

JANUARY 2008

# Restaurant Business

STREET SMARTS FOR THE ENTREPRENEUR

# 50 GREAT IDEAS

Our annual dose of pure,  
unfiltered inspiration



Time to change  
distributors?

5 ways to  
use less energy

Breakfast  
buying tips





# 3 Group orders made easy

Online ordering by office workers has boosted lunch business industry-wide. Even so, most restaurants aren't up to speed when it comes to group orders for meetings and other functions. It's usually up to one employee to use low-tech pencil and paper to collect all the information and make a list. The Conshohocken, Pennsylvania-based Saladworks chain has developed a paperless—and more personal—solution: "Invitation Order." The lunch e-vite eliminates the hassle of running from desk to desk; it can be e-mailed out in the morning by one staff member and each participant either declines or accepts and makes a selection. The originator of the invite then submits the order through the "click. pick. quick." button on the Saladworks Web site.

