



FooSTATS:

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(Food Ordering Online)

“ . . . A new report from the delivery giant [DoorDash] found that many customers favor first-party channels such as websites and even the telephone over third-party ordering. . . “



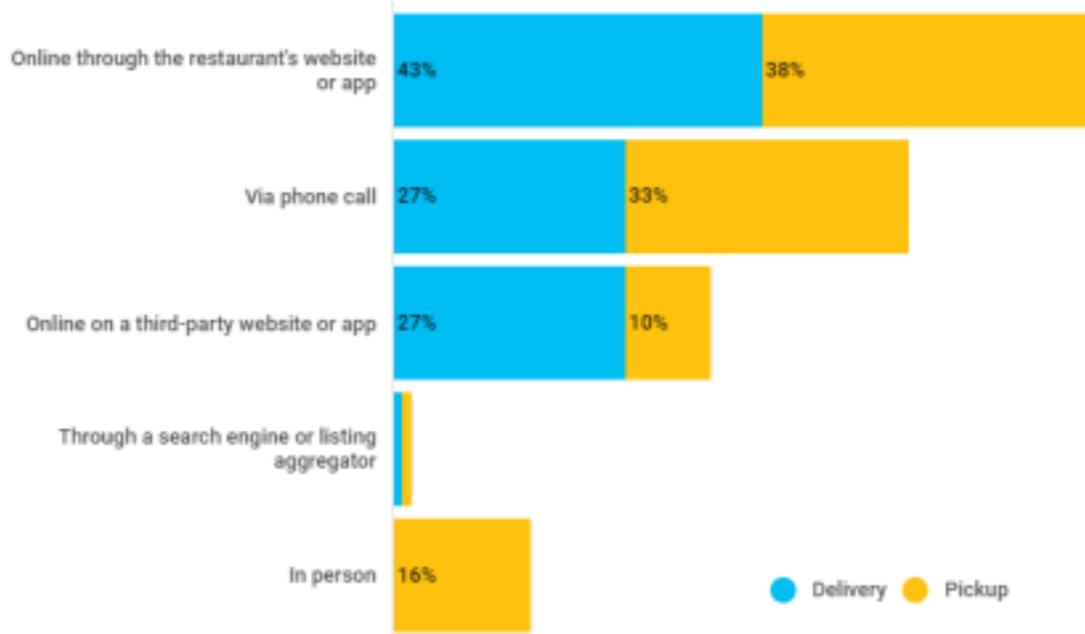
Why did you choose to order delivery from a restaurants' website vs. a third party?



Source: DoorDash 2021 Restaurant Online Ordering Trends



Customers' preferred method of ordering delivery/pickup



It's not surprising that **simplicity rules**. Throughout the report, customers emphasized the value of a good experience when it comes to how they choose to order. Seventy-six percent said that is the most important factor, followed by **the ability to customize their food (74%)**, food being ready fast (69%) and **low fees (67%)**.

Overall, the report suggests that **it would behoove restaurants to have their own online ordering channels**. And **they should make sure those channels are easy and convenient to use**.

<https://www.restaurantbusinessonline.com/technology/diners-would-rather-order-your-website-doordash-doordash-says> (Ref, Jun. 30, 2021 - outdated, needs update)

Among the many consumer preferences regarding flavors, there are two key factors to consider: **spotlighting new flavors is essential at restaurants**, and **customization is now an expectation**. In fact... **65%** of consumers like trying new flavors from time to time.

61% of consumers say the ability to customize their order is important when visiting a fast-food restaurant, and 62% say the same of a fast-casual restaurant.

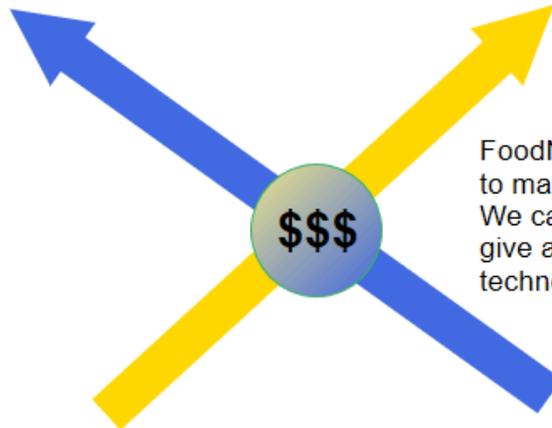


Ref: (outdated - need to find a new source)

<https://www.technomic.com/newsroom/consumers-demand-crave-able-flavors-customization>

In addition, Our advanced database technology stores all customer data & allows for the recall of past “live” orders - so that a customer can further “**eTweak**” the order. (Sav Ur Fav ©) & coming soon - Shar Ur Fav © - “Live” orders can be emailed or texted to a friend for them to **eTweak!**

Augmented reality + **eCommerce for Food** = **Huge Profits!**
(VISUAL Technology)



FoodNowUS uses **VISUAL Technology** to make Online Ordering very easy for all! We can now "level the playing field" to give all small food businesses the web technology that the big food retailers have!

The global e-commerce food and beverages market size is expected to reach **USD 566.0 billion by 2028**

a \$90.8 Billion Market by 2028 (expected to expand at a compound annual growth rate (CAGR) of 40.9% from \$25.33 billion in 2021)

[see reference](https://www.globenewswire.com) (https://www.globenewswire.com)

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FoodNow develops software that allows consumers to create highly custom meals (pizza, salads, omelets, sandwiches, incl. Burgers, even custom soups (online or at the dining table). We also have 3 **eCatering** systems, including a custom cake design system.

We have virtually an unlimited # of sauce/dressing possible offerings for whatever the food business offers. With content managed settings to control the number of free sauces/dressings, depending on the size of the meal ordered (our salad system offers small, large, & family size so 3 free dressing (or sauce) limits can be set). In addition, we offer **eLoyalty & eCoupon** systems (**eGift Certificates** coming soon). **eCommerce = emPowerment!**