

## Case Study

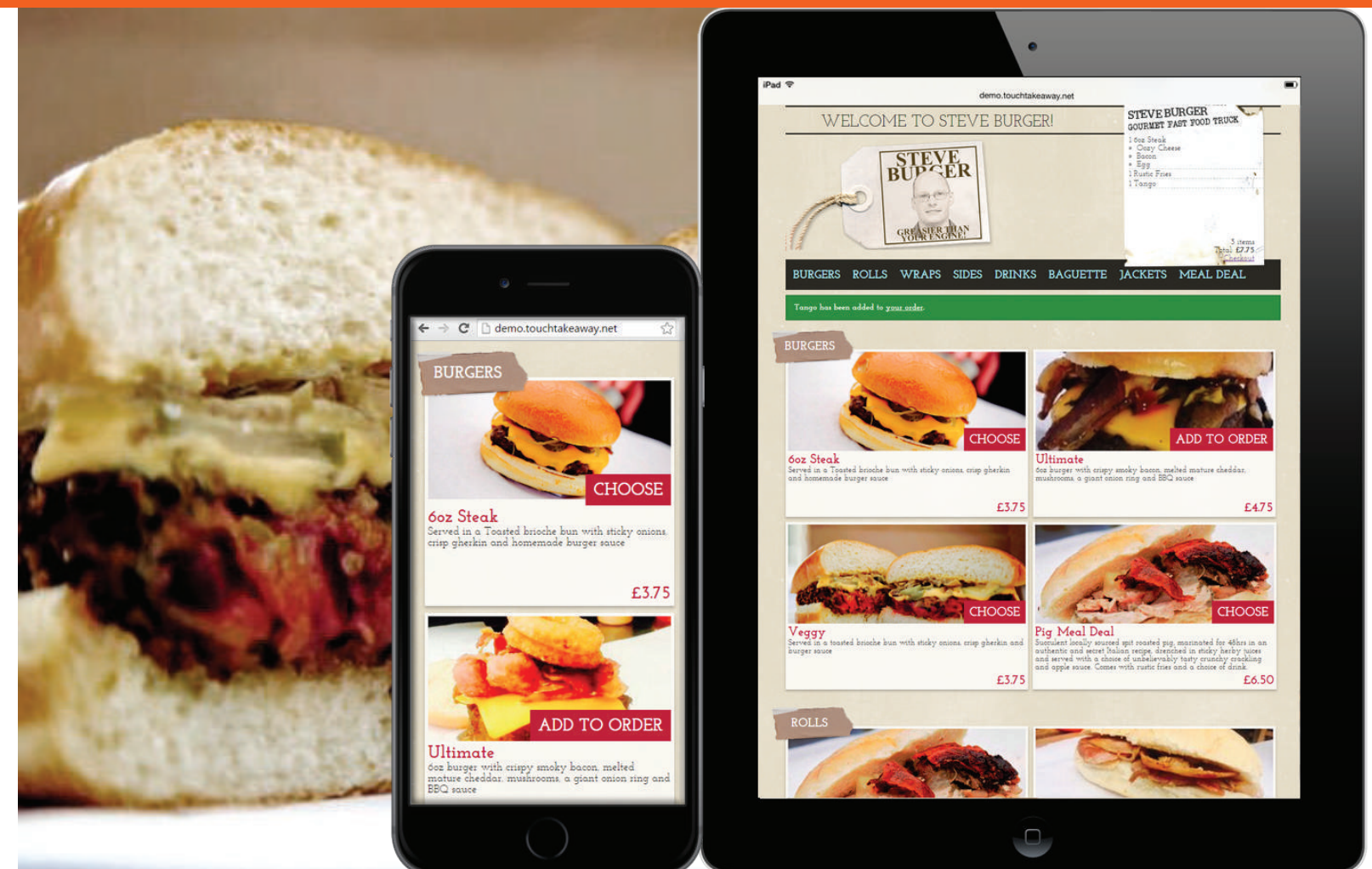
### Hogs Street Food



Hogs Street Food is a family run catering business, offering home cooked style food - Italian style hog roast. Locally sourced, great food and most importantly fast.

In 2015 TouchTakeaway revolutionised the way the company takes food orders. Orders can now be placed through their beautifully designed TouchTakeaway online shop with diverse order specifications such as meal deals, extra oozy cheese, sides and even special delivery requests (i.e. 'knock loudly').

The mobile kitchen has 3G internet allowing for each sale to be pushed to their TouchPoint till as if it were a sale rung in from an actual member of staff. Their kitchen printer then prints off the order ready for the chef to begin preparing the food.





The leading UK based  
developer and distributor of  
EPoS software



## Order online with TouchTakeaway

Online ordering is made easy with  
**TouchTakeaway**. Allow your customers  
to place their order from the comfort  
of their home, with ease at their work desk,  
or on the go with mobile phone / tablet.

Ideal for takeaway delivery and collection,  
campus or contract catering, sandwich/bakery  
delivery rounds and hotel room service.

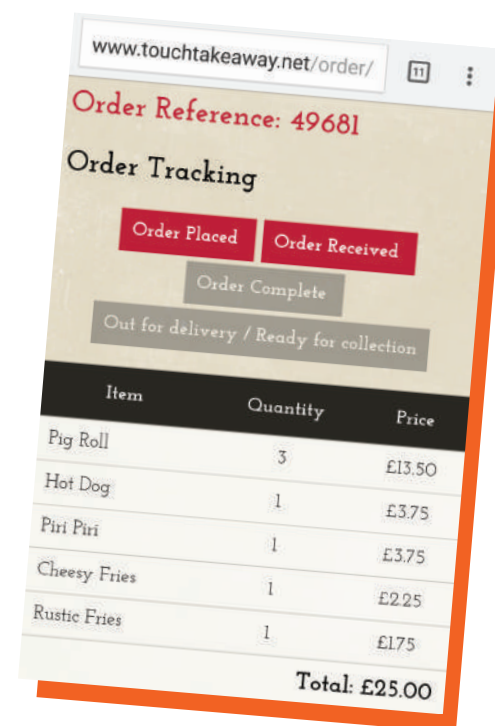
ICRTouch has over 30 years experience in  
developing and supplying EPoS systems  
with over 60,000 installs.

## TouchTakeaway is right for YOUR business...

TouchTakeaway is an online ordering platform for any kind of  
takeaway, from a single mobile kitchen in a remote location to  
a chain of restaurants.

Installation and management couldn't be more simple; not  
only do ICRTouch provide secure, premium web hosting for  
every single site, but our team of web specialists will build  
your online ordering service for you, ensuring a robust and  
user friendly experience with seamless integration with your  
existing web presence.

TouchTakeaway is available  
nationwide from all our ICRTouch  
partners.



Try it now  
[demo.touchtakeaway.net](http://demo.touchtakeaway.net)

### Generate More Revenue

TouchTakeaway provides restaurants and caterers with everything  
they need to generate new revenue streams from online orders;  
whether for delivery to their door or desk, or to make it easy for  
customers to do 'click and collect' pre-ordered meals.

### Offer More Choices

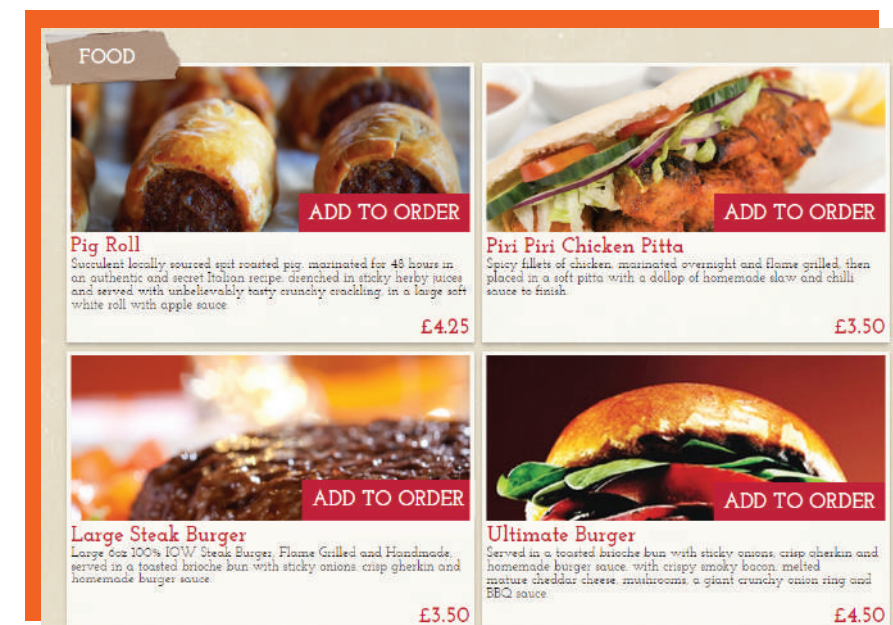
Your customer will appreciate having the opportunity to browse your  
full product range at their leisure, rather than being rushed into a  
decision while standing in a queue or on the phone; customers often  
spend more online than they would in store.

Your customer is more likely to get exactly what they want too;  
advanced ordering options allow your customer to customise their  
selection - particularly ideal for allergy sufferers, but also for those  
who truly dislike gherkins. Customers can simply pick their choices  
from the menu and select their meal preferences, condiments and  
sides as defined by you.

Offer your customer a variety of choices to make it convenient and  
flexible for them to pay. Options include Cash on Delivery, payment  
via their own Paypal accounts, or via any major credit or debit card.

### Integrate For Efficiency

TouchTakeaway integrates seamlessly with your EPoS and back office  
software; all sales are pushed through to your TouchPoint till just like  
an instore transaction. A Kitchen Printer will then print a receipt with  
your order details. When the order is paid, the sale then is pushed  
through to your TouchOffice Web (optional) account in real time.



## TOUCH TAKEAWAY

### So why TouchTakeaway?

Quite simply ICRTouch's web  
platform **does not take a cut**  
from your turnover, just a single  
fixed small monthly fee so you  
can be sure of your outgoings.

Reduce queuing times and  
free up time to  
prepare orders

No hidden charges,  
no per-transaction fees

Build a loyal customer base you  
can cross-sell and promote to.

Record sales in real-time

Provide a fast and efficient  
service to impress your  
customers. Increase your  
customer base with an  
online presence.

Customisable and specific  
delivery areas, with set minimum  
spend or delivery charge.