

Fussy Fork



Where shall we eat?




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We asked our friends, family, colleagues and also members of the public where they go out to eat.

The BIGGEST *stand-out* response wasn't at all surprising to us and we're sure it won't be a surprise to you either!

We were told that **JOHN** usually decides. Who is John? Who is this guy? Why does he have all the power? Why does he always get to decide where the **group** goes out to eat? All *very good* questions...

An illustration in the bottom right corner shows a group of stylized people in various poses, including one person sitting and another standing with arms raised. A large, light-colored fork is positioned vertically on the right side of the illustration.

Who is John?



Who is John?

John is all of us. John is anyone with an **ALLERGY**. Anyone who has a specific **DIETARY** requirement. He's the one who doesn't like anything too **HOT**. He also doesn't like **MUSHROOMS**. He's what you *could* call, the **FUSSY** one.

While others are happy with *whatever*, John is not!



What can I eat?



What can I eat?

John does extensive research and ponders this very question every time he is going out to eat with a group of mates. Where being social is almost always focussed around food and drink, John finds eating out stressful as it isn't always clear what he *can* eat! He has to spend ages *deciphering* and *translating* each restaurant's menu to work out whether that's the place where the group should go. If *you* made John's life easier don't you think he would come to your place?



What is Fussy Fork?



What is Fussy Fork?

Fussy Fork is a tool for *you*. Just. for. *you*! Well, it's for your business. And your business's customers. Oh, and for anyone who hasn't yet had the pleasure of eating at your place; it's for them as well - **and...** they'll soon be regulars! It's *especially* for your regulars - we're making stuff for them too!

We're building an online platform to help you manage your menus so you can get back to focussing on what you do best - serving delicious food.



No really, what *is* Fussy Fork?



No really, what *is* Fussy Fork?

We've built Fussy Fork to be incredibly simple. You create a menu. Add items to it. Post a link to it on your website. Et voilà. It's. that. simple.

But you do this already right? Well, sort of. But not really.

We want to help you make it super easy for your customers and your potential customers to choose your place and more importantly decide what to eat when they get there!



But why?



But why?

Right now, going out to eat is really hard if you have an **ALLERGY** or a specific **DIETARY** requirement or simply just have a particular **PREFERENCE**. Some menus are great and really descriptive but this comes at a cost of being time consuming to read, while others contain the bare minimum of details which are equally bad as who knows what the item is or what it contains?! Everyone we spoke to said that they wanted a clean and intuitive way to peruse a menu that automatically filtered the items.

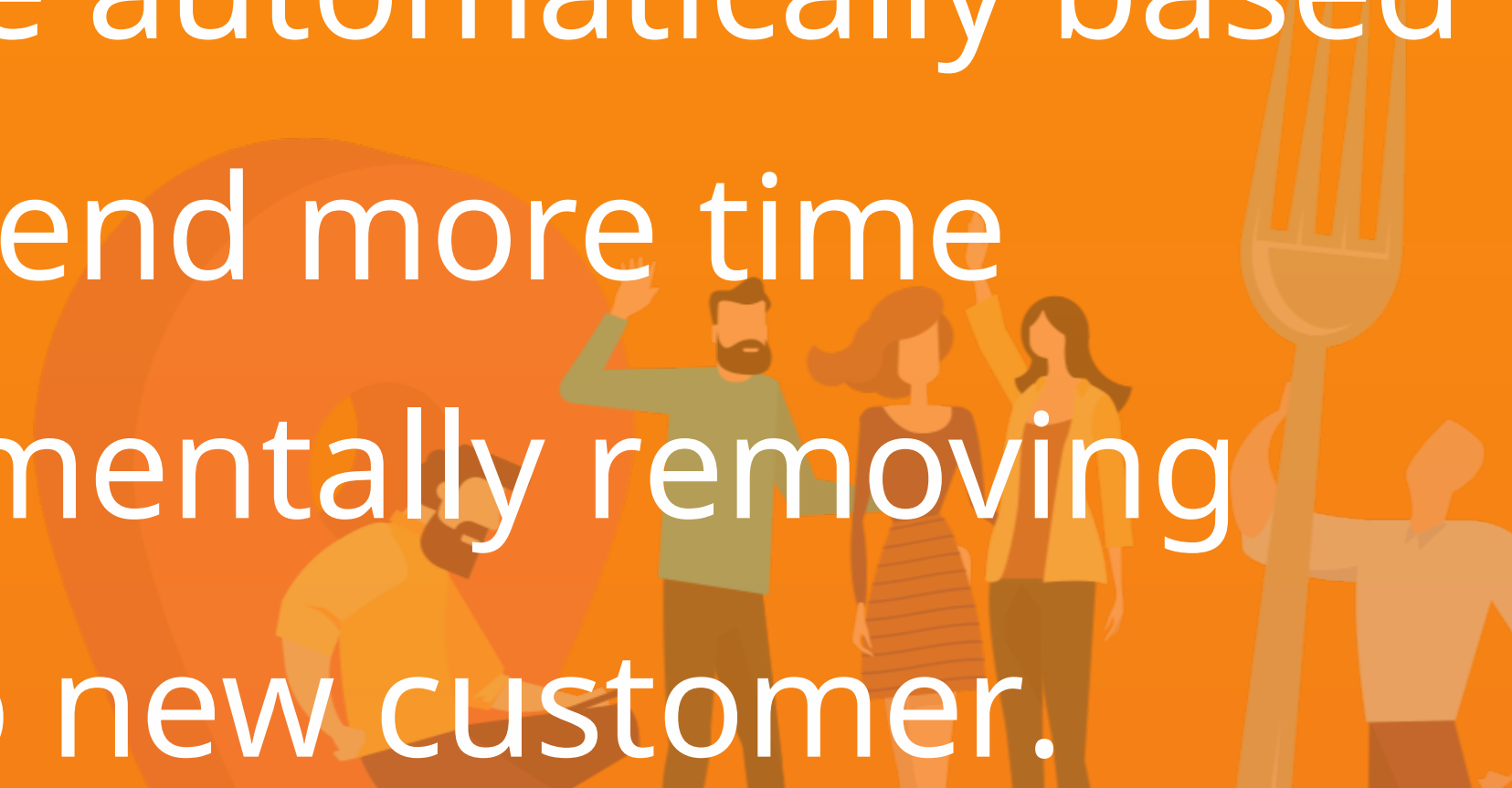
And how?



And how?

We ask you to create a menu and add items to it. For each item, you tell us **WHAT'S** **IN** **IT**. Done.

When *John* views your menu, he can choose to filter it to show **ONLY** the **ITEMS** he *is* **INTERESTED** in and **NONE** that he isn't. What's even cooler, is this can be done automatically based on John's dietary profile meaning he can spend more time focussing on what he *does* want instead of mentally removing what he cannot have. Bye bye friction. Hello new customer.



Why should you care?



Why should you care?

We'd love to say, just because. But ultimately we want to help you cater to more people and we have some amazing features in the pipeline which will allow you to do this.

You will be able to see who is viewing your menus while *we* help introduce *your* brand to a **BIGGER** audience. You can then use that information to *tailor* what you offer to keep them coming back.



Thank you



Thank you

We'd like the opportunity to discuss this with you in more detail as we'd love to hear your thoughts. Please get in touch by

emailing HELLO@FUSSYFORK.COM.

