



# The Future of Restaurants is Virtual.

## Is Your Restaurant Ready?

VDC

VIRTUAL DINING CONCE

# STATE OF THE INDUSTRY

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Global online food ordering to grow from \$35 billion to \$365 billion by 2030 – Consumer demand of delivery is growing.

- Food Delivery is fastest growing segment in restaurant industry – growing over 300% since 2016.
- In 2018, consumers spent \$10.2 on food delivery.
- 79% of consumers use restaurant delivery apps at least once a month.
- 100,000 restaurants have closed in the last 6 months.
- Restaurants have been forced to innovate.



# VIRTUAL KITCHENS

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- Delivery-only brands that are operated out of an existing restaurant.
- Maximizes current investment of space, equipment & staff resulting in very little upfront costs.
- Allows restaurants to target a new customer base without changing their existing brand or operations.



# WHY VIRTUAL & WHY NOW?

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- Currently, restaurants are experiencing:
  - Ongoing Dine-In Restrictions,
  - Lost Revenue/Profits,
  - Increased Demand For Delivery
  - Limited Money/Time/Labor
- Virtual brands give you the opportunity to:
  - Expand Your Customer Base
  - Maximize Your Investment.



**With an extra \$300 in profits a day, what could your restaurant do?**



# WHO IS A GOOD FIT?

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- Every kitchen is an opportunity - Virtual Brands integrate into your existing operations.
- Offset slow day parts – Breakfast, Afternoon, Late Night.
- Easy Way To Learn Delivery.
- If your staff has time to lean, they have time for virtual.

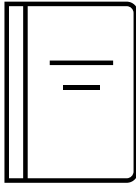
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VIRTUAL DINING CONCEPTS

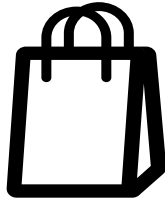


# STEPS FOR SUCCESS

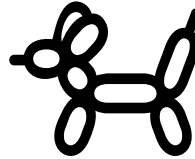
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**MENU**



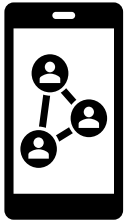
**PACKAGING**



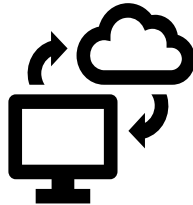
**BRANDING**



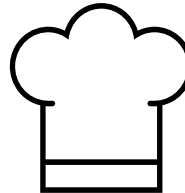
**MARKETING**



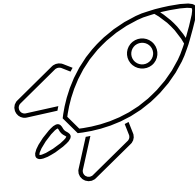
**THIRD PARTY  
DELIVERY SETUP**



**TECHNOLOGY  
SYSTEMS**



**CULINARY &  
TRAINING**



**LAUNCH &  
MANAGEMENT**



# THE POWER OF A CELEBRITY



- Gain access to millions of followers looking to align themselves with the actions of these celebrities & become customers of yours.
- Brands developed with celebrities, not just endorsed.
- Leverage national marketing efforts & let your restaurant be a part of something huge.
- Proven to drive rapid incremental sales & craze.

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VIRTUAL DINING CONCEPTS



# WHO IS VIRTUAL DINING CONCEPTS?

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- Leading provider of Delivery-Only Virtual Brands.
- Built by Restaurateurs for Restaurateurs - 70+ Years of Restaurant Experience.
- Brands operating in over 800+ Restaurants Nationwide.
- A Brand For Every Kitchen.
- Turnkey solutions to make it EASY to add on a virtual brand to your existing operations.



Existing Equipment



Existing Labor



Existing Rent

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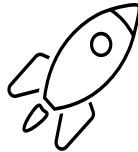
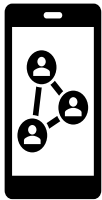
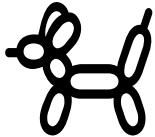
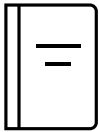
VIRTUAL DINING CONCEPTS



# WHY PARTNER WITH VIRTUAL DINING CONCEPTS?

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## WE HANDLE THE:



## YOU HANDLE THE:

- Food Supply
- Executing Orders

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VIRTUAL DINING CONCEPTS

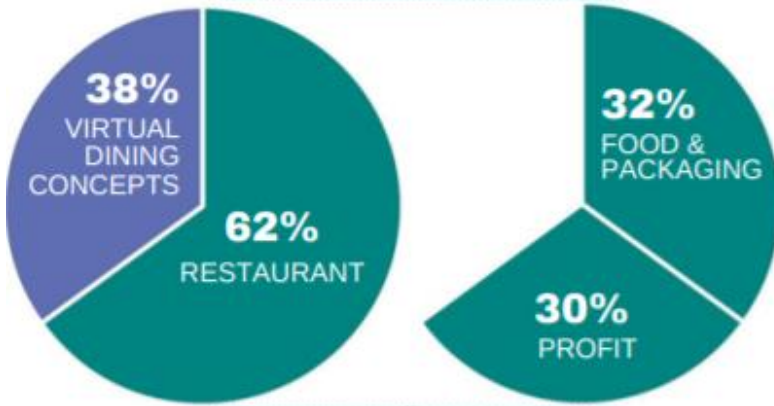


Learn More

# HOW DOES IT WORK?

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**RESTAURANT RECEIVES  
62% OF NET SALES WEEKLY**



**ORDERS PER DAY - 24**

3 Orders Per Hour (12pm - 8pm)

**AVERAGE CHECK - \$20**

Menu Structured For Add On's

**VDC FEE - 38%**

Includes all Third Party Fees,  
Delivery, Marketing & Promotions

**FOOD COSTS - 32%**

Existing Food Supplier/In-House Items

**EST. WEEKLY PROFIT \$1,000**

Extra \$52,000 a Year

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VIRTUAL DINING CONCEPTS



# BRAND FOR EVERY KITCHEN

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# EASY OPERATIONS



## General Distributor Food Order Guide

Instructions: Purchase from your foodservice distributor ingredients that meet the below specifications. If your distributor does not stock certain seasonings and sauces, they may be purchased online using the link in the rightmost column.

Product Description	Quantity/Unit	Key Product Specifications	Picture	DOT Code	Alternative Ordering Options
BACON PRECOOKED REGULAR SLICE	2/150 EA	DISTRIBUTOR LABEL - FULLY COOKED BACON 550 COOKED COUNT PER POUND ALTERNATIVE SPECIFICATION ALLOWING THE USE OF RAW BACON (23/24 COUNT OR SARAH) AND COOKED IN HOUSE		DOT OR WEB SOURCE Description: Farmland Fully Cooked Super Deluxe Sliced Bacon DOT Case Pack: 21/08CT DOT UPC: 0001108824 MFG: 0001108824/108824 GTIN: 01011088241088	
BEEF GROUND 70% / 30%	10# AVG	DISTRIBUTOR LABEL - DOUBLE GROUND 100% DOMESTIC GROUND BEEF USDA CERTIFIED (80% / 20% CAN ALSO BE USED)			
BUN HAMBURGER WHITES SPLIT TOP 4" SLICE	6/12 EA	DISTRIBUTOR LABEL OR LOCAL BAKERY - WHITES BREAD BUN MUST BE SPLIT TOP BUN		DOT OR WEB SOURCE Description: Buns DOT Case Pack: 6/12CT DOT UPC: 0001108824 MFG: 0001108824 GTIN: 01011088241088	
CHEESE AMERICAN 1/2 OZ DELI SLICE YELLOW	4/5 LB	DISTRIBUTOR LABEL - 1/2 OZ COUNT YELLOW AMERICAN CHEESE		DOT OR WEB SOURCE Description: Cheese DOT Case Pack: 6/12CT DOT UPC: 0001108824 MFG: 0001108824 GTIN: 01011088241088	
CHICKEN TENDERS FRYER HOMESTYLE LARGE	2/15 LB	CHICKEN TENDERS HOMESTYLE AVERAGE TENDER COUNT PER 10 POUNDS IS 1 EA - TYPICAL REG. LANG. OR MATCHING DISTRIBUTOR LABEL SPEC		DOT OR WEB SOURCE Description: Tender DOT Case Pack: 2/15CT DOT UPC: 0001108824 MFG: 0001108824 GTIN: 01011088241088	



## BEAST STYLE

INGREDIENT	AMT.	PROCEDURE
Ground Beef	2 ea. — 3 oz. Scoops	1. Place 2 scoops ground beef onto an oiled griddle. 2. Press into a disk, continue to smash until patty begins to tear apart.
Burger Bun	1 ea.	3. Place bun on griddle and toast bottom. 4. Flip bun and toast top.
Montreal Seasoning	1/4 tsp.	5. Season burgers with montreal seasoning. 6. Continue to cook through on one side until meat begins to crisp on edges and a crust is formed. 7. Using a scraper, peel burger off griddle and flip.
American Cheese, sliced	2 slices	8. Top each patty with 1 slice of cheese and cook until cheese is melted.
Mayonnaise	1 oz. wt.	9. Squeeze mayonnaise across bottom bun edge-to-edge.
Diced Onion	2 Tbsp.	10. Cover bottom bun with diced onions.
Pickle Chips	3 ea.	11. Top with pickle chips. 12. Place cooked patties on top of pickles.
Ketchup	1 oz. wt.	13. Squeeze ketchup across bun top end-to-end. Squeeze mustard across bun top end-to-end.
Brown Mustard	1/2 oz. wt.	14. Cover burger patties with bun top.
Packaging	Foil Wrap "Beast Style" sticker	15. Wrap bun and seal with "Beast Style" sticker.

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BUN HAMBURGER WHITES SPLIT TOP 4" SLICE	6/12 EA	DISTRIBUTOR LABEL OR LOCAL BAKERY - WHITES BREAD BUN MUST BE SPLIT TOP BUN		DOT OR WEB SOURCE Description: <i>Best</i> DOT Case Pack: 6/12CT DOT UPC: 0001308264 MFG: 0001308264 GTIN: 0176100780412000	
CHEESE AMERICAN 120 DELI SLICE YELLOW	4/5 LB	DISTRIBUTOR LABEL - 120 COUNT YELLOW AMERICAN CHEESE		DOT OR WEB SOURCE Description: <i>Large</i> DOT Case Pack: 6/12CT DOT UPC: 0001308264 MFG: 0001308264 GTIN: 0176100780412000	
CHICKEN TENDERS FRIITER HOMESTYLE LARGE	2/15 LB	CHICKEN TENDERS HOMESTYLE AVERAGE TENDER COUNT PER 10 POUNDS IS 1 EA - TYPICAL REG. LANG. OR MATCHING DISTRIBUTOR LABEL SPEC		DOT OR WEB SOURCE Description: <i>Tender</i> DOT Case Pack: 2/15CT DOT UPC: 0001308264 MFG: 0001308264 GTIN: 0176100780412000	




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Packaging	Foil Wrap "Beast Style" sticker	15. Wrap bun and seal with "Beast Style" sticker.


# EASY EXECUTION




Cookies (one 3oz Cookie or two 1.5oz cookies)



Fries (bag left open)




Beast Style Fries




#8 BOX

Sealed Bag



























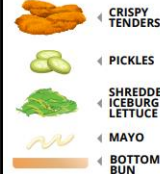

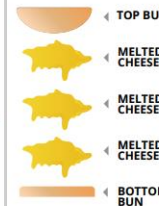
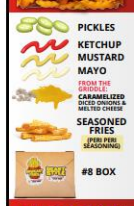


Include 1 napkin per Food Item

Sealed Burger-Sandwich




BURGERS

SANDWICHES


	CHANDLER STYLE	CHRIS STYLE	BEAST STYLE	CHICKEN CRISPY CHICKEN	CHICKEN NASHVILLE HOT	KARL'S GRILLED CHEESE	KARL'S GRILLED CHEESE	
 <small>SCAN</small>  <small>SCAN</small>  <small>SCAN</small>  <small>SCAN</small>  <small>SCAN</small>  <small>SCAN</small>	 <b>CHANDLER STYLE</b> <small>MR BEAST BURGER</small>	 <b>CHRIS STYLE</b> <small>MR BEAST BURGER</small>	 <b>BEAST STYLE</b> <small>MR BEAST BURGER</small>	 <b>CHICKEN CRISPY CHICKEN</b> <small>MR BEAST BURGER</small>	 <b>CHICKEN NASHVILLE HOT</b> <small>MR BEAST BURGER</small>	 <b>KARL'S GRILLED CHEESE</b> <small>MR BEAST BURGER</small>	 <b>KARL'S GRILLED CHEESE</b> <small>MR BEAST BURGER</small>	
 <small>SEASON EACH BURGER PATTY WITH 1/4 TSP OF MONTREAL SEASONING</small>	 <small>SEASON EACH BURGER PATTY WITH 1/4 TSP OF MONTREAL SEASONING</small>	 <small>SEASON EACH BURGER PATTY WITH 1/4 TSP OF MONTREAL SEASONING</small>	 <small>SEASON EACH BURGER PATTY WITH 1/4 TSP OF MONTREAL SEASONING</small>	 <small>DIP COOKED FRIED TENDERS WITH CHILI GEL, DRIZZLE WITH 1/2 TSP PERI PERI SEASONING</small>	 <small>INVERT TOP BOTTOM BUN USE SOY → FRY OIL ON GRIDDLE</small>	 <small>INVERT TOP BOTTOM BUN USE SOY → FRY OIL ON GRIDDLE</small>	 <small>INVERT TOP BOTTOM BUN USE SOY → FRY OIL ON GRIDDLE</small>	
								
<p>TOP BUN</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>BOTTOM BUN</p>	<p>TOP BUN</p> <p>SEASONED FRIES</p> <p>BACON</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>BOTTOM BUN</p>	<p>TOP BUN</p> <p>KETCHUP MUSTARD</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>MELTED CHEESE</p> <p>BURGER</p> <p>PICKLES</p> <p>DICED ONIONS</p> <p>MAYO</p> <p>BOTTOM BUN</p>	<p>TOP BUN</p> <p>CRISPY TENDERS</p> <p>PICKLES</p> <p>SHREDDED ICEBURG LETTUCE</p> <p>MAYO</p> <p>BOTTOM BUN</p>	<p>TOP BUN</p> <p>CRISPY TENDERS</p> <p>PICKLES</p> <p>SHREDDED ICEBURG LETTUCE</p> <p>KETCHUP</p> <p>MAYO</p> <p>BOTTOM BUN</p>	<p>TOP BUN</p> <p>MELTED CHEESE</p> <p>MELTED CHEESE</p> <p>MELTED CHEESE</p> <p>MELTED CHEESE</p> <p>BOTTOM BUN</p>	<p>TOP BUN</p> <p>MELTED CHEESE</p> <p>MELTED CHEESE</p> <p>MELTED CHEESE</p> <p>BOTTOM BUN</p>	<p>PICKLES</p> <p>KETCHUP MUSTARD MAYO</p> <p>SEASON THE CARAMELIZED DICED ONIONS &amp; MELTED CHEESE</p> <p>SEASONED FRIES (PERI PERI SEASONING)</p> <p>#8 BOX</p>	
BE PREPARED FOR ADD-ONS AND SPECIALS REQUESTS								
<p>Extra Ketchup</p> <p>Extra Mustard</p> <p>Extra Mayo</p>	<p>Extra Burger (1 patty)</p> <p>Extra Cheese (1 slice)</p> <p>Extra Bacon (2 slices)</p>	<p>Extra Lettuce</p> <p>Extra Caramelized Onions</p> <p>Extra Pickles (3 pickles)</p>	<p>Chopped Burger (FOR FRIES ONLY - 1 patty chopped)</p> <p>Chopped Bacon (FOR FRIES ONLY - 2 slices chopped)</p>					

**SIDES**


**SEASONED CRINKLE FRIES**




**PERI PERI SEASONING**




**FRENCH FRIES**




**FRY BAG IS LEFT OPEN**



**3 KETCHUP PACKETS OR 1 RAMEKIN (3oz)**



**BEAST STYLE FRIES**



# NEXT STEPS

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- Kitchen Consultation – What Brands Work For You?
- Agreement – No Long-Term Commitment!
- Food Supplier – We Work With Your Food Supplier!
- Training –Portal with Videos, Recipes & Quizzes!
- Branded Materials – Purchase Directly From VDC!
- Culinary Verification – Submit Photos of Prepared Items!
- Go Live – Start Receiving Orders Immediately!



**VIRTUAL IS THE FUTURE TO DRIVING SALES.  
GET STARTED TODAY.**

**KELLY GROGAN  
VP of SALES**

**508-351-2556 – [Kgrogan@virtualdiningconcepts.com](mailto:Kgrogan@virtualdiningconcepts.com)**



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