



## The Ticket: January 2018

*Welcome to the inaugural edition of The Ticket, Upserve's newsletter for restaurant and hospitality tech professionals. We've created this newsletter to deliver insider news, resources and tips, carefully curating some of today's most relevant restaurant intel, and what's sure to be trending tomorrow.*

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### A Restaurant Tech Resource Guide for Busy Restaurant Owners

With dozens of competing restaurant technology companies vying for the attention of busy restaurateurs, buyers are getting overwhelmed with sales pitches promising better, money-saving tech.

To help cut through the clutter and help you decide the best option for your restaurant, [Upserve](#) has vetted dozens of products on the market, identifying industry-leading technology and teams, big and small, and carefully selecting those that offer the best solution for every aspect of running a restaurant.

We put together an ["At-a-Glance Resource Guide"](#) for choosing the best of the best that the marketplace has to offer in restaurant employee and workforce management, accounting, restaurant management, online ordering, inventory management, capital/expansion financing, data security, gift card administration, point of sale (POS), and more.

## 4 Qualities to Look For in Your Supplier Sales Representative

[QSR Magazine](#) says that supplier relationships are among the most important relationships that restaurants manage. Here are four specific qualities all restaurant managers should look for in a supplier sales representative.

- **They are responsive and communicate clearly.** They should also be timely about keeping restaurant owners updated on delivery times, price changes, and product shortages.
- **They accurately set expectations from the start.** At the onset, work with your main contact to establish a routine for the relationship, with clearly defined goals. Be open to the supplier helping you understand what is realistic.
- **They have been around the block.** When seeking a supplier, try to choose those that have sales reps that have been around for a while. Don't be afraid to ask those questions before you sign the dotted line.
- **They take the time to understand your business.** The best reps are those that put in the time at the beginning of a relationship and see themselves as an extension of your business, seeking opportunities to act proactively on your behalf.

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## News from Upserve

In July 2017, leading investment firm [Vista Equity Partners](#) took on a strategic investment partnership with Upserve. This was an important platform play for Vista, signaling to the marketplace that Vista selected Upserve as its platform of choice in the restaurant tech vertical.

"Upserve's market leadership, culture of innovation, and passion to help their customers succeed all combine to create a unique opportunity," said Alan Cline, principal at Vista Equity Partners and co-head of the Vista Foundation Fund. "We look forward to helping the Upserve team continue its exciting growth and expansion in the years to come."

This partnership and capital will enable Upserve to accelerate its growth, grow its diverse employee base, and further fulfill its vision to provide a seamless, end-to-end, one-stop-shop platform on which restaurateurs can run their business and delight their guests.

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## Upserve in the Press

[The New York Times](#): Michelin-starred Oriole in Chicago, like many restaurants, has been turning to data as market pressures mount up. Oriole uses Upserve, including our restaurant POS and analytics for restaurants, to improve menu performance, bring back guests and recognize regulars.

[CBS This Morning](#): In a segment that looked at the science behind restaurant success stories, Julian Goglia of The Mercury in Atlanta, Georgia, shared how Upserve empowered him to diagnose a drop in retention, and make menu improvements that drove an exponential increase in retention and sales.

[Forbes](#): Upserve CEO Angus Davis was profiled in a series on thought leaders who are changing the business landscape. Davis shared how he built Upserve to serve as a management platform for America's one million restaurants, discussing the current state of the restaurant industry and how Upserve brings restaurants and technology together into the modern era.

## This Infographic is All You Need to Design Your Next Menu with Confidence

Upserve recently introduced the first ["Smart Menu" builder template](#), which uses data-driven practices and the psychology of menu design to grab customer attention, sell more of the most lucrative dishes, and drive repeat business.

This related infographic, ["The Science of Restaurant Menus,"](#) illustrates 12 key data-driven and psychological factors that Upserve factored into the template, and what it considers best practices for restaurant menu design. Key insights include:

- The precise number of items that should be on your menu
- Where to place the higher-margin items on your menu
- The optimal ratio of food to drink items
- How to lay out menu items in a visually gripping way
- Which items to list first
- Why longer menu item descriptions sell more food

## Want more?

Did you find value in this Upserve newsletter? Subscribe below if you would like to continue receiving it monthly. And if you're curious to learn more about the Upserve restaurant management platform, you can [schedule a 15-minute demo](#) to see why everyone's talking about the platform that's easier, smarter and built for restaurateurs.