

WEUNGRY's New Virtual Restaurant Brands Company Ungry Brands Is Out to Save the Restaurant Industry



Miami, Jun 21, 2020 (IssueWire.com) - The coronavirus has spread across the world over the past few months hitting the already struggling restaurant industry particularly hard. With many restaurants being forced to move to takeout-only, temporarily closing, or even permanently closing, the future of the restaurant industry is uncertain – and it's against this backdrop Ungry Virtual Brands (Ungry Brands) ramped up and forged ahead.

Ungry Brands, the startup virtual delivery-only restaurant company out to save the restaurant industry, creates an entirely new revenue stream for eateries with extra capacity looking to earn more money. By making productive use of underused/unused kitchen staff and operational hours, restaurants can increase revenue and profitability without building a bigger footprint or reinventing their wheelhouse with this smart new turnkey, delivery-only system. And all by doing little more than using their existing resources to deliver food to a brand-new stream of customers who are discovering Ungry Brands that are well positioned on the top delivery app platforms like WEUNGRY, UberEats, Grubhub, Postmates and DoorDash. Plus, it's easy to manage orders on these platforms with innovative technology by WEUNGRY & WizeChef – as all delivery apps (WEUNGRY, Uber Eats, Doordash, GrubHub, Postmates) and the 30 or more tablets needed are all managed by one tablet and one printer all supplied by Ungry Brands.

The Model

By entering into a licensing agreement, restaurants can go from producing the items on their existing menu, to also offering entirely new items – restaurant brands based on ingredients they already have stocked in their kitchens. Ungry Brands provides the restaurant with the tested and proven chef-created recipes, the ingredient lists, the packaging and the suppliers that offer the best quality for the price. They even handle all the marketing to drive sales.

Launched in 2019 and already partnering with numerous WEUNGRY beta testing restaurants, they have generated plenty of sales data showing an increase in productivity and overall sales, especially

during times when restaurants aren't traditionally busy. Data shows these Ungry Virtual Brands are producing thousands of dollars of sales per week per brand.

The model works like this:

Example 1 shows the financial impact:

100 orders a week x \$32 average order = \$3200 in sales revenue (\$166,400 Annualized)

60% Fulfillment Partner Payout is \$1920 per week (\$99,840 Annualized)

Average Food Cost is 25% of sales revenue or \$800 per week (\$41,600 Annualized)

Total Gross Profit of 30% or \$1120 a week (\$58,240 Annualized)

Here is the increase in EBITDA of the restaurant or commercial kitchen:

Current business has Sales Revenue of \$1,000,000

Current EBITDA of the business is 18% or \$180,000

Adding Example 1 the EBITDA increases to \$238,240 or 32% increase

"In addition to a new customer base, the magic in Ungry Brands model is that peak ordering demand for delivery is different from peak serving time for the typical sit-down, fast-casual restaurant," said Greg Bourassa, CEO, WEUNGRY. "For example, a restaurant serving lunch and dinner typically sees its peak from 11am-1pm and 4pm-6pm, but its virtually-ordered deliveries ramp up from 1pm-3pm and 6pm-11pm which means the restaurant is generating revenue for more hours during its work day."

Popular and focused food concepts

Ungry Brands restaurant brands are easy to rollout, low-risk, and cost-effective. The company has leveraged real-time data analytics to create more than 70 different customer-centric restaurant brands and over 40 different cuisine concepts. The menus are designed to offer the best-selling delivery items by region, market, and time of day. And, like what Starbucks did for coffee, all brands are focused and all items are à la carte.

Restaurants can choose to offer one of over 40 cuisine concepts or can add multiple. Most licensees offer 5-10 cuisine concepts. And, all licensees receive a dedicated radius territory around their restaurant determined by using household demographics and third-party delivery apps, guaranteeing they receive every order that comes in from any address within it. And, revenue adds up fast. Across the brands, the average ticket restaurants are realizing is \$34.

"One reason Ungry Brands sales volumes are high is that they drive a lot of traffic on the delivery apps. They have created 70+ hyper-focused brands; all brands and concepts rise to the top of any search. For example, if someone is in WEUNGRY or DoorDash or any other delivery app looking for Wings, one of Ungry Wing Brands is very likely going to be the first thing to pop up," said Greg Bourassa, CEO, WEUNGRY.

Added benefits to licensees

Separating from the competition, Ungry Brands has done the work necessary to provide top customer service to all of their partners, too. To maximize restaurant profitability, account representatives in each territory make sure licensees have everything they need including delicious brand menus that are easy to prepare, plus menu customizations that help move drinks, desserts and sides the restaurant already offers. Additionally, since it's delivery-only, they have created all food to travel in sustainable weave-fiber, clamshell containers. This packaging ensures that everything stays hot, crisp and fits properly to keep food in place as it travels.

The ideal fit

Ungry Brands is helping restaurants add additional revenue in their stores, which improves their EBITDA dramatically – something that's hard to do during these unprecedented times. Restaurants already paid for staff, commercial kitchen equipment and restaurant space, adding these “virtual restaurants within their restaurant” boosts their earning potential beyond the menu they currently sell, without cannibalizing it.

“Ungry Brands has allowed my business to increase revenue and profit with my same staff and kitchen,” says Franklin Smith owner of Frank's Pizza in Houston, Texas. “The ten brands we're selling are bringing new orders I wouldn't otherwise have. And the recipes are easy for my staff to make. It keeps us busy doing what we do best – making the food. While they're doing the marketing, managing the delivery platforms and providing the technology so our orders print directly into our kitchen. It's great!”

Ungry Brands is expanding nationally, To learn more visit www.UngryBrands.com

Ungry Brand Video The Two Hens: <https://www.youtube.com/watch?v=S-aQuxomrSE>

About Ungry Brands

Ungry Brands is a delivery-only virtual restaurant brands company boosting revenue in restaurants by monetizing their unused/underused staff, equipment and kitchen capacity. The brainchild of restaurant and technology industry veterans, it offers a smart new turn-key process that brings new customers – through widely used food delivery apps like WEUNGRY, DoorDash, GrubHub, UberEats and Postmates – that flock to order its popular. Ungry Brands's restaurant brands add thousands a month in extra sales to its restaurant licensees, increasing profitability beyond what they thought possible.

About WEUNGRY

WEUNGRY is a Global E-Commerce Platform That Offers Complete Digital Food Ordering Solutions, Restaurant Delivery Service, and Creates Food Ordering Marketplaces Worldwide. WEUNGRY is currently in 21+ Countries & Our Digital Ordering Platform supports 23 Languages. All WEUNGRY Franchisees & Licensees are locally owned and operated. WEUNGRY Operates in Many Markets & Under Different Brand Names Worldwide.

About WizeChef

WizeChef invests in and operates businesses across the restaurant value chain.

WizeChef's mission is to help entrepreneurs grow. WizeChef achieves that mission by providing

financial and intellectual capital to growing food businesses. WizeChef's brands all share common values: a deep appreciation for guests and communities, a healthy respect for food, and a drive to deliver genuine hospitality. That focus on values has pushed us to start businesses that span the hospitality industry.

WizeChef invests in and operates businesses across the restaurant value chain including agriculture, production, retail distribution, real estate, technology, and restaurant operations.

WizeChef is more than a restaurant technology company. We are a team of data analysts, systems engineers, programmers, product designers, and robotics engineers who want to create a world with restaurant perfection: the fully automated restaurant.



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