



Health cafe experiences delivery success with Preoday

The challenge

Set back from the foot-beaten streets of the city, our anonymous cafe is very on-trend with its menu of health-conscious meals and snacks. Its owners are keen to deliver delicious food choices for customers concerned with meeting their individual calorie and macro targets; while an average takeaway contains around 100g of protein, this cafe offers double customers double that amount.

With increasing numbers of people taking a nutritional approach to health, weight loss/maintenance and striking a great energy balance, the cafe is rarely short of customers wanting to access its freshly cooked food. Despite this, its business park location means that, while it has a captive lunch audience, evening customers are harder to serve.



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The solution

To counter this quiet period, and to make lunch ordering more convenient, the cafe decided to launch its own branded mobile app and online ordering web platform for its health-conscious audience.

The platform, powered by Preoday, would allow customers to pre-order and pay for their food, and to choose whether they wanted to have the meal prepared for collection at an elected time, or delivered straight to their door.

By offering delivery, the cafe owners hoped loyal customers would be encouraged to increase spending during hours when there was traditionally a dip.



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The results

In the first two months using Preoday, the cafe fulfilled more than 500 orders through the platform. Launching initially with a 10% launch discount, it has continued to make use of smart promotional marketing and has found success partnering with other companies within the business park. This includes a gym where the cafe has given its members personalised offers.

It later received a huge surge in revenue and orders by offering a one-day 'free burger' deal special; since then it has taken advantage

of events including Black Friday and New Years' Eve to run similarly successful promotions.

- Most orders have been placed through the mobile app (66%), the 34% coming through the website portal have had a slightly higher order value, on average.
- Delivery represents 37% of the orders taken but has brought in 47% of the total digital revenue.
- Six months on since the start of the service, weekly revenue from digital ordering has grown 20%



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