

Example Home Cook Page Guide

Tips on creating your store

GRUBie

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01 Example - Page

The image shows a mobile application interface for a food business profile. At the top is a banner image of a burger with the text 'DIRTY BURGERS' and '100% Organic Ingredients | Fresh | Home Made | At Unbeatable Prices'. Below the banner is the business name 'Dirty Burgers' with its location 'Aberdeen - AB12 3CD' and cuisine 'Burgers, American'. There are buttons for 'MENU', 'My Checklist', and 'Submit for Approval'. A 'Personal Profile' section contains fields for 'Cook Brand', 'Full Name', and 'Bio'. A 'Food Allergy Details' section has a tap instruction. A 'Food Hygiene Rating' section is partially visible. Numbered callouts (1-4) highlight specific UI elements: 1 points to the banner, 2 to the profile picture, 3 to the business name, and 4 to the bio text.

1

DIRTY BURGERS

100% Organic Ingredients | Fresh | Home Made |
At Unbeatable Prices

Edit



2

Dirty Burgers **3**

Aberdeen - AB12 3CD
Burgers, American

Submit for Approval

4

Personal Profile

Cook Brand
Dirty Burgers

Full Name
Gordan Oliver

Bio

A chef with over 30 years of experience. Cooking food has always been my passion my favourite food is a Dirty Burger! My burgers are made with freshly bought 100% Beef, Homemade buns and my own secret burger sauce!

Edit

MENU

My Checklist

Food Allergy Details

Tap for contact details if you have food allergies or intolerances.

Food Hygiene Rating

02 Updating photos

1

Updating Cover Photo

We recommend you update the cover photo to showcase your most favourite dishes / Offers / Important Information etc. This is the FIRST thing your customer will see in your store! - Make sure its a good one :)

Size for the cover photo : 1000 width x 300 height (px)

We recommend using FREE easy to use websites such as Canva.



2 Updating Profile Photo

This is the photo that will be shown to the customer when they are searching for Homecooks around them! - Make sure you stand out by making a Profile Photo that will attract the customers attention.

We recommend using FREE easy to use websites such as Canva.

3 Brand Name

Make sure your brand name is something easy to remember, we want all our customers to return and the best way to build a loyal customer base is through word of mouth!

We recommend keeping it simple and short, You are free to use whatever you want - we will leave the fun bit to you!

4 The Bio!

The Final bit to impress the customer (and show off) is the bio, you can talk about your experience, what you like to do, why youre selling on GRUBie. The World really is your Oyster here go crazy!

03 Add Menu Item

You have impressed the Customer with your Cover photo, Profile Pic and of course the Bio, Now to WOW them with your food!

Edit Your Menu Item

Status

Currently Available? ?

Available ▼

Overview

Name of Dish* ?

DBs Double Trouble Burger

Price (GBP)* ?

6.99

Slogan for Dish ?

DBs most famous Burger

Describe Your Dish

A savoury Angus 100% Beef burger, topped Crispy Bacon, lettuce, tomato, grilled onions, cheese on the patty, Under a freshly baked bun.
Served with a side of Chips and DB's famous sauce!

Portion Details ?

Serves 1 person

Health and Specifics

Cuisine ?

American ▼

Diet ?

No Specific Diet ▼

Menu Placement ?

Mains ▼

Allergens ?

Wheat,Soybean,Milk,Mustard,This product

Ingredients ?

Beef , Onions, Mustard, Lettuce,Wheat Bu

Your Preferences

Your Preferences ?

No special preference (default)

This is one of my signature dishes

This will be a rare dish

Completing the "Add Menu Item" form

Add an eye catching Name for the dish, use the slogan option to spark the customers interest more!

Describe your dish, make them want to order your dish even more by adding sensory words such as savoury, Crispy, Fiery etc.

Add all Allergens and Ingredients to make sure the customer is well informed. They will also be able to contact you to check if they have any allergy concerns.


04 Menu - How to

You have impressed the Customer with your Cover photo, Profile Pic and of course the Bio, Now to WOW them with your food!

Menu of Dirty Burgers


[+ Add Menu Item](#) **1**

Mains



Chicken Burger
Why not try Chicken?
£ 5.50

+




DBs Double Trouble
DBs Most Famous Burger **3**
£ 6.99

+

DBs Double Trouble Burger **4**

£ 6.99
Status: Currently available



Home cook: Gordan Oliver
Menu Group: Mains

Cuisine: American
Allergens: Wheat,Soybean,Milk,Mustard,This products may have come into contact with Eggs
Ingredients: 100% Beef,

Added on: Wednesday, July 29 2020
DBs most famous Burger

[Close](#)

- 1** To add new Menu items, simply click the button.
- 2** A good photo is key to attract the customers interest. Check our Food photography guide [here](#)
- 3** Chose a great name, returning customers will use this on the search bar. The slogan is a great way to maintain your brand voice, whether its professional or humourous!
- 4** Clicking on the white area of your menu item will open a "quick view" box with more description about the item. For our customer launch we will add another page with more details per item so don't worry about cramming things here!

05 Use of Menu to increase Revenue

Starters



Chicken Wingies
Perfect to share or not..

£ 3.50



Desserts



DBs PB Cheesecake
Always got space for Dessert

£ 2.50



Beverages



Milkshakes
Forget Calories, shake it off

£ 2.00



Budget Friendly



Chicken Wrap
Cant fault a wrap?!

£ 1.50



The Menu consists of 6 Sections :

- Mains
- Starters
- Sides
- Desserts
- Beverages
- Budget Friendly

We highly recommend our Homecooks to use the Starters, Sides and Budget friendly Menu to advertise your products further.

We carried out a survey and found out most cooks only update the Main Menu section, however adding items to sides, beverages and starters will increase revenue as you will be upselling.

E.g If you have Nachos as a **Main**, why not have a smaller portion as a **side**? or even a **Budget friendly** option by removing some of the more expensive ingredients?

However we kindly request you to mention the changes on the **Budget friendly** menu and to use a different photo as it would not represent the same item as the main menu.

06 Pre-Launch list of things to do

While you wait for GRUBie to Launch:

- 1) Try to improve your FSA Score, this will help you with the GRUBie score.
- 2) Obtain a minimum level 2 Food Hygiene Certificate (this will also increase your GRUBie score)
- 3) Source good quality packaging
- 4) Plan where you will buy ingredients from and where these will be stored.
- 5) Plan delivery (Use your own or a GRUBie 3rd Party when launched)
- 6) Calculate the Meal costs, while being profitable ensure you are also conscious about the prices. We want to beat the traditional takeaway/restaurant mindset by offering Fresh, healthier, authentic meals at a competitive cost.
- 7) Make your family & friends aware of your store which you will be launching soon. Exposure and word of mouth is key for takeaway businesses.

The logo for GRUBie, featuring the word "GRUBie" in white, bold, sans-serif font on a red rectangular background with rounded corners.