERT TRAYS
LUNCH BOX AND BAGS
* RECALL PAST ORDER *

Store Hours
MON - FRI
10AM - 7PM
SAT
11AM - 4PM
SUNDAY CLOSED

For Large Party orders Please call 858-550-5959 for options.

CRAVEABLE SALADS

Top Display By Category

Internet
start Quiznos Sorrento Vall... http://quiznossv.com... Quiznossv.com - Ord... Vtakeout Microsoft PowerPoint ... 2:15 PM

Quiznossv.com - Order Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address http://quiznossv.com/content_1/order_online.html
Go Links
Google Search 8 blocked Check AutoLink AutoFill Options

TOASTY STEAK SUBS

Top Display By Category

All subs are served on white or wheat bread unless otherwise specified.

11. Black Angus Steak - Small. On Rosemary Parmesan Bread. Black Angus steak, mozzarella, cheddar, mushrooms, sauteed onions, Honey Bourbon Mustard and Zesty Grille Sauce. - 5.99
(*Make it a Regular* add 2.20)
(*Make it a Large* add 4.50)
(*Make it a Flat Bread* add 0.80)
(*Toasty Combo with Chips* add 1.99)
(*Bag of Chips* add 0.99)
(*Toasty Combo with a Cookie* add 1.99)
(*A Cookie* add 1.09)
(*Toasty Combo with Side Salad* add 1.99)
(*A Brownie* add 1.69)

TOASTY TURKEY SUBS

Top Display By Category

All subs are served on white or wheat bread unless otherwise specified.

Internet
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Quiznos Sub©
MMMM...TOASTY!

9430 Scranton Rd, San Diego, CA, 92121

Pick-Up Requested for January 12, 2006 at 2:45 PM
Complete Your Order Within 10 Minutes

[Qty] Menu Item		Description	Price
1	Black Angus Steak	Small. On Rosemary Parmesan Bread. Black Angus steak, mozzarella, cheddar, mushrooms, sauteed onions, Honey Bourbon Mustard and Zesty Grille Sauce.	5.99

Food Choices

NONE

Select Options

Make it a Regular? - No
Make it a Large? - No
Make it a Flat Bread? - No
Toasty Combo with Chips? - No
Bag of Chips? - No
Toasty Combo with a Cookie? - No
A Cookie? - No

Suggestive Selling Feature

Done

Internet

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Quiznossv.com - Order Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address http://quiznossv.com/content_1/order_online.html Go Links

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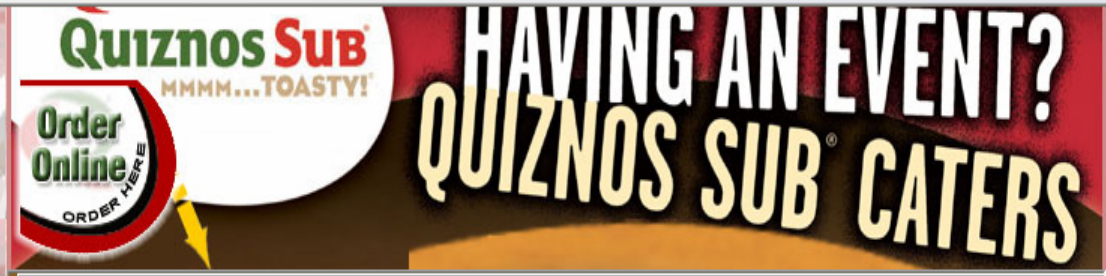

Current Date/Time: 1/12/06 2:19:32 PM

Quiznos Sub©
MMMM...TOASTY!

9430 Scranton Rd, San Diego, CA, 92121

Pick-Up Requested for January 12, 2006 at 2:45 PM
Complete Your Order Within 9 Minutes

Remove	Menu Item	Description	Price
☐ 1.	[1] Black Angus...	Small. On Rosemary Parmesan Bread. Black A... Options: Toasty Combo with Chips, A Brownie	9.67

Order Summary

Sub Total	9.67
Tax	0.75
Total	10.42

REMOVE ITEM(S) CONTINUE ORDERING CHECK OUT

Internet

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Quiznossv.com - Order Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

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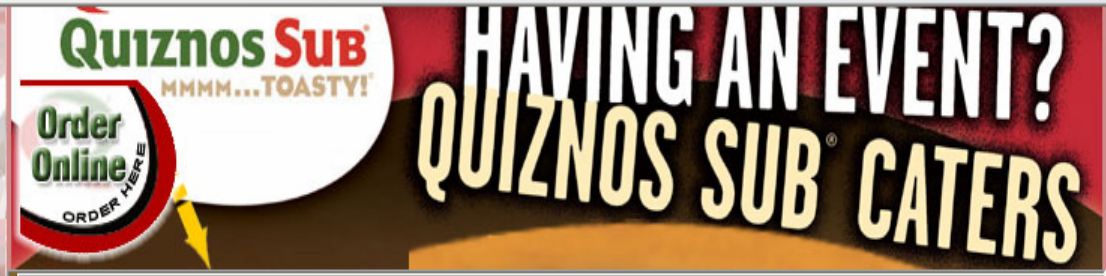

Current Date/Time: 1/12/06 2:20:12 PM

Welcome To Secure Check Out

Please Sign In

Complete Your Order Within 8 Minutes

New Customer

If you are new to ordering online with Quizno's Subs, please take a moment to create an account. It is quick and simple. When you are done, we can complete your order.

NEW USER

Returning Customer

858 **Area Code/Phone**

Password

SIGN IN

FORGOT YOUR PASSWORD?

Done Internet

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Quiznossv.com - Order Online - Microsoft Internet Explorer

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Back Search Favorites

Address http://quiznossv.com/content_1/order_online.html Go Links

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Current Date/Time: 1/12/06 2:20:42 PM

Welcome To New Accounts

All Fields Must Be Completed

Complete Your Order Within 8 Minutes

Internet Trace IP: 63.202.253.254 at 1/12/06 2:20:42 PM

Please Note

If you receive the message, 'Account Already Exists' after completing this form, you already have an account for the phone number entered. Click **'FORGOT YOUR PASSWORD?'** below or contact us for help at 1 858 550 5959. You agree to Terms of Use by creating an account.

FORGOT YOUR PASSWORD?

** Denotes required information

Billing Telephone Number

858 ** **Area Code/Phone**

Name Information

** **First Name** (letters only)

Done Internet

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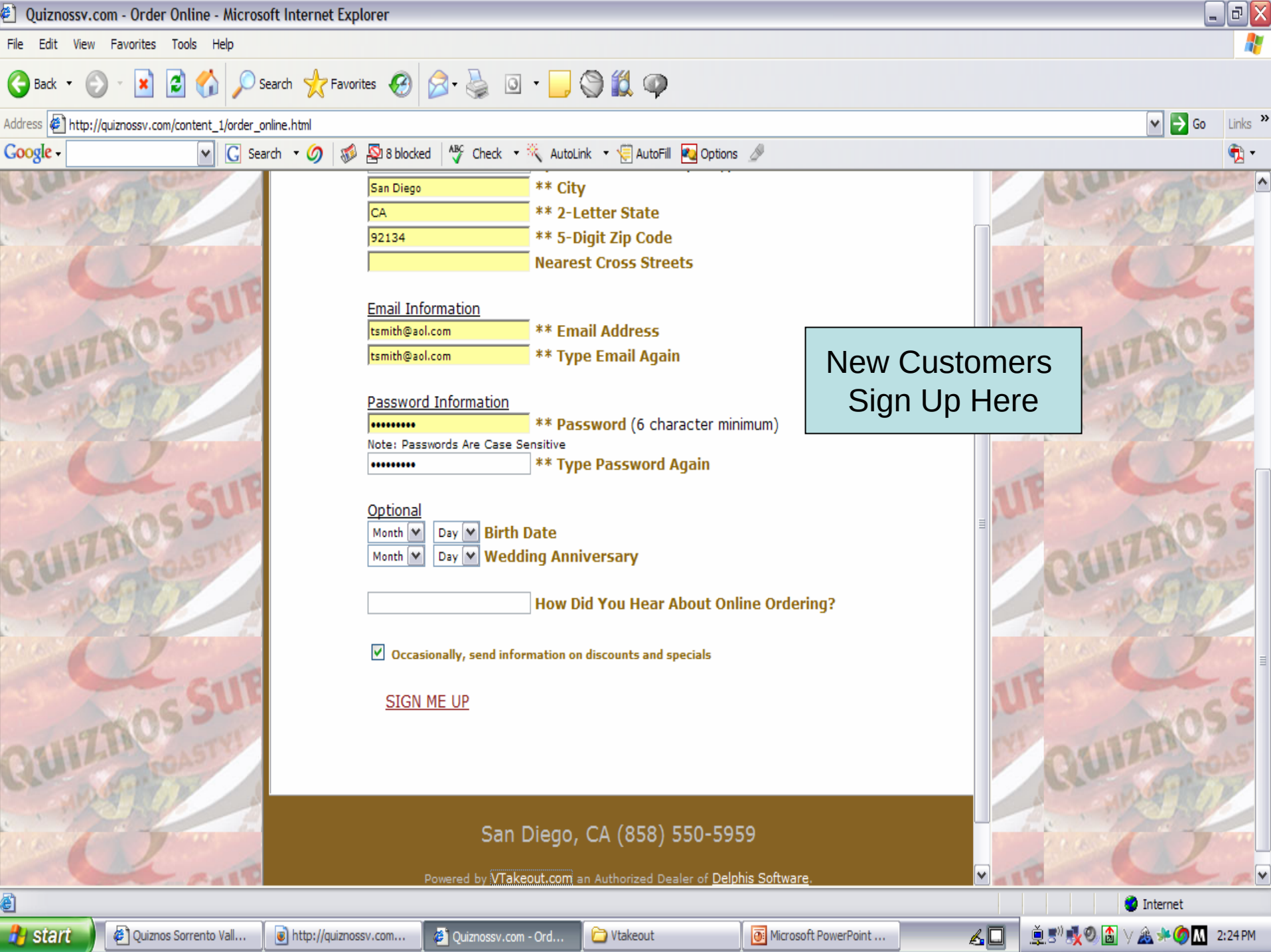
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Google Search 8 blocked Check AutoLink AutoFill Options
San Diego
** City
CA
** 2-Letter State
92134
** 5-Digit Zip Code
Nearest Cross Streets
Email Information
tsmith@aol.com
** Email Address
tsmith@aol.com
** Type Email Again
Password Information
** Password (6 character minimum)
Note: Passwords Are Case Sensitive
** Type Password Again
Optional
Month Day Birth Date
Month Day Wedding Anniversary
How Did You Hear About Online Ordering?
Occasionally, send information on discounts and specials
SIGN ME UP
New Customers Sign Up Here
San Diego, CA (858) 550-5959
Powered by VTakeout.com an Authorized Dealer of Delphis Software.
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Address http://quiznossv.com/content_1/order_online.html
Go Links
Google Search 8 blocked Check AutoLink AutoFill Options

Current Date/Time: 1/12/06 2:24:33 PM

Your Account Has Been Created

Please complete your order within 4 minutes

Name: Tara Smith
Phone: 619 204--6500
Email: tsmith@aol.com

Thank you Tara, your new account has been successfully created. You can now enjoy the convenience of ordering online.

A confirmation email has been sent to tsmith@aol.com.

You have 4 minute[s] remaining to complete this order. Click **FINISH CHECK OUT** below to select a payment method and give us any special instructions about your order.

FINISH CHECK OUT

Done
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Quiznossv.com - Order Online - Microsoft Internet Explorer

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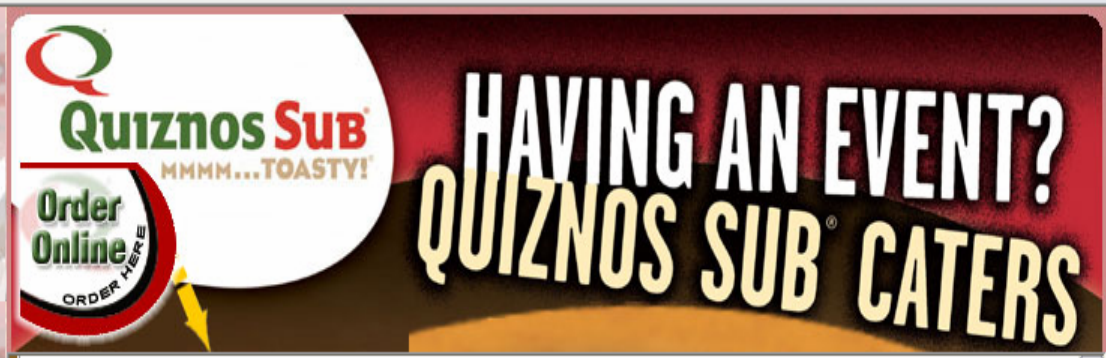

Tara, Your Check Out Was Successful

Enter Secure Payment Information Below

Internet Trace IP: 63.202.253.254 at 1/12/06 2:07:29 PM

Pick-Up Requested for January 12, 2006 at 2:30 PM

Complete Your Order Within 4 Minutes

Personal Information

Name: **Tara Viola**

Phone: **(619) 203-6400** [Billing Number]

You have **0** previous online orders

vtara@cox.net **Email Address**

Immediate Contact Number

619 203 6400 **Area Code/Number**

Order may be delayed if we cannot reach you

Current Address

Business Name

Done Internet

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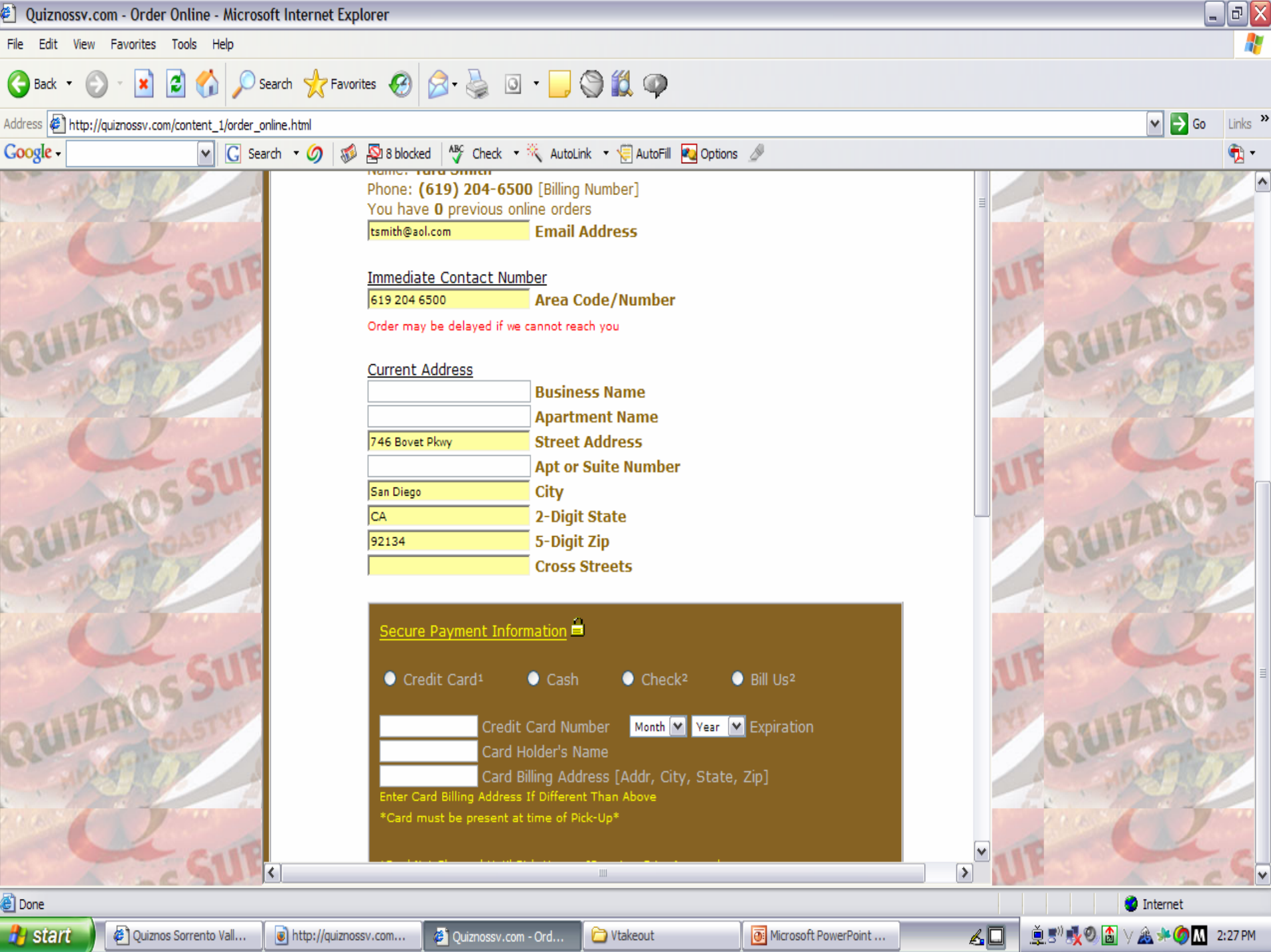
Quiznossv.com - Order Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address http://quiznossv.com/content_1/order_online.html
Go Links
Google Search 8 blocked Check AutoLink AutoFill Options
Phone: (619) 204-6500 [Billing Number]
You have 0 previous online orders
tsmith@aol.com Email Address
Immediate Contact Number
619 204 6500 Area Code/Number
Order may be delayed if we cannot reach you
Current Address
Business Name
Apartment Name
746 Bovet Pkwy Street Address
Apt or Suite Number
San Diego City
CA 2-Digit State
92134 5-Digit Zip
Cross Streets
Secure Payment Information
Credit Card1 Cash Check2 Bill Us2
Credit Card Number Month Year Expiration
Card Holder's Name
Card Billing Address [Addr, City, State, Zip]
Enter Card Billing Address If Different Than Above
Card must be present at time of Pick-Up
Done
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Microsoft PowerPoint ...
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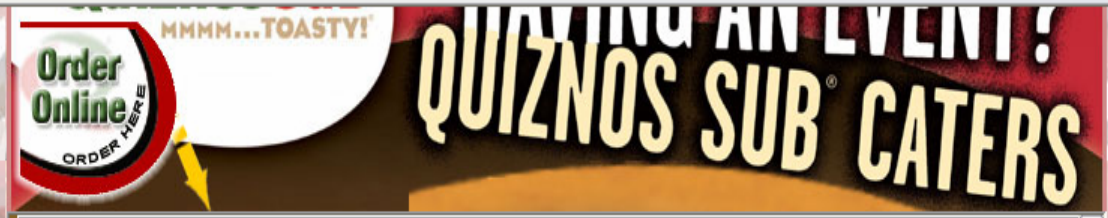

Current Date/Time: 1/12/06 2:28:41 PM

Tara, Your Order Is Complete

Your Pick-Up Is Scheduled

Internet Trace IP: 63.202.253.254 at 1/12/06 2:28:41 PM

Location: 9430 Scranton Rd, San Diego, CA, 92121

Tara Smith
746 Bovet Pkwy
San Diego, CA 92134
619 204-6500
Pick-Up Date: January 12, 2006
Pick-Up Time: 2:45 PM
Payment: Cash
Order Number: 6011251217

Confirmation sent to: tsmith@aol.com

Thank you Tara for ordering from Quizno's Subs. Your order has been received. Please call us at 1 858 550 5959 if you have questions about your order. We sincerely appreciate your business.

IMPORTANT NOTE: We may contact you during our normal business hours at [619 204-6500] to verify your order. Your order may be delayed if we cannot reach you.

Done Internet
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Cox High Speed Internet - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address http://webmail.west.cox.net/%24sessionid%249381E86437630467722C061C62E291BF/agent/mobmain?mobmain=1 Go Links

Google cox webmail Search 8 blocked Check Look for Map AutoFill Options cox webmail

COX High Speed Internet

WebMail

Cox.com | Customer Support | Help | System Status | My Account | WebMail | My Start Page

Read Message Previous Next Back to: Inbox

Reply Reply All Forward Delete Move To: (Choose Folder)

Check Mail
Compose Mail
Folders
SentMail
Trash
important
Drafts
Addresses
Log Out
Options
Search
Help

From: "Quizno's Subs" <Mail-Daemon@delphis-aros.com>
Date: 2006/01/12 Thu PM 05:34:25 EST
To: <vtara@cox.net>
Subject: Quizno's Subs

Customer: Tara Smith
Order Received: 1/12/06 2:34:23 PM
Pick-Up Date/Time: January 12, 2006 8:00 PM
Payment Method: Cash
Order Num: 6011252346

Location: 9430 Scranton Rd, San Diego, CA, 92121

IMPORTANT: We may contact you during our normal business hours at [619 204-6500] to verify your order. Your order may be delayed if we cannot reach you.

Thank you for your order. Your request has been received and will be processed as you have indicated. Please let us know if you have any other questions.

Quizno's Subs Management and Staff

Do not reply - Mailbox not monitored
Call 1 858 550 5959 for questions about your order.

Customer Receives a Confirmation E-Mail

Done Internet

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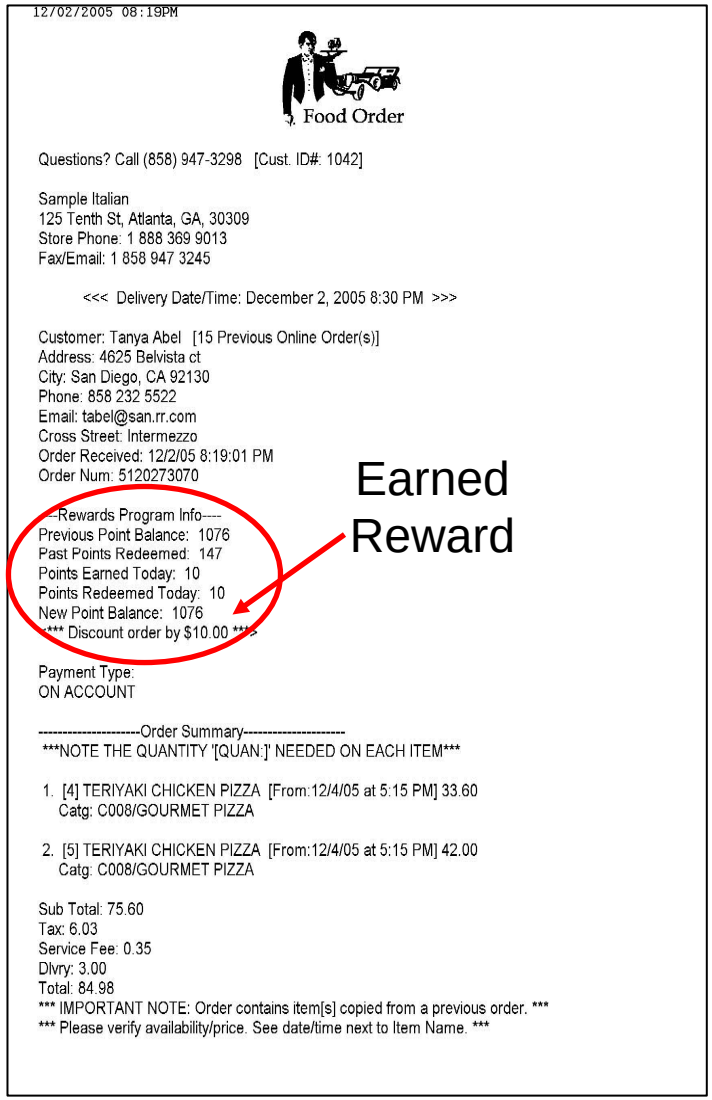
The Fax Arrives



12/02/2005 08:19PM

Food Order

Questions? Call (858) 947-3298 [Cust. ID#: 1042]

Sample Italian
125 Tenth St, Atlanta, GA, 30309
Store Phone: 1 888 369 9013
Fax/Email: 1 858 947 3245

<<< Delivery Date/Time: December 2, 2005 8:30 PM >>>

Customer: Tanya Abel [15 Previous Online Order(s)]
Address: 4625 Belvista ct
City: San Diego, CA 92130
Phone: 858 232 5522
Email: tabel@san.rr.com
Cross Street: Intermezzo
Order Received: 12/2/05 8:19:01 PM
Order Num: 5120273070

----Rewards Program Info----
Previous Point Balance: 1076
Past Points Redeemed: 147
Points Earned Today: 10
Points Redeemed Today: 10
New Point Balance: 1076
*** Discount order by $10.00 ***>

Earned Reward

Payment Type:
ON ACCOUNT

----------Order Summary----------
NOTE THE QUANTITY '[QUAN:]' NEEDED ON EACH ITEM

1. [4] TERIYAKI CHICKEN PIZZA [From:12/4/05 at 5:15 PM] 33.60
   Catg: C008/GOURMET PIZZA

2. [5] TERIYAKI CHICKEN PIZZA [From:12/4/05 at 5:15 PM] 42.00
   Catg: C008/GOURMET PIZZA

Sub Total: 75.60
Tax: 6.03
Service Fee: 0.35
Dlvry: 3.00
Total: 84.98
*** IMPORTANT NOTE: Order contains item[s] copied from a previous order. ***
*** Please verify availability/price. See date/time next to Item Name. ***

Restaurant Receives Order via Fax

Sample Deli
11300 Sorrento Valley Rd, San Diego, CA, 92121 Store Phone: 1 888 369 9013
Fax/Email: 1 858 947 3245

<<< Pick-Up Date/Time: October 24, 2005 12:00 PM >>>
*** NOTE! Order requested is a future date! ***

Customer: Tanya Abel [New Online Customer]
Address: 4636 Serenata Place
City: San Diego, CA 92130
Phone: 858 232 5522
Email: tabel@san.rr.com
Order Received: 10/22/05 11:50:33 AM
Order Num: 5102242046

Restaurant Receives Order via E-Mail

Payment Type:
CASH

----------Order Summary---------- ***NOTE THE QUANTITY '[QUAN:]' NEEDED ON EACH ITEM***

1. [1] Cobb Salad 7.75
   Catg: C006/Salads
   With: Ranch
   Note: no bacon - dresing on the side

2. [1] Charlie Chaplin 6.75
   Catg: C004/Hot Pastrami Sandwiches

Comments: Mary will pick up

Sub Total: 14.50
Tax: 1.14
Total: 15.64

ACCT[1042]
REST[1028/VTS0]

Restaurant Receives This E-mail – See Directions.

<<< Delivery Date/Time: October 24, 2005 12:15 PM >>>
*** NOTE! Order requested is a future date! ***

Customer: Tanya Abel [1 Previous Online Order(s)]
Address: 4636 Serenata Place
City: San Diego, CA 92130
Phone: 858 232 5522
Email: tabel@san.rr.com
Cross Street: Intermezzo
Order Received: 10/22/05 11:54:31 AM
Order Num: 5102242761
Payment Type:
BY CHECK

----------Order Summary---------- ***NOTE THE QUANTITY '[QUAN:]' NEEDED ON EACH ITEM***

1. [1] Marvin the Martian 6.75
   Catg: C004/Hot Pastrami Sandwiches

2. [1] Esther Williams 5.75
   Catg: C009/Cold Favorites

3. [1] Franks Favorite 6.75
   Catg: C006/Salads

4. [1] Franks Favorite 6.75
   Catg: C006/Salads
   With: Bleu Cheese

Sub Total: 26.00
Tax: 2.05
Dlvry: 1.50
Total: 29.55

Directions to Customer

----------Directions----------

1:Start out going NORTHWEST on SORRENTO VALLEY RD toward TRIPP CT.0.9 miles 2:Turn RIGHT onto CARMEL MOUNTAIN RD.0.6 miles 3:Turn LEFT onto EL CAMINO REAL.1.1 miles 4:Merge onto TED WILLIAMS PKWY / CA-56 E.1.1 miles 5:Take the CARMEL COUNTRY ROAD exit- EXIT 2.0.3 miles 6:Turn LEFT onto CARMEL COUNTRY RD.0.4 miles 7:Turn RIGHT onto CARMEL MISSION RD.0.1 miles 8:Turn RIGHT onto CARMEL CENTER RD.0.1 miles 9:Turn RIGHT onto INTERMEZZO WAY.0.1 miles 10:Turn LEFT onto SERENATA PL.<0.1 miles 11:End at 4636 Serenata Pl

DIS: 5.17 miles
ETA: 11 minutes

Back Office Software

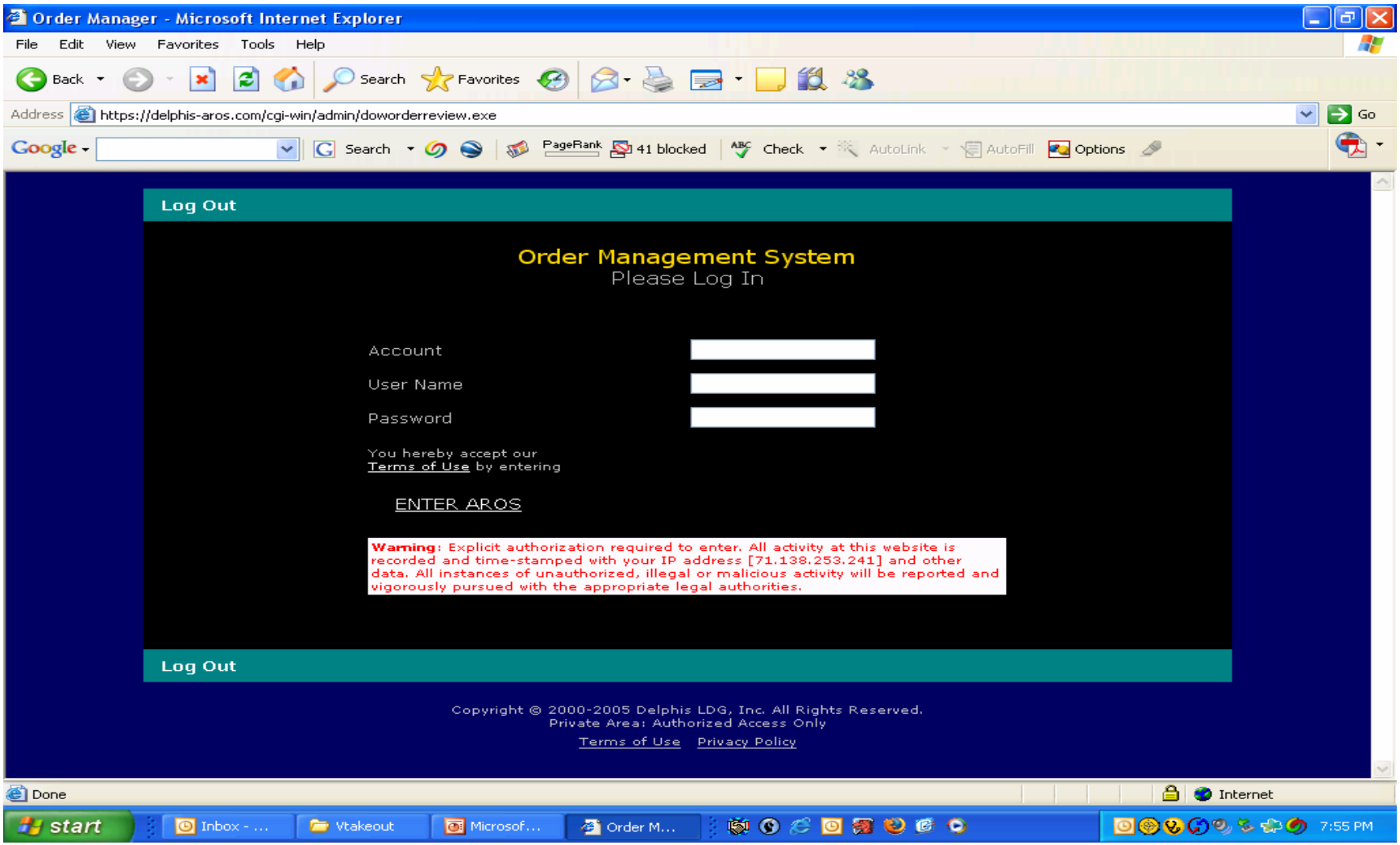
Order Manager

Review orders, reports, statistics...

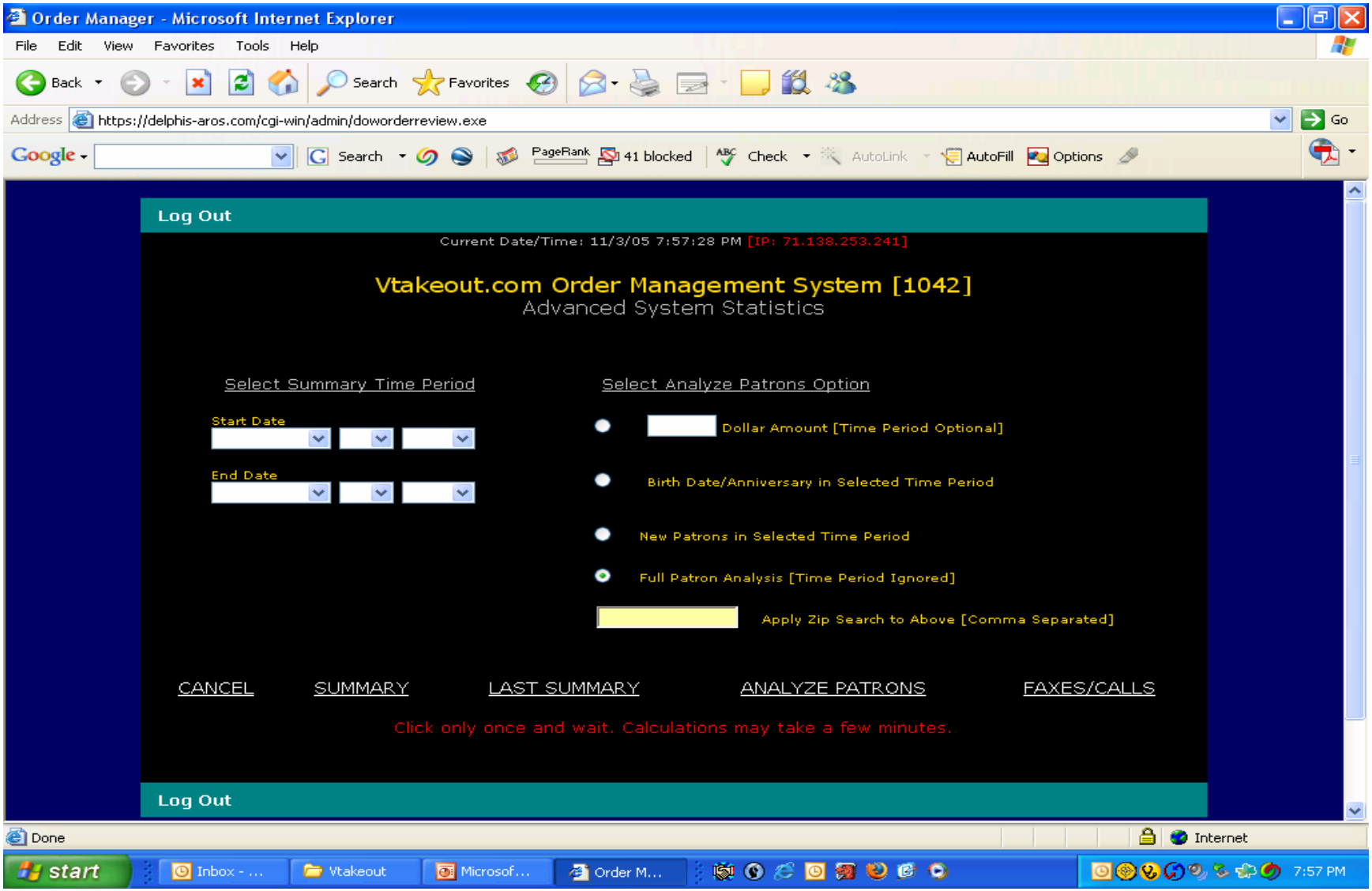
Restaurant Builder

Review, modify menus, set hours...

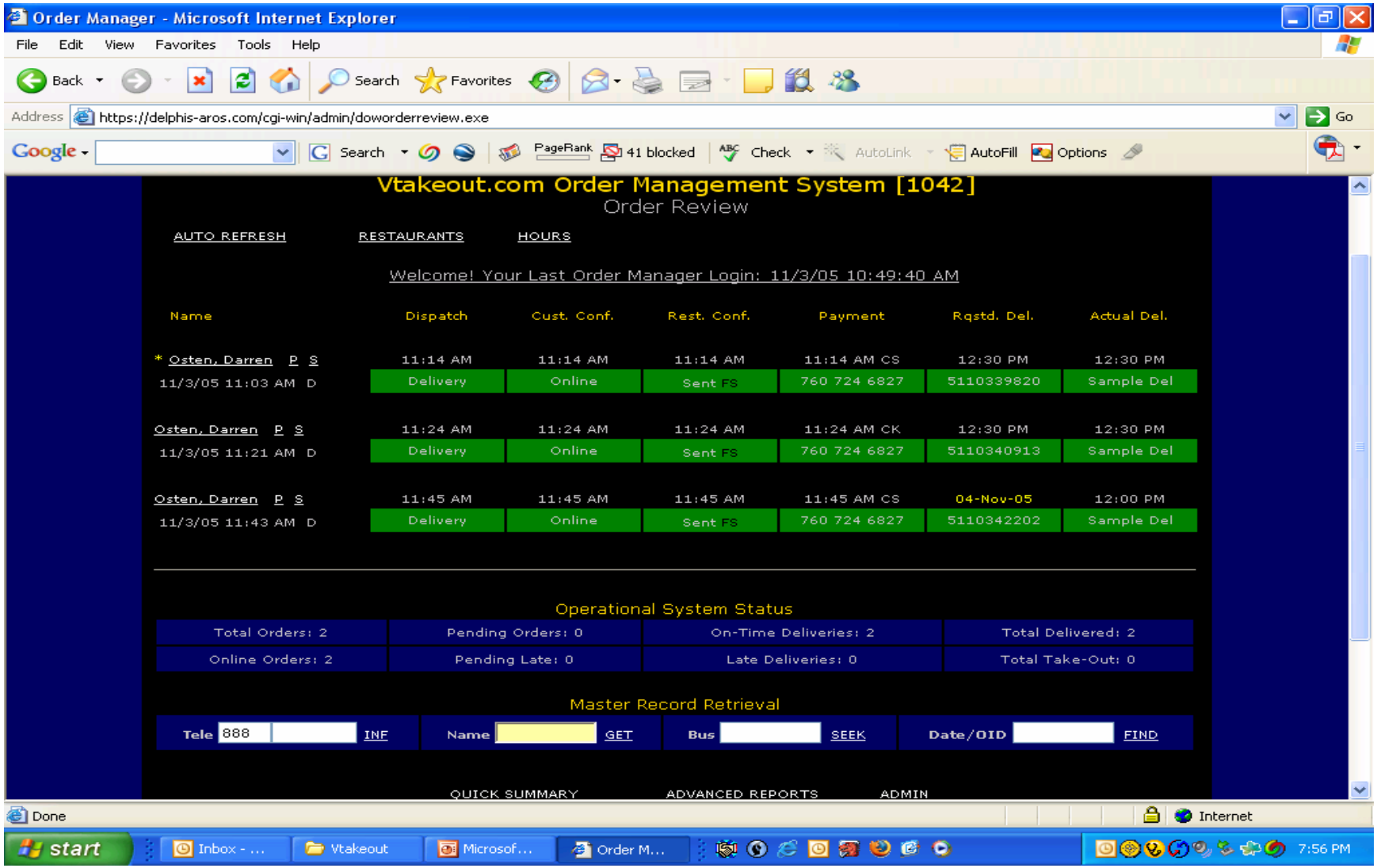
Order Management System



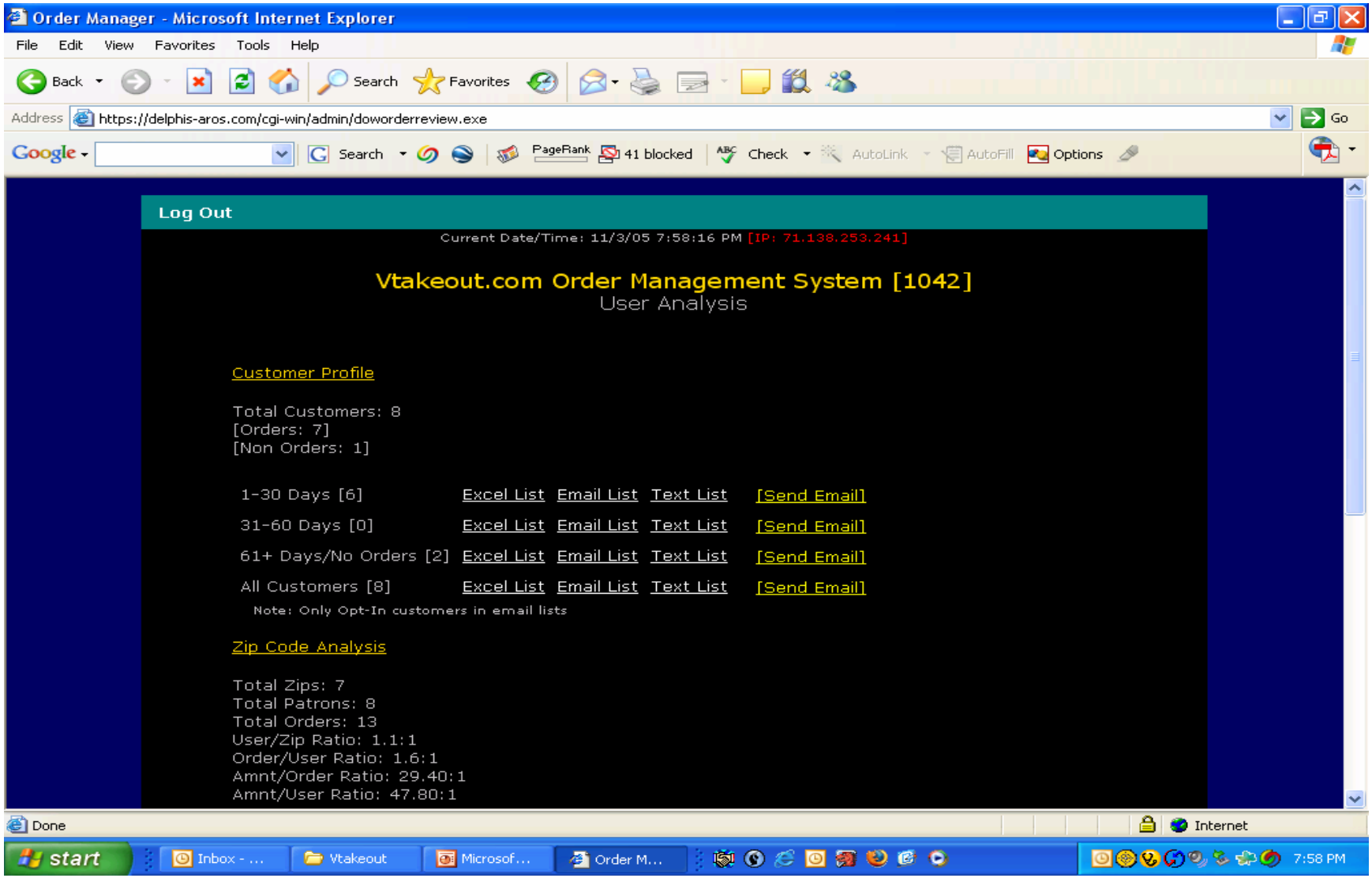
Advanced Reports



Customer List



Analyze Patrons



Below are estimated costs and manpower projections for engineering a typical online ordering system in-house.

Development/Non-Reoccurring Costs and Manpower (9-18 Months) –	
Set up Fee $80,000.00 - $100,000.00	
Project Manager	1 Person
Development Engineers	1 – 2 Persons
Technical Assistant	1 Person
Computers/Equipment	$25,000 - $50,000
Menu Data Entry	2 Hours per Store
Trainer (To Train Staff)	100 Hours
Misc. (Printing, travel, etc.)	Based on Chain Size
Yearly Recurring Costs and Manpower (After Implementation) - +/- $ 95,000.00 annually	
Based on 10 orders/day per restaurant	
Project Manager	1 Person
Development Engineers	1- 2 Persons
Technical Assistant	1 Person
Support Staff	1 – 2 Persons
Fax Progression Monitors	2 Persons per 200 Stores (11am -11pm)
Additional Equipment/Repairs/Parts	$1,500 - $5,000
Computer Facilities	$24,000
Telephone Lines (Fax Transmissions)	1 Line per 15 Stores
Menu Changes/Modifications	120 Hours
Trainer (To Train Staff)	50 Hours
Misc. (Printing, travel, etc.)	Based on Chain Size

VTakeout.com
VIRTUAL ORDERING

VTakeout.com
VIRTUAL ORDERING

ONLINE ORDERING ENGINE

One Time Set up fee

Reg. $ 595.00

Your cost only $499.00

Includes:

1. **Creating regular plus catering menu ordering engine**
2. **Optimizing menu to increase ticket Avg.**
3. **Upload images.**
4. **Custom Data Base: customer information and orders available for marketing and record keeping.**
5. **Rewards Program – custom per location**
6. **Program Fax/e-mail & text message order notification system**

Monthly Payment

- $ 55.00/month (Online ordering software plus custom database)
- 0.35c per fax fee (Option to add fee to customers order)

System Summary

- Online Ordering Engine. (**No Client-Side/Active Scripting)**
  - *Any Browser can view menu. (Firefox, Safari etc..)*
  - *Includes food images*
  - *Virtual suggestive selling feature* .
- Orders arrive by:
  - *Fax, E-mail & Text Message*
- Direction on every delivery order.
- Back Office Database module
- Advanced Reports module
- Rewards/loyalty program
- E-mail customers
- 24/7/365 service
- And More……

Don't Stand In Line - ORDER ON-LINE!!

VTakeout.com
VIRTUAL ORDERING

The Gold Solution!

YOUR OWN VIRTUAL MARKETING DEPARTMENT

Imagine walking in your store and finding $$$ CATERING $$$ orders on your fax machine!

HOW DOES THIS WORK?

When you sign up for VTakeout.com VIRTUAL ORDERING and Vemails.net our system automatically sends your customers an e-mail that contains a picture of your catering tray or “Office Pak”. The secretary then clicks on the “Order Online” button, places the order…….you receive the fax.

ITS THAT EASY!! YOU OWN VIRTUAL MARKETING DEPARTMENT

Net Cost of only $ 99.00 / Month*

Virtual E-mail Marketing Solutions

ONLINE ORDERING ENGINE

One Time Set up fee

Reg. $495.00

Your cost only $299.00

- Starting at just $40.00 a month for one location, the full-service email marketing suite, includes up to 2500 e-mails to 500 guests (500 x 5 times/month)
  - Additional plans available
  - Database management and hygiene - Included
- Branded print and online list building tools –
  - Birthday Club.
  - Anniversary Club / Office Pak
  - Welcome Letter
- Customer data entry and segmentation by location .12c per entry.
- Custom campaign creation based on your needs - $95.00 per template creation.

VOL. 3 ISSUE 5 www.panerabread.com

It's Not Too Late-Buy Your Panera Card Today!

The Panera Card®: Everyone's Favorite Holiday Gift.
The gifts have been purchased, the presents wrapped. But there's still that one person (or maybe two or three) who you can't quite find that perfect gift for. Then it hits you. The Panera Card is the ideal gift that anyone on your holiday list can enjoy.

With over 800 locations nationwide, picking one up for that special someone has never been easier. Furthermore, if you purchase your Panera Card online at **www.panerabread.com** before December 16th, free standard shipping is our gift to you. Whether in person or online, let Panera Bread make your holidays a little brighter!

For store locations **click here**.

FREE Wi-Fi

Panera offers free high-speed wireless Internet access in most of our bakery-cafes. So, sit back, relax and enjoy our freshly made sandwiches, salads and coffee while you go online.

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Paul Abel

From: Bruegger's Bagels San Diego [tarenson@brueggers.com]
Sent: Monday, January 02, 2006 4:25 AM
To: Paul Abel
Subject: Welcome to Bruegger's San Diego Bagel E-Club

BRUEGGER'S BAGELS®
BAKED FRESH

Dear Paul,

Welcome to the Bruegger's San Diego Bagel E-Club!

We're pleased you've decided to become a member.

We've included a copy of our Bagel Do's and Dont's for your reading pleasure as you're enjoying one of our fresh Bruegger's bagels, and be sure to watch your in-box for our monthly newsletters and special offers and discounts available exclusively via e-mail.

Thank you for joining!

Bagel Do's and Dont's

- Do make sure to keep your cool bagels in the special plastic Bruegger's Freshness Bag provided
- Do slice your bagels before freezing them, or ask someone at Bruegger's to slice 'em for you
- Don't put your Bruegger's Bagels in the fridge
- Don't nuke your bagels (nuking is not bagel-friendly!)
- Don't place your Onion, Garlic or Everything Bagels in with the milder flavored bagels (unless you want everything to taste like onion & garlic!)
- Don't just leave your Bruegger's Bagels out on the counter (our bagels do not contain preservatives, thankfully!)
- It's OK to store your bagels at room temperature (sealed in a Freshness bag)

BRUEGGER'S BAGELS®
BAKED FRESH
Totally completely obsessed with freshness

only 99¢ with this coupon

Not valid with any other offer. One per customer. Limited time offer.

Bruegger's Travel Mug
(with coffee)

Make it a Combo – *Add* $2.00!

Choice of:

- Petite Greek
- Petite Caesar
- Cup of Soup
- Potato Wedges

and a 16 oz Drink

Pat & Oscar's

$5 OFF $20

Pat & Oscar's

With this coupon save $5 off any purchase of $20 or more

This offer is not valid with the Family Combo Meal or speical promotion.
Not to be combined with any other offer or discount.
Limit one coupon per visit per person. Dine-In or Take-Out only.
Offer expires: 11/30/05. Coupon Code: 21

You have received this email because you have previously signed up to receive information regarding Pat & Oscar's

Online Ordering System Promotion Kit

FREE SHIPPING

Table Tent Cards

Ten (10) table tent cards

Promo Buttons

Ten (10) promo buttons

Window Decal

One (1) window decal

Menu Stickers

250 Menu Stickers

Stand Up Take One Sign Rack

Two (2) acrlyic sign & card holders with 500 take one cards

Only $99

Order Now

Need A Website??

No Problem!!

No Website?
No Problem!

Includes:

- **Custom Website**
- **Order Online Button**
- **Apply for Jobs online**
- **Customer online comment card.**
- **Location Map**
- **Download location menu (pdf)**
- **Contact Us – Customers can e-mail you directly from website.**
- **Admin Page – Retrieve customer comments as well as Employment Applications.**

VTakeout.com VIRTUAL ORDERING

Add a Personalized Website
For only $ 399.00

No Website?
No Problem!

Includes:

- **Custom Website**
- **Order Online Button**
- **Apply for Jobs online**
- **Customer online comment card.**
- **Location Map**
- **Download location menu (pdf)**
- **Contact Us – Customers can e-mail you directly from website.**
- **Admin Page – Retrieve customer comments as well as Employment Applications.**

Add a Personalized Website
For only $ 399.00

The Platinum Solution

The Platinum Package

The Gold Solution + Marketing team

=

The Platinum Solution

A team of Professionals will promote your restaurant to Offices and Businesses surrounding your location

What We Do?

Provide Employees.

What You Do?

Decide what offers you want to give away.

Provide Menus

Add for Only
$199.00

Fast Food/Pizza

The Smart Circle™ gets results in short order for Papa John's and other quick serve restaurants.

- Papa John's Pizza
- Pizza Hut
- Domino's Pizza
- Hungry Howie's
- Godfather's
- Subway
- Quizno's
- Sonic
- Dairy Queen
- Rosati's

Smart advertisers find more sales in the circle

Smart advertisers find more sales in the circle

Contact Information

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- Toll Free Number 1.888.369.9013
- Local Number: 858.947.3298
- E-mail – pabel@Vtakeout.com
- Website – www.Vtakeout.com