

# DIGITAL RESTAURANT RESPONSE PACKAGE

BY



DIGITAL LAB.



# TOOLS AVAILABLE TO SUPPORT CUSTOMERS



## Rally for Restaurants

### RESTAURANT SALES

We all have a place. A spot. A special restaurant, cafe, bakery, or bar in our local neighborhood.

Support your local restaurant and order takeout, buy a gift card, or rally your government officials to take action so local restaurants have a chance to survive.

Join the rally. Support restaurants now.

No cost in adding your restaurant to the directory.

Submit your restaurant to be added to the directory here, so your consumers can order takeout, buy a gift card directly from you.

[Submit Your Restaurant to join.](#)



### ENABLE ONLINE ORDERING

On-demand digital channels to help your business adapt

**Toast Now** a digital-only offering from Toast that allows restaurants to set up services like online ordering, a mobile app, contactless delivery, and e-gift cards.

Get **3-months free\*** of online ordering, a mobile app, contactless delivery, and e-gift cards. Pepsi Customers also receive 3-months free of Toast Marketing.

**No hardware or POS purchase required.**  
Standard card-not-present payment processing fees apply when you make a sale.

Allow guests to order directly from your restaurant today, commission free.  
[Click Here to get started with Toast Now.](#)

*[\\*Terms & conditions apply](#)*



### TEXT MESSAGE ENGAGEMENT

Text messaging solutions to connect restaurants with their employees, and a simple way for consumers to purchase gift cards.

**PepsiCo customers exclusive**  
Customers get Employee Messaging and Text to Gift programs  
**free for 6 months**

Complete the form at  
[www.Mobivity.com/PepsiStimulus](http://www.Mobivity.com/PepsiStimulus) and get set up in 48 hours, no equipment or software needed.

# TOAST: RALLY FOR RESTAURANTS



## What is Rally for Restaurants?

Rally for Restaurants is a grassroots movement to support local restaurants and stimulate cash flow



**Find a Restaurant**  
Search for or add a restaurant



**Support a Restaurant**  
Purchase a meal or a gift card



**Tag**  
#RallyforRestaurants and your restaurant name



**Challenge a friend**  
Get the word out to support local!

Share your contribution on social media using #RallyforRestaurants and tagging the restaurant, and Toast will give \$1 to Toast.org (up to \$250,000) to provide direct support to restaurant workers affected by COVID-19.

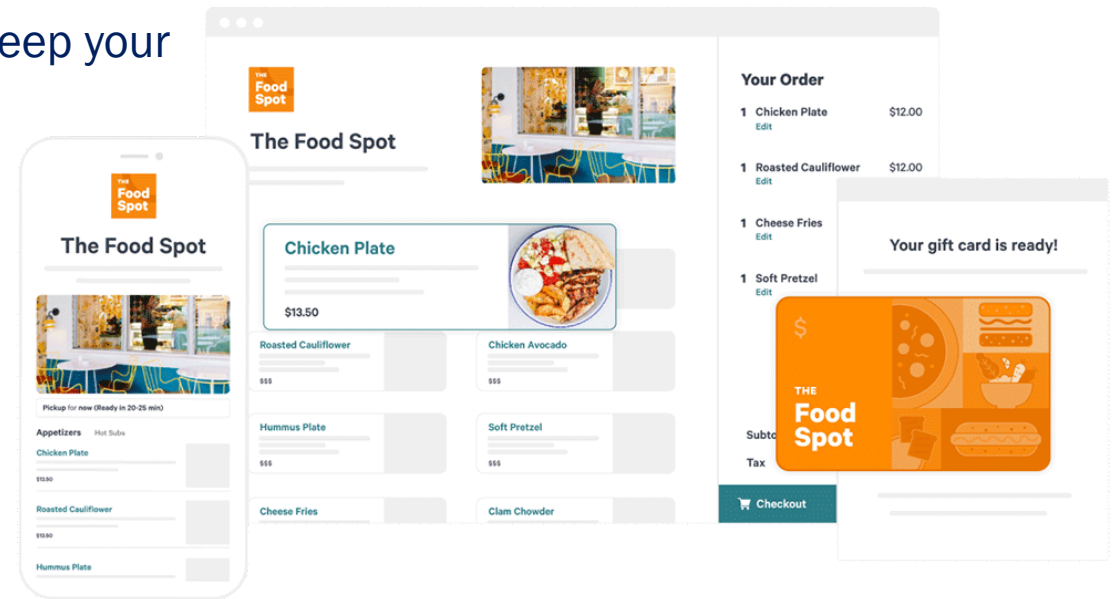
Add all PepsiCo customers to [Rally for Restaurants](#) directory so consumers can find and purchase gift cards from their favorite local restaurants. Submit [them here](#). Additional free text to gift program Try it now: text CULTIVATE to 473774 to see it in action.



**Toast Now™** lets you quickly and easily set up digital channels like online ordering, contactless delivery, and e-gift cards, so that you can keep your communities fed and revenue coming in - commission free.

**Toast Now™** includes three months free\* of

- **Online Ordering:** Allow guests to easily order directly from your restaurant, commission free.
- **Toast TakeOut:** A mobile ordering app to attract new guests, commission free.
- **Contactless Delivery Functionality:** Allow your guests to select how they want their food delivered.
- **E-Gift Cards:** Drive short-term cash flow with E-Gift Cards that are easy to sell and use
- **Marketing:** Send targeted emails to your guests to drive repeat orders and improve customer loyalty – **Exclusive to Pepsi Customers**



- **No commissions.**
- **No upfront costs.**
- **No Hardware or POS purchase required**
- **No onsite installation required.**

[Click Here to get started with three months free today](#)

*\*Terms & conditions apply. Visit <https://pos.toasttab.com/terms-of-service/toastnow> for details. Card-Not-Present payment processing fees apply when you make a sale: 3.5% + \$0.15 for Visa, Mastercard, Discover and 3.89% + \$0.15 for AmEx. If you only purchase E-Gift Cards, payments are processed through a third-party at a standard rate of 2.9%+\$0.30.*

# mobivity COMMUNICATION SOLUTIONS



## Employee Messaging

- Real-time communications with employees through text message broadcasts for immediate updates and reminders
- Reach employees where they communicate most often.



DEMO:  
Text EMPLOYEE to 473774

### HOW IT WORKS

- Open text messaging app
- Enter phone number 473774 (4PEPSI)
- Send a new message (keyword): EMPLOYEE
- Reply with Y after 1st opt-in message
- Learn more about how the employee message program will keep them updated.

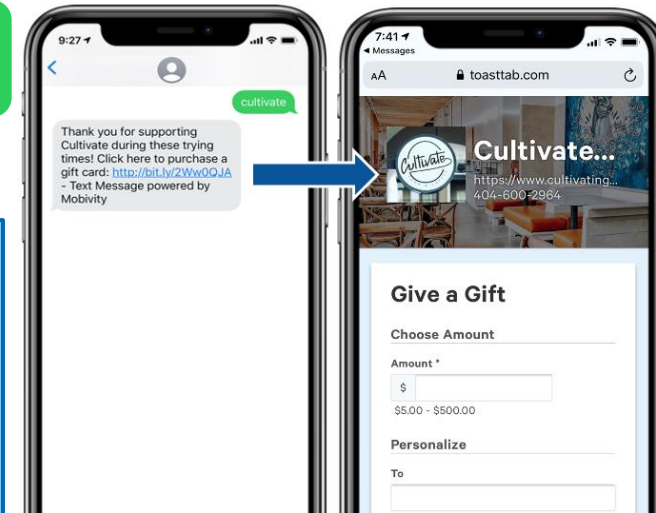
## Text to Gift

- Making it simpler to purchase digital gift to help guests support their favorite local restaurants.

DEMO:  
Text GIFT to 473774

### HOW IT WORKS

- Open text messaging app
- Enter phone number 473774 (4PEPSI)
- Send new message (keyword): GIFT
- Click link text to learn more.



What's involved in getting started? Complete a form at [www.Mobivity.com/PepsiStimulus](http://www.Mobivity.com/PepsiStimulus) and get set up in 48 hours, no equipment or software needed. (For prospect customers use code "Pepsi2020" in place of the customer #). PepsiCo customers get Employee Messaging and Text to Gift **free for 6 months**.