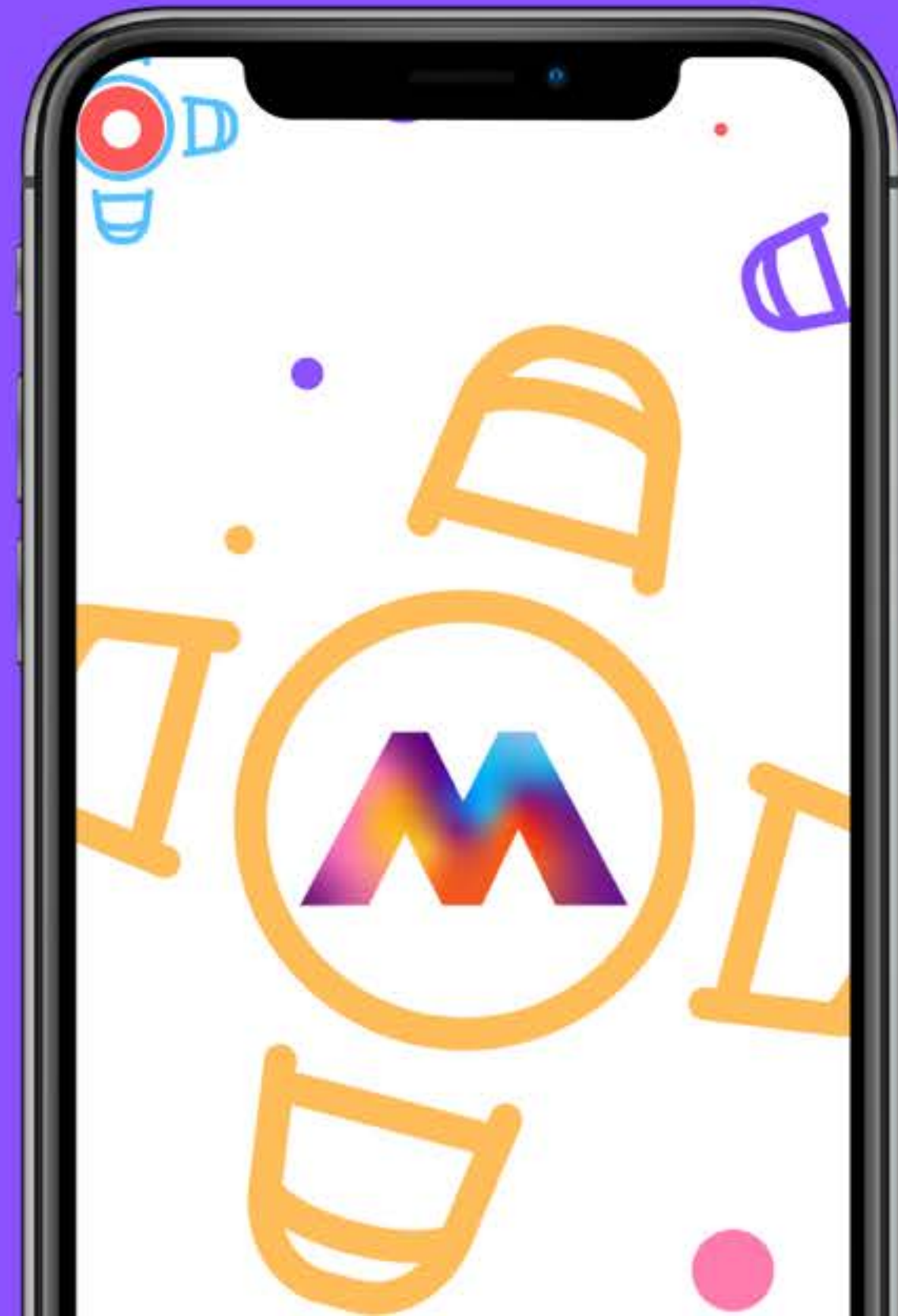# Introducing Munchtime®

RESTAURANT MEDIA KIT | JUNE 2022

Live in Uptown Chicago

What is Munchtime?

Munchtime is a social dining application that brings people together over meals at local restaurants.

Social dining is a concept that combines social networking with in-person dining, like supper clubs.

Our Values & Mission

Founded in 2019, Munchtime is a solution designed to help every day folks find new and exciting opportunities to socialize while feeling good about helping local businesses.

Benefits and Features

Our solution is free to food establishments.

Incremental Revenue

Intuitive Search Functionality

Future Proofing

There are no fees when a reservation is made through Munchtime, you keep every dollar.

If a user is close by and looking to eat a food you serve, you will be first in the list of recommendations.

Our platform enables owners to earn social trust rather than compete for patrons.

How It Works

01

A user books a reservation

A user finds your restaurant on our platform based off their food keyword search and proximity to your establishment.
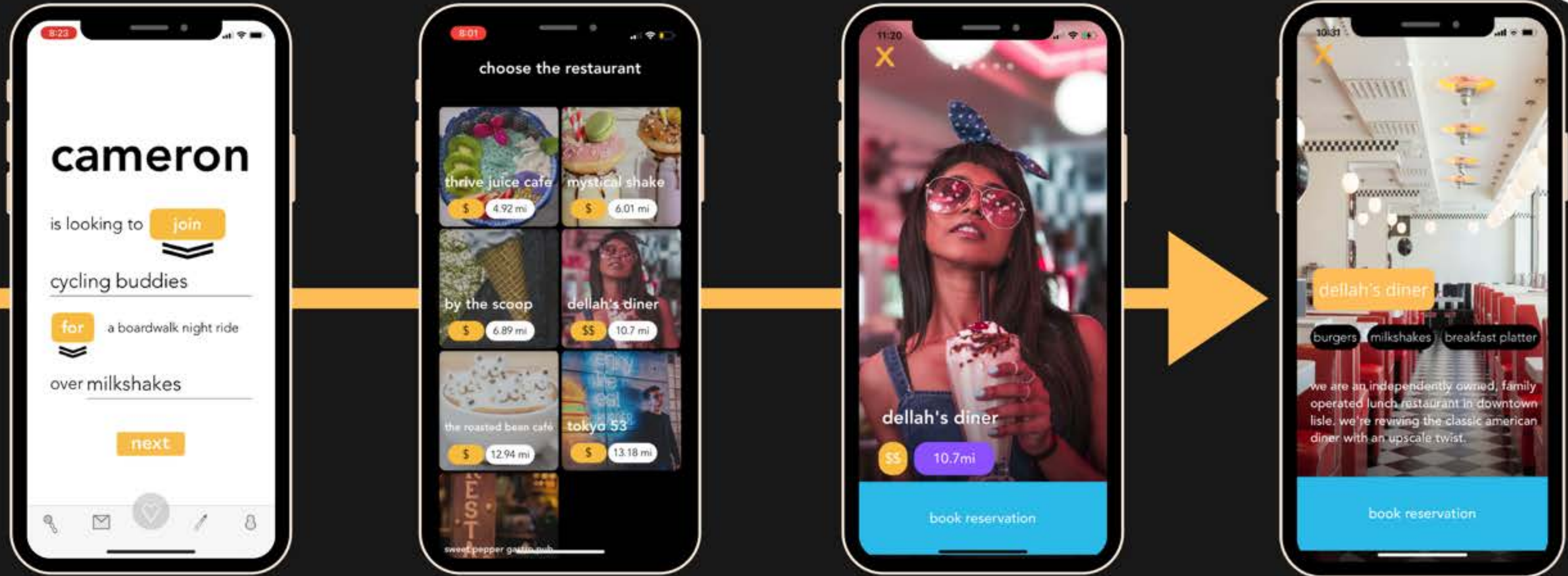
02

Two-way SMS confirmation

We send you a SMS message with the reservation details along with a unique reservation code prompting you to respond as soon as possible to confirm.

03

Confirmation

Once confirmed, the users know that their reservation is booked and will get a 30 minute reminder to head to your location for their meeal.
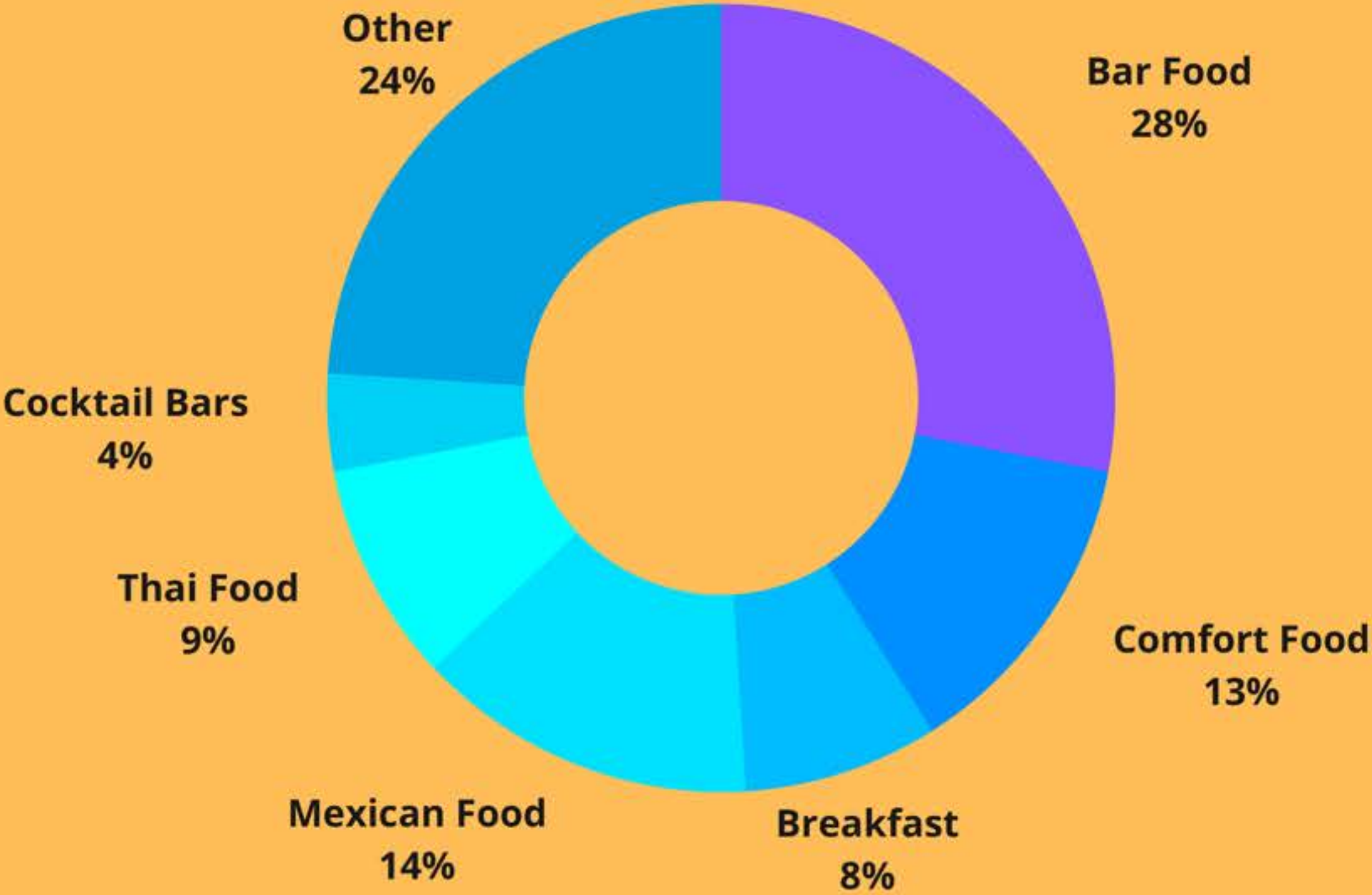
Reservation Flow

MUNCHTIME LLC, 2022

We're not limited to full service

Our only requirement for eligibility is that you offer seating options within your vicinity for our guests.

Our current pilot partners are all independent, owner/operated establishments in Chicago.

Bar Food 28%

Comfort Food 13%

Breakfast 8%

Mexican Food 14%

Thai Food 9%

Cocktail Bars 4%

Other 24%

What They're Saying

"We're a new business and operate primarily out of a kitchen. Using Munchtime will help us get the FOH exposure we need to get to the next step in our journey."

"We've survived the pandemic, but still struggle with driving repeat business. No solutions out there have an incentive to do what Munchtime is doing. We're excited to see how they make an impact to our business."

"As a woman owned operation we're excited to support Munchtime and see what it's all about! We may end up using it ourselves too!"

"We don't know what the future of looks like, but one thing I like about Munchtime is that these guys have a vision of how things can be better."

180 Days of Food

Munchtime's social media initiative in 2021 is focused on celebrating local food and the folks who make it.

Our goal is to drive publicity to our partners and strengthen the relationships that they have with the communities they serve.

NO COST TO PARTICIPATE

Production Overview

What is it?

Munchtime is visiting food establishments that serve the special items being celebrated across national food holidays like National Rocky Road day and National Veggie Burger day.

What does it entail?*

We will promote your business across Instagram and TikTok using high quality 4K video. We also offer an owner spotlight to share your experiences directly with the community.

What does it cost?

Nothing! The media is entirely free for you to repurpose. The only requirement is that you sign up for Munchtime so our users know you're on our platform.

*Priority will be given to restaurants who have signed up for Munchtime.

Sample Promotion - Social

We promote your content using our inventory of over 75 hyperlocal hashtags for greater relevancy depending on the food served and neighborhood.

High impact video across TikTok and IG Reels will auto-optimize performance to reach relevant audiences beyond current reach.

With our current reach of +2,500 followers, we're building a voice in Chicago to share your message directly to your neighbors.

*Priority will be given to restaurants who have signed up for Munchtime.

July 2022 Calendar

4/1	**National Rocky Road Day**
4/3	**National Donut Day**
4/4	**National Veggie Burger Day**
4/6	**National Name Your Poison Day**
4/7	**National Herbs and Spices Day**
4/7	**National Making Life Beautiful Day**
4/9	**National Peanut Butter Cookie Day**
4/10	**National Eat Your Vegetables Day**

July 2022 Calendar

4/11	National Take Back the Lunch Break Day
4/11	National Martini Day
4/12	National Vanilla Milkshake Day
4/13	National Onion Rings Day
4/15	National Hydration Day
4/16	National Strawberry Parfait Day
4/17	National Coconut Day
4/17	National Chocolate Pudding Day

Email **bizdev@munchtime.co** for availability

July 2022 Calendar

4/18	**National Ice Cream Cake Day**
4/19	**National Alaska Day**
4/21	**National Creative Ice Cream Flavors Day**
4/22	**National Fried Clam Day**

4/23	**National BBQ Ribs Day**
4/24	**National Hand Roll Day**
4/24	**National Dive Bar Day**
4/25	**National Macaroni Day**

Email **bizdev@munchtime.co** for availability

Sign Up Today

use your phone camera

→ **Inquiries**
bizdev@munchtime.co

→ **Website**
www.munchtime.co/restaurants

@munchtime.co   @munchtimeco   linkedin.com/munchtime

Frequently Asked Questions

Where are you officially launching?

A: We are currently available only in the state of Illinois on iOS devices.

Are you integrated into any POS?

A. Not at this time. Our roadmap includes our own POS which will be more cost effective, simplified and more reliable than existing vendors.

How can we optimize our performance?

A. Our team will help setup your profile for success with virtually no upkeep so you can focus on what you love.

How much traffic can we anticipate?

A. Our goal is to drive enough traffic to your establishment to offset your marketing costs in the long-run.

What about no-shows?

A. We do not penalize our users for cancellation, and aim to foster a culture where the likelihood of a total cancellation is minimized.

How do you make money?

A. Our monetization strategy is based off in-app advertising and subscriptions to premium users for exclusive events and meetups.