



# Bistroware

RESTAURANT SOFTWARE  
INTERNET SOLUTIONS FOR RESTAURANTS  
RESTAURANT WEBSITES

Bistroware is a powerful internet solution for restaurants. We take all of the guess work out of bringing your restaurant online, and empower you with the tools you need to do business online.

## Take orders online

Your customers can place orders directly on your website for dine-in, take out or delivery. They can pay directly online with **PayPal** and **Authorize.NET** merchant accounts.

## Create your own Custom Menu

You can create menu categories, and add/remove items, upload images, set prices, edit item descriptions all with our easy to use **Content Management System**.

## Let your customers Plan Dinners:

With our **Dinner planner** application, your customers can come to your website and plan a 7 course gourmet dinner for the entire family, make a reservation and pay all at once.

## Track Customer Information:

You will be able to keep track of customer **birthdays**, **anniversaries**, email addresses, meal preferences, payments and much more

## Send Email Blasts and Newsletters:

With our **Email Blast** application, you can instantly send emails to thousands of customers all at once.

## Print Menus:

You can print **Adobe PDF** versions of your menu, or email it to customers.

## Manage Reservations:

You will be able to take, confirm and decline dinner reservations months in advanced. You will also be able to see who is scheduled to dine with you for any given date with our reservation calendar.

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## Maintain your own web blog:

Let the online world know what's going on with your restaurant. With our **blog** engine you can instantly publish your day to day news.

## No hardware to buy:

Bistroware is a **Hosted Solution**, meaning that the software runs on our servers. There is no special hardware you need to purchase. The only thing you need is a PC and

# Bistroware Pricing

## Base Package

The base package for Bistroware comes with everything you need to get started. You will be able to:

- Have a Website
- A Customer Database
- A Customizable Menu
- **Email Blasts & Newsletters**
- **Shopping Cart**
- Dinner Planner Application
- Printable **Adobe PDF** Menus
- **Reservation** Management
- Powerful **Blog** Engine and **RSS**
- **PayPal** or **Authorize.NET** Integration

A License for the base package of Bistroware sells for **\$3,000.00**.

## Modules

We also offer additional modules which you can use to extend the functionality of Bistroware.

Presently we offer:

- Staff Scheduling

Our modules start at **\$1,000.00**

## Customization

Since Bistroware may not do everything your business requires out of the box, we do offer customization to help **integrate** into other applications.

Our fee for customizing your instance of Bistroware is **\$100.00** per hour with a 5 hour minimum

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## Hosting

In addition to purchasing a Bistroware license, you will also have to pay a monthly website hosting fee of **\$50.00** per month.

This will pay for:

- Server Hardware
- Unlimited Bandwidth
- Database & Website backups

## About Bistroware

### Who Are We?

Bistroware was created by **John Rossitter** of **Rossitter Consulting**. We are a privately held company, based in **Shreveport, Louisiana** and have been providing internet software solutions for over 13 years.

### Our Beginning

Like most software packages, ours was developed out of a business need of a single client. They needed an internet solution that would allow them to reach out and touch their customers. In the process of creating their website, we recognized the need for a complete **turn-key** package that would allow restaurateurs to gain an internet presence with minimal effort, and focus their skills on that they do best.

The end result was a **comprehensive** internet software package called Bistroware.

### What is Bistroware?

Bistroware is a collection of powerful internet tools that can be used by restaurants to conduct business online. It all runs under a **hosted** web solution, so there is no hardware to purchase or maintain.

The base package comes with:

- Have a Website
- A Customer Database
- A Customizable Menu
- **Email Blasts & Newsletters**
- **Shopping Cart**
- Dinner Planner Application
- Printable **Adobe PDF** Menus
- **Reservation** Management
- Powerful **Blog** Engine and **RSS**
- **PayPal** or **Authorize.NET** Integration
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## How it works

Once you purchase a Bistroware License, we will setup your website and database on one of our web servers. Next we will work with you on creating a style for the website that makes it look and feel how you want it. Once we finish designing the site, you will log into the back office portion of the site and create your menu. From here you can upload pictures, set prices and menu description.

Once you are satisfied with the look and feel of everything, we take the site live, and you start doing business online.