



Q2 Marketing Update

Agenda

- PR/Trade Pubs
- Tradeshow
- ABM/SNAR
- Digital/Email
- Other Segments

PR/Trade Pubs

Public Relations - Q2 Analytics



695 Total Mentions



550M Total Reach



5.09M Advertising Value Equivalency



37 Total Social Echo



30.4K Total Social Reach



Brand Sentiment

20.4% Positive
79.3% Neutral
0.3% Negative



Share of Voice

Oil: 89.3%
Hood & Flue: 43.6%
**Hood & Flue skewed due to major [Greenheck Foundation](#) News in Q2 - organization not associated with competitor but software cannot differentiate*



Top Headlines – Traditional/Digital Media

- [How Automating Oil Management Saves Time and Money - QSR Magazine](#)
- [RT, Sheetz, Chevron REG Partnership](#)
 - News page, social media posts, and virtual roundtable discussion between 3 representatives from each organization – aligned strategy by all 3 orgs to sync publication together
- [Restaurant Technologies Breaks Another Sustainability Record](#)
- [Jeffrey Kiesel Named EY Entrepreneur of the Year Finalist](#)
- [RT & South Chicago Packing Partnership](#)
- [Forbes - Nurturing Remote Talent, Jeff Kiesel](#)

Top Headlines – Traditional/Digital Media (cont.)

- [The Business Journal's full list of Best Places to Work](#)
- [PENN Entertainment Upgrades Casino Kitchens with Automated Cooking Oil Management from Restaurant Technologies](#)
- [Restaurant Technologies checks multiple boxes for grocery stores – Grocery Dive](#)
- [Sustainable Industry Efforts Remain Steady](#)
- [Retail & Restaurant Facility Business \(Sustainability\)](#)
- [The Tech Advocate \(Sustainability\)](#)



Podcasts

[Modern Hotelier](#)

International Hospitality Institute Top 5 Hospitality Podcasts

[QSR Uncut](#)

QSR Magazine Podcast

[Fell Into Food](#)

[Restaurant Technology Guys](#)

[Remarkable Academic Foods](#)



Awards!!!

- Newsweek
 - Best Places to Work
 - Most Diverse Workplace
 - Best Workplace for Mental Health
- MSP Business Journal
 - Best Places to Work
- Ernst & Young Entrepreneur of the Year Finalist
 - Jeff Kiesel
- Twin Cities Business Notable General Counsel
 - Diana Gesecking
- MN Orbie Award Finalist
 - Andy Dulka



Recap and Coming Attractions

[Restaurant Dive Playbook](#) generated over 200 leads

August Retail & Restaurant Facility Business Annual Edition

August Kitchen Solutions Annual Edition ([2023 Edition](#))

Restaurant Innovator Podcast (FSR Magazine) – Chris Hellman

Restaurant Rockstars – Ryan Bowlds

PR/Trade Pub Communication

- Podcasts and articles are typically shared with digital marketing team to post on social media and on our news page, as appropriate.
- Sales team should be updated (at least) once a month. Options:
 - PR update sent to sales leaders (and SET) to cascade down to their teams
 - News updates section within Jeff's emails. Should be much lighter than past updates if it's sent weekly.
 - Intranet page that Jeff can link to in his weekly emails and employees can bookmark to check when needed



Tradeshow

2024 Tradeshow Approach

| | | |
|---------------------|---|--|
| | Big “Brand” Events (4-5) RFMA, NRA, Bar and Restaurant, NAFEM (2025) | Customer and Regional Events (~70) BK, KFC, LRA |
| Primary Objective | Industry Brand Awareness and Customer Networking | Lead Generation and Customer Networking |
| Secondary Objective | Lead Generation | Brand Awareness |
| Goals | 100-150 Leads | 30-40 Leads |



Tradeshow Process Improvements



RESTAURANT TECHNOLOGIES RT Information Center Home Workday Salesforce Engineering TOM ☆ Not following

Share

Branding & Helpful Links

- RT Images/Logos
- RT PowerPoint Template
- Marketing Requests
- Useful Information
- Tradeshow Request Form

Marketing Materials

| Name | Modified | Modified By |
|---|--------------------|---------------------|
| Branding Materials | August 7, 2023 | Jennifer Nordeng (C |
| ESG Specific Materials | May 2 | Renee Miller |
| 2024 Tradeshow Calendar.xlsx | July 8 | Renee Miller |
| Brand Kick Off Presentation - FINAL.pptx | August 10, 2023 | Renee Miller |
| Bringing Our Brand to Life!-20230810_115926-Meeting Recordin... | August 10, 2023 | Renee Miller |
| External Brand Anthem Video.mp4 | September 11, 2023 | Renee Miller |
| How To access RT Templates for PowerPoint.pdf | August 7, 2023 | Jennifer Nordeng (C |
| Marketing Team Org June 2024.pptx | June 25 | Renee Miller |

Located on Marketing/Brand page on the RT Info Center

2024 Shows

Confirmed ~ 80 shows for 2024

[2024 Tradeshow Calendar.xlsx \(sharepoint.com\)](#)

Tradeshow Process

[RTI EventTradeshow Process.docx \(sharepoint.com\)](#)

Looking forward - 2025

- Look at having a larger booth presence for our Brand Shows.
- VR capabilities/Video capabilities added to enhance customer interaction
- Select Events for Dedicated Happy Hours
- Adding more Sales tools to our inventory

Sales Support

RESTAURANT TECHNOLOGIES®
JULY 28-30



RESTAURANT TECHNOLOGIES®
AUGUST 3-4



RESTAURANT TECHNOLOGIES®
AUGUST 5-6

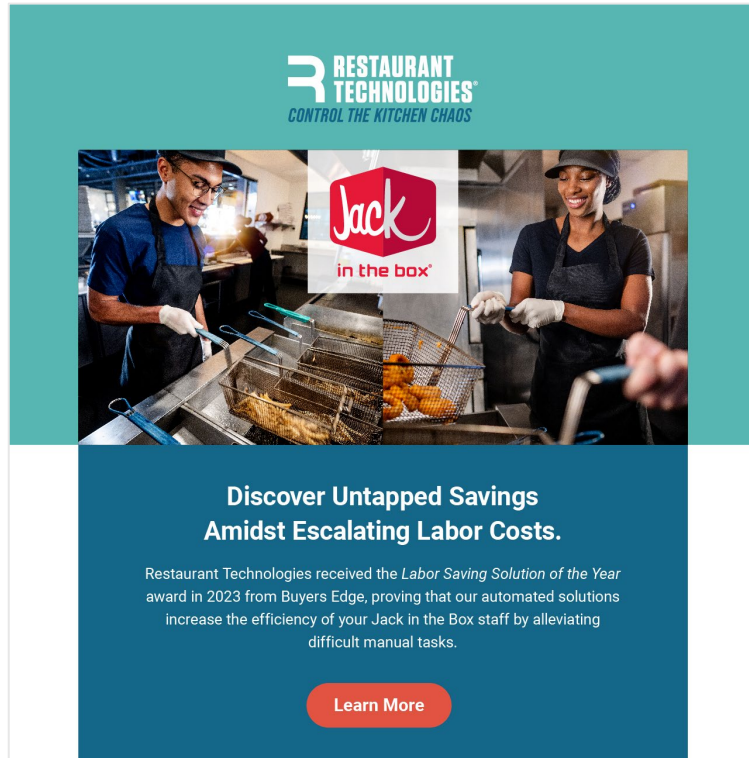


RESTAURANT TECHNOLOGIES®
AUGUST 6-8



ABM/Strategic Accounts

ABM Spring Activities – Emails



RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

Jack
in the box

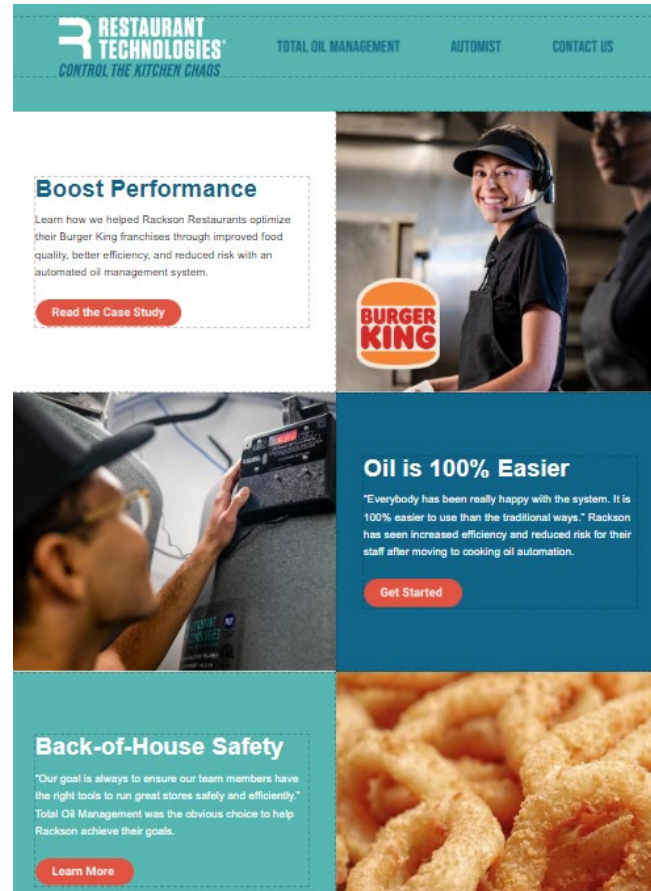
**Discover Untapped Savings
Amidst Escalating Labor Costs.**

Restaurant Technologies received the *Labor Saving Solution of the Year* award in 2023 from Buyers Edge, proving that our automated solutions increase the efficiency of your Jack in the Box staff by alleviating difficult manual tasks.

[Learn More](#)

Labor savings blog branded to JIB (could use for any brand)

- 125 sent, 29 opens (14.75%), 0 clicks



RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

TOTAL OIL MANAGEMENT AUTOMIST CONTACT US

Boost Performance

Learn how we helped Rackson Restaurants optimize their Burger King franchises through improved food quality, better efficiency, and reduced risk with an automated oil management system.

[Read the Case Study](#)

BURGER KING

Oil is 100% Easier

"Everybody has been really happy with the system. It is 100% easier to use than the traditional ways." Rackson has seen increased efficiency and reduced risk for their staff after moving to cooking oil automation.

[Get Started](#)


Back-of-House Safety

"Our goal is always to ensure our team members have the right tools to run great stores safely and efficiently." Total Oil Management was the obvious choice to help Rackson achieve their goals.

[Learn More](#)

NEW BK Case Study highlighting oil cost savings & improved employee SOPs

- 5219 sent, 431 opens (6%), 10 clicks



RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

**DOWNLOAD THE EXCLUSIVE
CUSTOMER CASE STUDY TO LEARN HOW
WE'VE GOT YOUR BACK-OF-HOUSE.**

Manual cooking oil management is a pain. It's tedious, dangerous and inefficient. Over 37,000 busy kitchens—serving all types of fried food—can attest to the transformative automation of Restaurant Technologies.

We've interviewed a range of our current customers nationwide so you can hear about their relatable struggles and how our automated total oil management solution vastly improved their back-of-house.

[Download the Case Study](#)

Multi-brand case study for all cuisines to mid-market

- 8k+ sent, 631 opens, 390 clicks

BK Customer Webinar – Email & Landing Page Form

- BK Customer Webinar on May 23rd highlighting new case study on value of RT (25 min)
- While we had limited attendance, recording is available to download and can be emailed as a sales tool
- Takeaways – more personal invites from sales needed to improve attendance
- 1854 sent, 320 opens (13%), 20 clicks

RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

866-706-6446

BURGER KING

Get Started

Don't miss our Burger King Webinar
MAY 23, 2024 at NOON ET
Featuring a NEW Case Study!

Hear directly from Restaurant Technologies customer Trinity Corp. (Burger King franchisee of 7 locations) on the impact Total Oil Management has made in cost savings, employee safety and food quality.

Register for our webinar and read about the success story [here](#).

Register Now!

Our automated solutions help achieve your business goals.

Every Burger King customer expects their fries to taste the same way they tasted last time. Amazing. Restaurant Technologies helps you achieve better food quality and more by transforming oil management from problematic to automatic.

- Create more consistent food quality
- Improve staff safety and morale
- Protect your business by reducing risk
- Increase efficiency

Over 37,000 commercial kitchens nationwide agree that Total Oil Management and AutoMist help control the kitchen chaos.

Register for our May 23 Webinar
at noon ET with Restaurant Technologies customer Trinity Corp, Burger franchisee of 7 locations

First Name * Last Name *

Email * Company *

Phone * Zip *

I agree to receive communications from RT. We never share or sell your personal information.

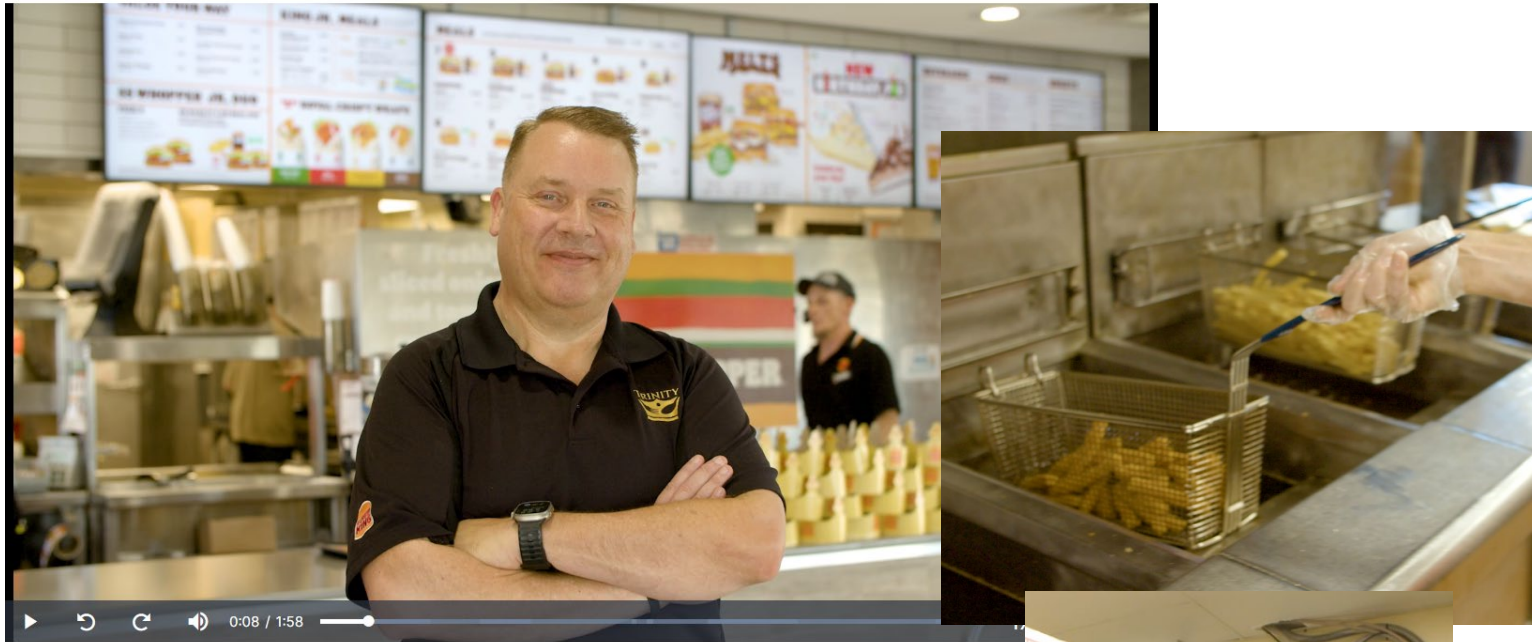
Submit

NEW Burger King Case Study

Mike Dole, director of operations for Trinity Corp., empathized with employees who do this work, having done it himself more than 30 years ago in his first job at a restaurant. "I still have scars on my hands from the burns that I got handling used oil," he said. "But for decades, that's just been the standard practice for changing oil. I didn't want that for my teams."

Read the Case Study

New BK Case Study Page & Video Testimonial



Careers Training T.O.M. Login 24/7 CUSTOMER CARE 888-796-4997

RESTAURANT TECHNOLOGIES SOLUTIONS INDUSTRIES LEARNING CENTER ABOUT CONTACT Get Started



COOKING OIL CASE STUDY

Burger King is one of the most iconic fast-food chains in America—and one of the largest. Today, the burger giant has more than 6,000 restaurants operating across all 50 states.

Almost all of these restaurants are owned and operated by independent franchisees like Trinity Corp., which runs seven Burger King locations across southeastern Kentucky. Recently, Trinity Corp. switched from manual to automated oil management at most of its restaurants. Making the move didn't just improve food quality – it was a boon for the bottom line and workplace safety.

Addressing a Royal Pain

To prepare menu items like fries, onion rings and crispy chicken patties, the restaurant chain uses a custom blend of cooking oil. And proper management of this oil, including filtering and disposing of it according to standard operating procedures (SOPs), is essential to delivering food with the taste and quality that customers expect.

Even when employees followed procedures, there was no guarantee that Dole was optimizing cooking oil usage. That's because oil changeouts were only being dictated using a schedule rather than the quality or frequency of usage of the oil.

Another issue was that disposing of used, hot cooking oil is a strenuous and hazardous task. Employees had to drain used oil from fryers into large buckets and then drag those heavy buckets outside to dispose of the oil in large bins. This manual work could lead to hot oil spilling and splashing onto employees or the floor, creating slip and fall hazards.

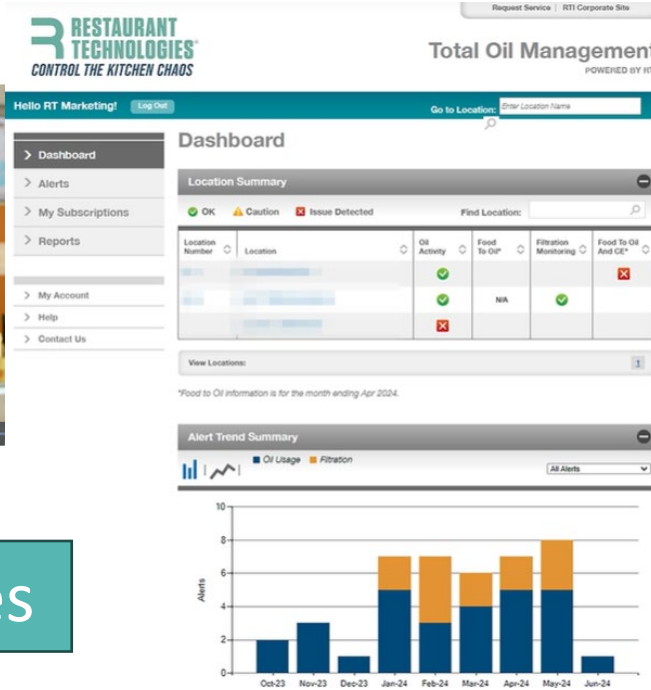
Dole empathized with employees who do this work, having done it himself more than 30 years ago in his first job at a restaurant. "I still have scars on my hands from the burns that I got handling used oil," he said. "But for decades, that's just been the standard practice for changing oil. I didn't want that for my teams."

"The only way I knew if oil was being correctly filtered and changed out was by visiting one of our restaurants to see the fryers in person," said Mike Dole, director of operations for Trinity Corp. "But routinely visiting restaurants just wasn't practical given how many restaurants we have and because some of them are hours apart."

"At all of our Burger King restaurants, we pride ourselves on delivering a good customer experience," Dole said. "A lot goes into that, from having good employees who provide exceptional customer service, to serving consistently good food. There's no question that these automated systems have helped us improve the quality of our food, and that's helped bring in both repeat guests and new guests to our restaurants."

RESTAURANT TECHNOLOGIES

Video Testimonial – Bang for our Buck



Quantifiable Quotes

“We save about \$300/month on oil per location.”

“Since installing Total Oil Management, I’ve had zero worker’s comp claims.”

“We’ve gone from taking almost two hours to change the oil to under 30 minutes.”

“With the TOM portal, I’m able to see when the filtration machine is being run and how much oil they use. Every night I get a report.”

- Top looping video on BK landing page
- Social organic and possibly paid
- BK RedBook brief w/link to landing page
- October BK Conference – feature at the booth, highlight in BK digital newsletter and website
- Sales email with link to landing page – script for sales to personalize and highlight “hear it direct from a customer”
- Use quantifiable quotes as call-out-quotes on landing page, ads and sales sheets; create infographics

A dark blue banner with white and light blue text. On the left is the Restaurant Technologies logo. The main text reads: “WE SAVE \$300 A MONTH AT EACH LOCATION WITH TOTAL OIL MANAGEMENT.” On the right, it says: Mike Dole, Director of Operations for Trinity Corp. Below this is a red button with white text: Read the Case Study.

RESTAURANT TECHNOLOGIES

“WE SAVE \$300 A MONTH AT EACH LOCATION WITH TOTAL OIL MANAGEMENT.”

Mike Dole, Director of Operations for Trinity Corp.

[Read the Case Study](#)

JIB NFA – Whistler BC

- Bronze Sponsorship
 - Hotel key cards
 - Bronze sponsor award – stage pic
- 35 prospect touch-points from QR code & badges for Yeti giveaway
- Key Franchise Themes:
 - Labor Savings (CA minimum wage increase)
 - Emphasis on technology (digital platform)
 - Store renovations
- Takeaways
 - More messaging on labor savings
 - Family oriented themes



NATIONAL JACK IN THE BOX
FRANCHISEE ASSOCIATION



Digital/Email

Emails

List Emails

RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

Don't miss our B...
MAY 23, 20...
Featuring a N...

Hear directly from Restaurant Tech...
King franchisee of 7 locations) on...
made in cost savings, em...

Register for our webinar and...

RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

WE LOOK FORWARD TO SEEING YOU AT THE
2024 RFMA ANNUAL CONFERENCE.

MARCH 17-19
WASHINGTON, D.C.
BOOTH #1105

Find us at **booth 1105** to discuss how Total Oil Management and AutoMist help improve staff safety, kitchen efficiency and food quality. We're look forward to sharing:

- One-on-one discussions with you
- More details on our automated solutions
- Raffle prizes

Nurture Programs

TAILORED SOLUTIONS FOR CASUAL DINING

We've got yo...

How Leading Brands Transformed with Our Solutions

Learn how Jack in the Box found its magic formula through automated oil management in select stores and how Denny's saved 30% on costs and improved its quality of food at a variety of their locations by harnessing the power of our solutions.

Jack in the Box Denny's

OUR SUCCESS IS YOUR SUCCESS.

Let us help lead your restaurant to new heights by automating and simplifying your back-of-house.

Get Started Now

Quarterly Campaigns

It's time to eliminate the pain points of manually handling oil. Is this email not displaying correctly? [View it in your browser.](#)

RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

Automate the worst parts of their job. Is this email not displaying correctly? [View it in your browser.](#)

YOUR KITCHEN

It's time to eliminate... and automat...

The only thing easy a... us take a weight...

TOTAL OIL MANAGEMENT

RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

THE WEIRD THING ABOUT THIS KITCHEN IS THAT EVERYONE SHOWED UP

Improve morale. Improve retention. Improve control. Automate the worst parts of their job.

Learn More

2024 Quarterly Email Campaigns

Control The Kitchen Chaos – Q1

- **Emails Sent: 322,148**
- **Emails Delivered: 312,794**
- **Delivery Rate: 98.9%** (0.9% higher than industry standard)
- **Email Opens: 32,801**
 - **Open Rate: 36.6%** (9.4% higher than industry standard)
- **Unique Clicks: 2,264**
 - **Click-through-rate: 1.5%** (0.8% lower than industry standard)
- **Hard/Soft Bounce Rate: Less than 0.1%**
- **Opt Out Rate: 0.8%** (0.4% higher than industry standard)
- **Inks influenced by Campaign: 106**
 - **Value of Ink Influence: \$1.1m**


Employee Engagement – Q3 (In Progress)

- **Emails Sent: 191,915**
- **Emails Delivered: 184,194**
- **Delivery Rate: 99.5%** (1.5% higher than industry standard)
- **Email Opens: 12,842**
 - **Open Rate: 29.7%** (2.7% higher than industry standard)
- **Unique Clicks: 506**
 - **Click-through-rate: 1.1%** (1.2% lower than industry standard)
- **Hard/Soft Bounce Rate: Less than 0.1%**
- **Opt Out Rate: 0.4%** (Industry Standard Rate)
- **Inks influenced by Campaign: 11**
 - **Value of Ink Influence: \$65K**

2024 List Email Metrics

Highlights

- 29,878 Emails were sent across 11 campaigns
 - Over 4000 unique opens with an open rate of 18.7%
 - 1,300 Unique clicks with an above-average CTR of 6.5%
 - Zero spam complaints across all emails sent
 - Only 82 email opt outs for an opt out rate of 0.2%
 - List emails influenced 125 Inks worth \$1.5m
- 2024 NRA Emails were the best performing
 - Opens and Open Rate: 986 and 21.4%
 - Clicks and CTR: 364 and 8.5%
 - NRA Emails contributed to 106 Inks with a value of \$1.4m



RESTAURANT TECHNOLOGIES
CONTROL THE KITCHEN CHAOS

WE LOOK FORWARD TO SEEING YOU AT THE
2024 NRA SHOW

MAY 18-21
CHICAGO, IL
BOOTH #7445

Find us at **booth 7445** to discuss how Total Oil Management and AutoMist help improve staff safety, kitchen efficiency and food quality. We're looking forward to sharing:

- One-on-one discussions with you
- More details on our automated solutions
- NEW virtual reality product demos

Email Nurture Sequences

Get Started Nurture

- Get started program is also a series of 3 emails spread out over the course of five days. It is for leads with the IdentifyLead status.

Welcome Nurture

- Enrolls prospects who have selected to opt-in on our forms. When a lead/contact opts in to marketing communications will send a series of three emails.

Cross-Sell to Automist

- If an Account has recently installed Automist but not Total Oil Management, it will kick off a series of emails promoting our Oil offerings.

Cross-Sell to Oil

- If an Account has recently installed Oil but not Automist, it will kick off a series of emails promoting our Automist offerings.

Re-engagement

- This series of 3 emails re-engages with leads who were retired 2-3 months ago. It excludes prospects who were retired for the non-responsive reason.

Win Back

- Tailored to closed deals vs. lost customers in an effort to win them back. The program sends helpful resources, simple instructions for getting back on track, and an avenue to connect with customer service for any specific questions. It has multiple branching paths and different emails.

Other Segments

Other segment activities

Retail

- C-Store and Grocery collateral and Web sites are live
- Finalizing KwikTrip case study – activating in Q4

GPO

- Updated all Buyer's Edge Collateral, working on stand alone email campaign (call next week)
- Identifying hospitality case study
- Avendra portal updates in progress

Independent

- Mandarin translation of the Tri-Fold
- Expanded direct mail test in market last week; Made generic postcard available to the field sales team

OpEx

- Supporting customer onboarding pilot with new email communications and collateral
- New “Get Started” and “Welcome” pages available on the Learning Center