



PRESS RELEASE

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## **Connect&GO partners with UEAT to launch an integrated online ordering platform**

***For amusement parks, resorts, major events, festivals, and more***

**July 20th, 2021, Quebec** –Connect&GO and UEAT are joining forces to provide a new contactless self-ordering online solution for restaurants. This will be available in stadiums, resorts, amusement parks, sporting events, and festivals. This partnership brings together two growing Canadian technology companies: UEAT, renowned for its artificial intelligence-powered systems designed for restaurants (independent and chains), ghost kitchens, and hotels; and Connect&GO, a global leader in the entertainment industry. Connect&GO is known for its smart wristbands used in major events, such as the Olympic Games, the Super Bowl, as well as FEQ (Festival d'été de Québec) and Osheaga, here in Quebec.

Over the next few months, Connect&GO will implement UEAT's solution in a major water park and dozens of amusement parks across Canada and the United States.



**MARC-ANDRÉ DUBÉ**

*Technical director  
Product Management*

## No more line-ups with online ordering

This new fully integrated Konnect virtual wallet platform by Connect&GO allows events and venues to offer visitors to order food from their cell phone, either through the app or on the web, from on-site concessions. **“When over 10,000 visitors get hungry at the same time, you must be highly efficient regarding logistics. With Konnect Mobile Ordering, our clients benefit from the most advanced technology to avoid logistical issues and improve their guests’ experience,”** says Marc-André Dubé, Technical Director, Product Management at Connect&GO.

This partnership allows customers to:

- Have a wide variety of meal choices, right at their fingertips
- Group multiple food and beverage selections from different F&B businesses into one order
- Pre-order meals and drinks to skip the line during intermission or peak periods
- Have orders delivered by runners to cabanas, seats, tables, or other pre-determined locations
- Pre-pay using UEAT’s online ordering platform

## Benefits for visitors, venues, and F&B partners

Contrary to traditional products on the market, UEAT’s and Connect&GO’s unique integrated system offers a wide range of advantages to both users and F&B partners.

Visitors benefit from cashless transactions and never have to compromise on the guest experience. Thanks to UEAT’s innovative RAI™, a recommendation module based on artificial intelligence, customers enjoy a highly relevant and personalized ordering experience according to their profile as a season ticket holder, or the weather forecast.

F&B partners gain better exposure to visitors, which allows them to better manage demand, plan inventory more efficiently, and improve their front-of-the-house staff productivity. F&B partners can leverage RAI’s™ upselling features to boost average ticket sizes. Additionally, F&B businesses can access comprehensive analytics to modify operations and make changes to menu items based on several factors including seasonality, time of day, and more.

## Helping the restaurant and hospitality sectors, a shared vision

“We are thrilled to be working with Connect&GO as their team shares the same vision as we do: to incorporate the power of the latest technology to companies in the restaurant, hospitality, sports, and entertainment sectors,” explains Alexandre Martin, UEAT’s CEO. **“By combining our artificial intelligence capabilities and online ordering platform with Connect&GO’s smart wristband and operations software, we are delivering a new generation of experiences for venues around the world.”**



**ALEXANDRE MARTIN**  
*CEO, UEAT*



**DOMINIC GAGNON**

*Co-founder & CEO,  
Connect&GO*

Dominic Gagnon, Connect&GO’s CEO added, “**Our partnership with UEAT allows us to offer events and venues the most advanced and efficient technology on the market. Our industry bore the brunt of the COVID-19 pandemic but, with it, new needs and trends have emerged, including online ordering and virtual queue management. With Konnect Mobile Ordering, our clients will be at the forefront of these new trends and will rapidly increase their revenues.**”

**About Connect&GO**

Connect&GO is a global leader in RFID technology that offers a unique combination of wearable technology and intuitive operating management systems for the leisure, sports, and entertainment industries. Our all-in-one platform powers omni-channel ticketing, waivers, access control, point of sale, cashless payments, gamification, experiential activations and activities, creating a seamless end-to-end guest experience that generates secondary revenues, increases spend-per-head, and maximizes engagement. We have partnered with major amusement and water parks, brands and agencies, festivals and sporting events around the world to integrate our easy-to-use wearable technology into the incredible experiences they offer. We also provide modular operations software that helps our clients achieve optimal visibility and efficiency for their businesses. We make it simple for guests to ENTER, PAY and PLAY!

**For more information on Connect&GO, visit**  
[www.connectngo.com](http://www.connectngo.com)



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**About UEAT**

Based in Canada, UEAT creates innovative online ordering solutions to help thousands of North American and European restaurateurs optimize their operations, increase profitability and build customer loyalty. UEAT provides an intuitive and cutting-edge platform powered by RAI™, an artificial intelligence module that customizes menu items according to the user, the weather, or a special event for a more personalized shopping experience. UEAT recently received the SME of the Year award from the Quebec Technology Association (AQT).