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EZ-Chow Wins 5 Across Pitch in Lexington

Ky. start-up empowers restaurants to keep profits while still meeting diner's demands

December 11, 2019, (Louisville, Ky.): Louisville-based EZ-Chow, a start-up whose innovative technology makes restaurants more profitable while still accommodating diner's demands for takeout and delivery, was chosen above several other start-ups as the final winner of the 5 Across Pitch, a competition for Kentucky entrepreneurs held in Lexington. EZ-Chow's B2B SaaS platform, developed by a former software architect from Papa John's, takes 2 - 3% of a fee versus competitors which can range up to 20%.

"Having worked in the restaurant industry, I saw the power of technology when it came to increasing sales," said EZ-Chow Founder Mo Sloan. "I also saw where this industry is moving and how restaurants are the ones bearing the brunt of these third-party apps who facilitate delivery. Our goal is to help restaurants compete in this new digital age while still maintaining a relationship with their customers and making a profit."

EZ-Chow can connect with all major restaurant and hospitality Point-of-Sale systems including legacy systems. The ordering process is streamlined by injecting the order directly from the restaurant's website into the POS, which then fires directly to the kitchen printer. While EZ-Chow focuses on the transaction end, they have a partnership with DoorDash and Postmates to facilitate delivery without the restaurant incurring significant commissions, sometimes up to 35%. These third-party delivery companies do charge the customers, but it is significantly less with EZ-Chow processing the payment.

"By keeping the transaction on the restaurant's website, it allows the restaurant to build a relationship directly with the customer and still own that data," Sloan said. "On the customer-end, it saves them money as those high fees aren't passed on to their bill."

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EZ-Chow currently works with restaurants in more than 20 states, including independents and chains like Mark's Feed Store in Kentucky and Flanigan's in Florida. The company, which is in the midst of a fundraising round, has processed close to 300,000 orders worth nearly \$8 million since its launch in 2015.

In addition to its current offerings, EZ-Chow is exploring expanded insights for restaurants and applying the technology in other food-service businesses like food courts and stadiums.

"We believe in talking with our customers on a regular basis to see how we can best enhance the dashboard and system overall," said EZ-Chow COO Sallie Clark. "At the end of the day, if they're successful, we're successful."

About EZ-Chow

Launched in 2015, Louisville, Ky. -based EZ-Chow is an e-commerce platform that facilitates digital ordering so restaurants can make more profit. That platform provides restaurants of all sizes the ability to offer carryout and delivery without commissions. For more information visit: ez-chow.com/.

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