

Turn Any Menu Item Into a Gift Card

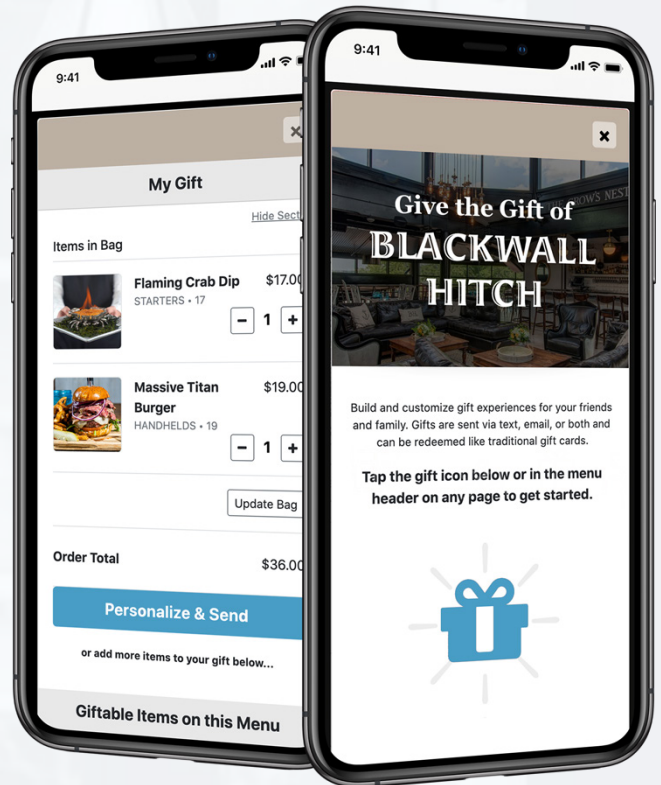
Uptown Gifts® makes it easy to turn your menu into a gift giving opportunity with the click of a button. Restaurant guests can easily send gifts to friends from their own phone when you integrate Uptown Gifts with BYOM™—Uptown Network's digital menu solution.

From Cost Center to Profit Center

The virtual gifting platform instantly transforms your menu from a cost center into a profit center. Increase revenue, guest frequency, and loyalty without lifting a finger.

Cross-Platform for Ease-of-Use

From a restaurant's perspective, Uptown Gifts® can be managed entirely on the web from the BYOM™ dashboard. Guests can create, send, and redeem gifts on the web or, for an Augmented Reality experience, from the Uptown Gifts® app on both iOS and Android.



Giving a Gift is Easy as 1-2-3

1

Build a Gift, Directly on the Menu

While browsing your menu, guests have access to a non-intrusive interface that allows them to build and manage a gift bag of items they know friends and family will love. As a restaurant manager, you choose which of your menu items are "giftable." Check a box on your dashboard to instantly make an item a gift.

2

Select a Recipient & Customize

Once a gift is assembled, guests can quickly add a recipient from their phone contacts. The gift is then customized further by adding a thoughtful video or text message and choosing a virtual wrapping paper.

3

Pay and Send!

It's that easy. Uptown Gifts® takes advantage of the Stripe application to give guests a plethora of simplified payment options and to get you paid, fast.

Two New Ways to Give

Uptown Gifts® supports two different paths to sharing heartfelt, thoughtful gifts:

"Traditional" Gifting

These are large, constructed gifts such as full dinners, or monetary gift cards.

Examples:

- Two entrées, a bottle of wine & two desserts
- \$100 Gift Card

Micro-Gifting

Micro-gifts are an inexpensive way to send a small, personalized experience to many people. Sending one is as easy as sending a tweet.

Examples:

- A beer for a friend or co-worker
- A chocolate dessert for your daughter

The Benefits of Stripe



135
Currencies
Accepted

100
Payment
Methods



Restaurant Revenue Recovery, NOT Revenue Cannibalization

Uptown Gifts® truly helps the restaurant because it drives additional revenue and new guests.

DELIVERY SERVICES

Postmates Uber Eats GRUBHUB

\$50 Delivery Order

Initial delivery purchase	\$50.00
Transaction fee (20%)	-\$10.00
Transaction Value	\$40.00

Effective Transaction Fee: 20%

VS



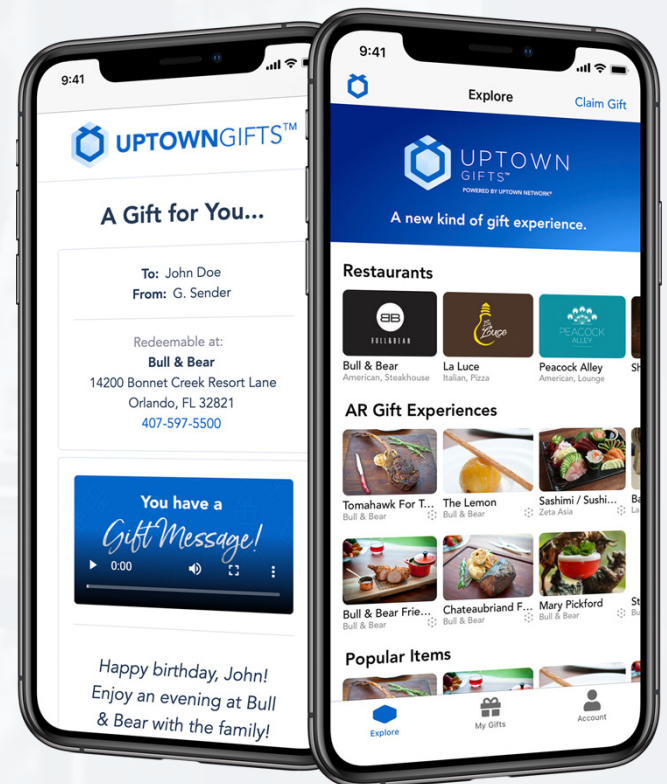
\$50 Entrée Gift (+ Date Night)

Initial gift purchase	\$50.00
Transaction fee (15%)	-\$7.50
Additional Entrée	\$50.00
Bottle of Wine	\$60.00
Shared Appetizer	\$15.00
Two Desserts	\$24.00
Transaction Value	\$191.50

Effective Transaction Fee: 3.8%

Check Out Uptown Gifts in Action!

Scan the QR codes with your phone camera to see Uptown Gifts® integrated into BYOM™ menus and on the App Store & Google Play!



See what an Augmented Reality gifting experience looks like — click here!