

Boston Getting All it Can Eat with Foodler

130th restaurant added to Foodler's online meal ordering service

BOSTON, Mass. – Dec. 5 (SEND2PRESS NEWSWIRE) – Foodler.com, a leading online service for ordering restaurant take out and delivery meals, today announced the addition of its 130th partner restaurant in the Boston region. A wide selection of cuisines from some of the Hub's most popular restaurants, combined with interactive menus and accurate online ordering, have all contributed to Foodler's 220% growth rate over the past 6 months.

"The rapid rise of online meal ordering is a natural progression in the use of the Internet to simplify our lives," said Edin Arslanagic, Foodler Co-founder. "Foodler's online service facilitates the way people order from their neighborhood restaurants, and it drives profits directly to those restaurants. Business is thriving, and we're seeing consistent, significant increases in orders from the Cambridge, Somerville, Medford and downtown Boston areas."

"Partnering with Foodler has been great for our overall business, which has grown by at least 10%. We've had a 79% increase in our online ordering in the past three months alone," said Jeff Zamiri, owner of Sorento's Italian Restaurant. "We've definitely improved our efficiency and our customer satisfaction is much higher."

Online meal orders are very popular with college students, who are frequently working late hours, along with working professionals who often eat lunch or dinner while working in their offices. Andrew Kaplun, a Boston College sophomore, is a frequent Foodler customer, ordering 4-5 times a month. "I can't think of an easier, faster or more convenient way to get food delivered right to my door. The website is very user-friendly and I have so many menu options with the diversity of restaurants that they offer."

Foodler does not mark up the price of menu items, nor charge delivery fees to its customers. Restaurants pay a small commission to Foodler that is based strictly upon their monthly online food orders. The Foodler "pay-for-performance" business model enables restaurants to provide a valuable service to their customers without any upfront investment.

As the trend for online meal ordering continues to gain momentum, industry surveys and studies support this rapid growth. Recent National Restaurant Association data shows that more than 36% of consumers have visited a restaurant's website, 31% have viewed a restaurant's menu online, and 11% have used the internet to place an order.

"Since we started working with Foodler my business has increased 15-20% and we've drastically reduced our in-house marketing," said Narinder Guhania, owner of Passage to India, in Cambridge's Porter Square. A similar sentiment came from Aslan Kartalli of Cookin' Cafe and Grill, "I've already seen a 10%

growth in our business from being listed on Foodler.com, and we've eliminated all of our website headaches with Foodler's management of the online ordering."

To order, customers enter their zip code or address in the Foodler homepage and are presented with a complete list of restaurants that provide take-out and delivery in their area, along with menus. After customers make their meal selection and enter their payment information, an automated order is generated to the restaurant. Cuisines offered by Foodler's service range from traditional American, Pizza and Chinese, to Indian, Japanese, Thai, Greek, Spanish and Brazilian.

About Foodler

Foodler is based in Boston, MA and was founded in 2005. The company has near-term expansion plans for Washington, DC, Baltimore, MD, and Atlanta, GA. For additional information or to sign up, go to www.foodler.com.

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