

HOSPITALITY DIGITAL DEVELOPS NEW DIGITAL SOLUTION WITH DISH ORDER TO FURTHER STRENGTHEN RESTAURATEURS IN THE LOCK-DOWN

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- To enable delivery or pick-up of dishes by consumers, restaurateurs can integrate a simple technical ordering solution with DISH Order, easily integrated in the website
- The direct ordering option can be found in Google Search or on Google Maps by consumers
- Restaurateurs do not pay a commission per order, but a fixed monthly fee (e.g. 49 Euros in Germany) plus connection fee
- DISH Order was piloted and tested in France, and is now available in Germany, Italy, Spain and Poland

Düsseldorf, 15 January 2021 – In the current 2nd lockdown, digital solutions are critical to the success of the hospitality sector. In times of COVID-19, many restaurant owners have developed new delivery and take-away offers as an additional business pillar to mitigate the turnover impact of missing guests. To support independent restaurateurs, Hospitality Digital, the tech unit at METRO responsible for developing digital solutions for the hospitality industry, has developed a new tool: DISH Order. DISH Order integrates an ordering function into the existing restaurant website. Thus, consumers can place their orders directly with the restaurant on its own at website. The restaurateur can make the dishes available for pick-up or offer own delivery, which makes them more flexible and independent of third-party delivery services. The only prerequisite for the integration of DISH Order as a technical solution is a restaurant website.

"COVID-19 pandemic has led to an immensely high demand for digital tools. Especially with the extension of the 2nd lockdown, it is particularly important that further opportunities for revenue generation are offered to restaurateurs. We are working flat out on these digital solutions and on expanding our strong partner network. With DISH Order, we give independent, self-employed businesses an important option: not only to be found on the internet, but also to offer direct ordering for customers," says Dr. Volker Glaeser, CEO of Hospitality Digital.

In France, the digital experts of Hospitality Digital piloted the new digital

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tool DISH Order in June, 2020, where 52 restaurants initially participated. Meanwhile, 350 restaurants are involved. 92% of the participating restaurants were very satisfied with the usage. One customer restaurant alone received 290 orders in a period of 3 months. The restaurants usually rely on telephone ordering, ubereats in France or classic "walk ins". With DISH Order, the average basket - the amount of online food ordered per customer - was 31 euros, according to the pilot data. "The feedback from our French customers was very positive; in some cases, delivery fees of up to 30% could be saved if the delivery was also carried out in-house. The digital tools we are currently developing are focused on improving the business of our main customer group in pandemic times and generating important sales through new channels," Glaeser continues.

The one-time connection fee in Germany is 299 Euros, with a monthly fee of 49 Euros charged. The offer includes many services: For example, the restaurateur receives technical support via a call centre, every step of the way from the very beginning. The DISH Order Support Team takes care of the entire installation and set-up of the order terminal, the user account and the entire menu. Instead of paying commissions for each order, restaurateurs pay a fixed price that pays for itself after just a few online orders.

Interested parties can obtain further information at dish.co and register for the digital tool there.

Hospitality Digital was established in 2015 and actively contributes to the digitalisation of the hospitality sector. An international team of experts implements a variety of digital solutions and innovations for hotels, restaurants, caterers, and trader businesses. To this effect, the company relies on self-developed solutions as well as on solutions from start-ups promoted in the framework of the METRO Xcel programmes, and on solutions from other partners. These digital solutions reach small and medium-sized restaurants, hotels, and catering businesses through the sales channels of the METRO/MAKRO countries. In addition, the company invests into start-ups from the fields of hospitality tech, retail tech, food tech and food innovation and monitors the trends in the hospitality industry. Hospitality Digital is a wholly owned subsidiary of METRO. For more information, please visit www.hd.digital.

METRO is a leading international wholesale company with food and non-food assortments that specialises on serving the needs of hotels, restaurants and caterers (HoReCa) as well as independent traders. Around the world, METRO has some 16 million customers who can choose whether to shop in one of the large-format stores, order online and collect their purchases at the store or have them delivered. METRO in addition also supports the competitiveness of entrepreneurs and own businesses with digital solutions and thereby contributes to cultural diversity in retail and hospitality. Sustainability is a key pillar of METRO's business. METRO has been listed in the Dow Jones Sustainability Index for 7 consecutive years. The company operates in 34 countries and employs more than 97,000 people worldwide. In financial year 2019/20, METRO generated sales of €25.6 billion. For more information, please visit www.metroag.de

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