

VENDOR PARTNERS



OLO is the best-in-class service provider that manages our menus and provides the solution to have all three services feed into one iPad tablet. OLO fees are drafted monthly and begin charging once first order is received.

Stores pay \$99/month plus credit card fees for menu management, automatically drafted from your chosen bank account.*



Stratix is the hardware solution provider for KKC. They provide the tablet, stand, and printer:

Each Krunch Time Ordering System comes with 3-years of hardware support on the ordering tablet and bluetooth printer. After three years, support will no longer be available. If the device is damaged or stops working beyond that point, you may need to consider purchasing a replacement tablet or printer.



Fully integrated support team available 7-days a week for on-boarding support, troubleshooting, menu updates and guidance. This service is fully funded by Krispy Krunchy® at no additional cost.

For more support, reach out to delivery@krispykrunchy.com

*Credit card fees apply only to 1st Party Orders.



KRUNCH TIME ORDERING SYSTEM INCLUDES:

- Ordering Tablet + Charging Stand
- Expo Printer
- Installation & Training
- 3-years of Tablet & Printer Support
- **FREE** Menu Management
- **FREE** Live Support 7-days a week

GET STARTED TODAY!



Step 1: Order Krunch Time Ordering System from your local sales representative



Step 2: Fill out account creation forms at www.krispykrunchy.com/get-more-orders



Step 3: Accounts created, equipment ships, & the install is scheduled



Step 4: Start taking orders!



Scan code here or visit website below to learn more:

www.krispykrunchy.com/get-more-orders

Krunch Time Ordering System includes ordering tablet, charging stand, bluetooth printer and installation. Subject to third-party delivery partner availability in your area and signing required contracts for 1st and 3rd Party Ordering.



KRISPY KRUNCHY® ONLINE ORDERING PROGRAM



DON'T MISS OUT!

START TAKING ORDERS NOW & SEE YOUR SALES SKYROCKET

WHY ONLINE ORDERING?

MAKE KRISPY KRUNCHY® EASY TO ORDER – WHETHER IT'S IN-STORE OR BEYOND THE FOUR WALLS.

All online ordering is completely incremental to your in-store sales. **1st Party Ordering** is the channel we will push our own consumers to order as it's the most profitable. **3rd Party Ordering** taps you into a restaurant market, which research indicates is a completely different market than consumers that visit us in-store.

FOOD FOR THOUGHT



**REMEMBER, THESE ARE ORDERS
THAT YOU ARE MISSING OUT ON**



**KKC STORES THAT HAVE ONLINE
ORDERING SELL 36% MORE CHICKEN
WEEKLY THAN THOSE THAT DON'T!**
\$10.00 in-store vs \$24.80 online



**1ST PARTY ORDERING AVAILABLE
ONLY THROUGH THE KRISPY KRUNCHY
CHICKEN® ONLINE ORDERING PROGRAM**



**BREAKEVEN IS LESS THAN
3 ORDERS PER WEEK**



**AVERAGE WEEKLY SALES: \$400 +
TOP 20% WEEKLY SALES: \$1,200**

KRISPY KRUNCHY® ONLINE ORDERING PROGRAM

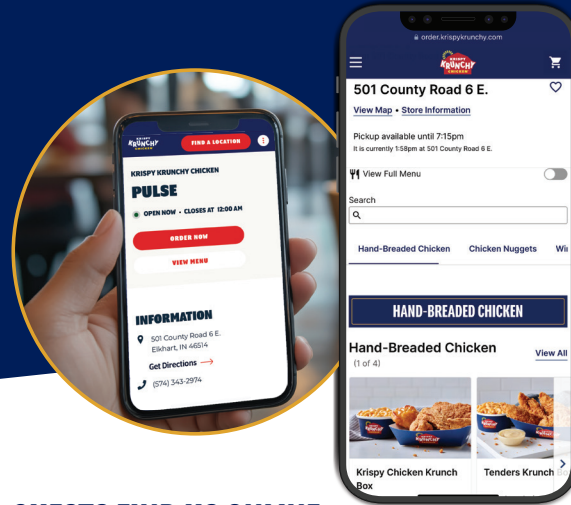
The Krispy Krunchy® Online Ordering program includes orders from 1st Party and 3rd Party consumers and is powered by the Krunch Time Ordering System.

WHAT IS 1ST PARTY ORDERING?

1st Party Ordering is when consumers order off of your own online website for order pick-up. This channel has **NO** commission fees unlike 3rd Party Ordering.*

WHAT IS 3RD PARTY ORDERING?

3rd Party Ordering is when a consumer orders on a marketplace app to be delivered to their home, work – or wherever is convenient for them! Examples of this are DoorDash, UberEats, and GrubHub. Krispy Krunchy® works with all three providers.



GUESTS FIND US ONLINE

Krispy Krunchy® has enhanced its online presence with updated local listings, location pages, and 1st Party Ordering. It's now easier than ever for guests to discover your hours and location on Google and our website, with 1st Party ordering links directing them straight to your store.

*While there are no commissions on 1st party orders, standard credit card transaction fees will be deducted from each order, just like in-store orders. Fee: Standard Interchange Fee +\$0.08 per order. In the US: Interchange Fees average around 2% but depends on each card network & issuing bank.

WHO WE WORK WITH

Krispy Krunchy Chicken® has negotiated partnerships with DoorDash, UberEats and GrubHub at more competitive rates than if you were to sign-up on your own.

	23% Marketplace	24% DashPass	6% * Pick-Up
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*These are only starting rates and may vary depending on performance metrics.

	27% Delivery	15% Pick-Up
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	23% Flat Rate
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	0% 1st Party
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PAYOUTS

1st Party Ordering:
Daily on weekdays

3rd Party Ordering:
Weekly payouts
from each partner

**THE MORE ORDERS YOU BRING IN,
THE MORE PROFITABLE THE PROGRAM IS!**

Monthly Orders	Profit (After OLO & Food Cost)*	
10.7	\$0.00	Breakeven
15	\$39.59	
25	\$131.98	
50	\$362.95	
64	\$492.30	Average Store
75	\$593.93	
100	\$824.91	
200	\$1,748.82	Top 20%

*Profitability is based on 2025 analysis of 45% food cost, channel order volume and \$99/month OLO fee.