



## Press Release

# Kwaita - Your Food Social Network

Digitization has already revolutionized nearly every business.

One important sector - gastronomy - has not yet been able to benefit from the advantages of this development. Empty tables despite high initial investment in the ambience & the location are the consequence of the new guest behaviour.

Classic and modern forms of advertising such as flyers, customer stoppers, discounts or online marketing measures do not achieve the desired results and are comparatively associated with high costs. Due to the fast moving daily business of the restaurateur, own resources are rarely found, so that the restaurateur is forced to hand over these tasks to external, expensive service providers.

The new Guest 2.0 is living out its consumer behaviour more and more digitally. In order to do justice to this constantly rising trend, it is indispensable for the gastronome to have a digital presence.

Various delivery services have already recognised the potential of digital restaurateurs. As a supposed solution partner, they have taken advantage of this business field through high, turnover-oriented commissions.

Nevertheless, many challenges and problems remain for the restaurateur: Although sales will be boosted, the tables will remain empty and margins small.

An important, underestimated aspect is the continuing lack of direct contact with guests. Offline contacts in particular are more consumer-friendly and enable the gastronome to proactively generate higher sales through their local presence.

"It is on average ten times more expensive to win a new guest than to retain an existing guest."

***"It's ten times more expensive to win a new guest than to hold an existing guest."***



Kwaita offers an all-in-one marketing solution - developed with and for restaurateurs. Our focus are the needs of the local restaurateurs.

We firmly believe that food always has a social and communicative focus. In keeping with this, we have identified that the food scene is developing into a global, growing and, above all, independent community.

We believe:

What belongs together should be together - back to the table.

We want to create a place to give every restaurateur the opportunity to realize his full potential - that's why we have developed Kwaita.

Kwaita combines all potential search options in one single app. The search logic matches the menus of each restaurants with the search query. Individual searches are now linked to individual dishes. To be found is no longer determined by factors such as budget, size of business and geographic positioning.

Decisive is only the matching of the search query with the local menu.

And that's not all:

with Kwaita, completely new and well-known ways of acquiring customers come together in one place. Whether coupons, table reservations, online orders or inspirations. The focus is on the local restaurateur.

True to the slogan: "Eat well and spread it out" - content is generated within the community by guests with photos, comments and locating.

As a new member of the community, the restaurateur is able to keep in touch with his guests. Via push notifications it's allowed to reach his following guests directly on their mobile devices and spread news, events or congratulations.

With Kwaita, the restaurateur can use all the benefits of digitization for his business without being penalized by sales-based commissions.

And it's so easy that he only needs his smartphone - it has never been so easy.