

otter

Virtual brands demystified

**Recently, there's been a lot of
restaurant industry buzz
around "virtual brands."**



You've likely read a couple articles or heard about a major chain that launched a virtual brand of their own.

But the concept of virtual brands is still so new that the idea of creating one can feel complicated.



If your initial research has left you thinking

**“Wait what?”
“But why?”
“How?”**

We’re Otter and we’re here to help.



What this guide covers:

- **What are virtual brands?**
- **What does it take to create a virtual brand?**
- **Why create a virtual brand?**
- **How do restaurants get paid from virtual brands?**
- **Frequently asked questions**

What are virtual brands?

Currently you're listed once on each app, imagine having 5 listings on each app. **You could be bringing in 5x the orders.**



5x listings = 5x revenue streams

**What does it take to create a
virtual brand?**



1.

Customers.

Today, most customers are searching for the food they crave on delivery platforms by using names of particular menu items rather than restaurant names. Building a virtual brand centered on a menu item can increase your platform rankings and revenue.



2.

Photography and branding.

Standing out on delivery platforms is key to increasing orders. Beautiful food photography and stand out branding can increase your success in delivery. If you build a virtual brand with Otter, we'll provide you with great photography, branding, and paid promos to increase your revenue.



3.

A kitchen and staff.

You've already got this one covered. You can use your existing staff, kitchen space, ingredients to make great food for your virtual restaurants.



4.

Delivery partners

If you're an Otter client, you likely already have this part covered too. Making a virtual brand real requires drivers who bring the order from your kitchen to the customer.

Why create a virtual brand?



Increase your revenue.

Whenever a customer orders from your brick and mortar restaurant *or* your virtual brand, you get paid.



Make the most of your kitchen space.

If your kitchen has the extra capacity to make more food, why not use it?





See a killer ROI.

Setting up a virtual brand only takes 30 minutes, and can result in the best ROI you'll see this decade.

How do restaurants get paid from virtual brands?



You'll make a profit on each item sold.

Otter and our partner use a wholesale model to make sure you make a profit on each item sold.

All we need to know is how much you ultimately want to get paid per item, and we guarantee that payout on each order.

If you tell us you need \$8 in take-home pay on a certain dish, that's exactly what we'll pay you.

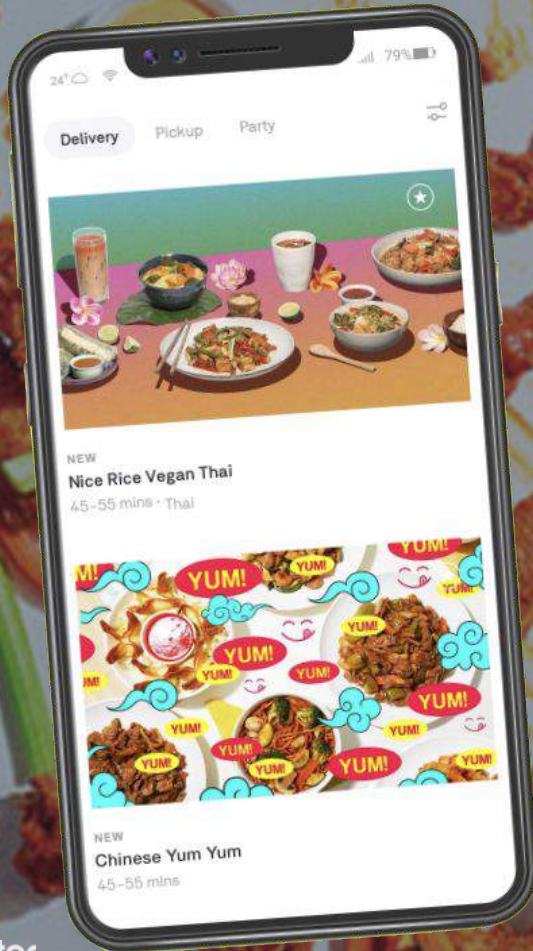
Frequently asked questions

How do all the orders come in?

If you're an Otter client, you know that we're hyper-focused on making the delivery experience as efficient as possible, and our virtual brands experience is no different. All of your virtual brand's orders will come in directly to your Otter tablet and printer.

How do customers find virtual restaurants?

The same way they order from any other restaurant. These virtual restaurants are listed on DoorDash, Uber Eats, Grubhub and Postmates.





How do the drivers know where to pick up the food?

On the app for the driver it says "This restaurant is located inside of *Your Restaurant's Name*. Pick-up inside."



Couldn't I do this myself?

Of course you could. But if you create a virtual brand with Otter and our partners, we'll take care of the communications with Uber, DoorDash, Grubhub and Postmates, as well as pay for the promotion of the new brands. This removes any and all setup headaches to get started with operating a virtual restaurant independently.



How do I make money? How do you make money?

With our wholesale model, you set the dollar amount for each item when we discuss the menu at no fee to you. If you write in \$5, you won't get \$5 minus a fee, you'll get \$5. Simple as that. We make money by taking a small portion of what the end customer pays for their meal.

The next steps are as simple as starting a virtual brand is.

**Let's go through the menus
together, and get you ahead in
the virtual restaurant world.**

Get started today.

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