

OIDO Is Here — A Smarter Way for Food Businesses to Sell, Built Hand in Hand with the People Who Do It Every Day

OIDO, the digital ordering and sales system made for real-world food businesses, officially steps into the spotlight

Barcelona, Catalunya Jan 3, 2026 ([IssueWire.com](https://www.issuewire.com)) - OIDO, the digital ordering and sales system made for real-world food businesses, officially steps into the spotlight — after months of careful development and live use with cafés, producers, beach clubs, and hotels across Spain, Germany and the Netherlands.

OIDO grew quietly, working side by side with the businesses it serves. The result? A tool that truly fits how food professionals sell — whether it's from the counter, the pool, the market, or direct to customers.

“We didn’t just build OIDO for food businesses. We built it *with* them,” says the team behind the project. “It’s simple, powerful, and actually reflects how real people work.”

What Is OIDO?

OIDO gives food businesses their own modern online shop — but without needing to become a tech company or join a delivery marketplace. It's built for those who:

- Sell on-site, to-go, or by preorder
- Want to take orders digitally — without complex e-commerce tools
- Want different catalogs or pricing for different clients (retail, hospitality, wholesale, etc.)
- **Truly want mobile-first** for quick reordering and impulse purchases
- Care about customer loyalty and brand identity

There are **no commissions**, **no setup fees**, and **no marketplace rules**. Just a clean, multilingual tool that works on any device, and adapts to different sales flows.

“OIDO had helped us right from the start because we got to see it was a lot easier for our customers to order from us,” says one of the early adopters, the American Baking Company.

Why Mobile-First Matters in the Food Sector

Most existing tools in this space were built for full-time online retailers or delivery apps. But many small food businesses don't work that way. Their days are fast-paced, hands-on, and often spontaneous.

They need tools that work right there — on the shop floor, in the van, from the beach bar — not just at a laptop. That's why OIDO runs entirely in the browser, is optimized for mobile screens, and loads instantly with no app required.

“If a hotel guest wants to order a drink by the pool, or a local wants to pre-order bread before it sells out — that needs to happen on their phone, in seconds,” says the team. **“And the business owner should be able to manage that just as quickly from theirs.”**

A Quiet Revolution for the Industry

During its development, OIDO has already been used by artisanal bakers, beachclubs, local food producers, and caterers — each using the system in their own way.

The feedback cycle was intentional. The goal: to replace workarounds like WhatsApp orders, shared PDFs, or clunky restaurant systems with something tailor-made for independent sellers who don't fit into traditional e-commerce or delivery apps.

“We’re not here to disrupt,” the team explains. “We’re here to support — to give food businesses a tool they can finally call their own.”

OIDO Is Now Publicly Available

After months of refinement, OIDO is now open for any food business ready to modernize how it sells — without giving up control.

Create your own online shop in minutes, see www.myownshopOIDO.com. Try it free, share it by QR or link, and give your customers an ordering experience they'll actually enjoy — and want to use again and again. No apps, no tech stress — just simple, seamless sales.

For press inquiries, demos, or partnership opportunities: oido@oido.me

About OIDO

OIDO is a digital ordering and sales system designed for food professionals and support selling in real-world settings. From small producers to beach bars and boutique hotels, OIDO makes it easy to create personalized product catalogs, accept orders, and offer a modern sales experience — online, on-site, or anywhere in between.

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