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Why Dine Out When You Can Dine-Inn

First multi-restaurant delivery service to open in Appleton

Appleton, Wis. – Hungry people throughout the Valley will soon have an exciting new option for getting meals delivered to their door. Dine-Inn Delivery Service announces the opening of the only multiple-restaurant delivery service in the area, with offerings from 12 area eateries, starting September 6.

Dine-Inn's target customer is anyone who's too short on time to go to a restaurant or prepare a meal at home.

"It's ideal for office lunches, corporate meetings, special occasions, hotels, parties and home delivery," says Scott Jacobson, who started the business with co-owner Corey Beck. "Services like this are available in other parts of the country, so we're really excited to bring it to the Fox Valley."

The business idea sprouted during a 'necessity is the mother of invention' moment. "One day we were watching a Packer game and needed something other than the typical snacks. Nobody wanted to leave and miss part of the game," says Jacobson. They opened the phone book to look for delivery options, only to find the usual suspects.

That experience convinced Jacobson and Beck to start up a restaurant delivery service that would offer menus from a variety of restaurants. The men refined their idea, put together a business plan and pooled their career experience.

Though he's spent eight years in sales and marketing, Jacobson caught the entrepreneurial bug early. "In fifth grade, I started buying Cry Babies candy in bulk with money from my paper route, and reselling it to my classmates at school," says Jacobson.

Beck also dreamed of owning his own business. After spending 12 years in sales and marketing, he left his job with a local brokerage firm to pursue Dine-Inn. "Most people dream with their eyes closed. We're dreaming with our eyes wide open," says Beck.

Customers order from Dine-Inn either by going online to www.dineinn.net or calling 920-733-7777. A printed menu guide, available at various grocery stores, gas stations and other area retailers, lists participating restaurants' menus, along with advertisements from other businesses. "This publication is one that you'll hang on to, not throw away, because of the great information," says Jacobson, noting that customers' repeated exposure to the guide was a major selling point to advertisers.

Current restaurants partners are: Bourbon Street, The Checkered Flag, Gyros Kabob, Jukebox Johnny's, Maggie Moo, Mister Churro, Quizno's Subs (east and west), Real American Pizza, Senor Tequila's, Spats and Tanner's Sports Bar and Grill, with additional restaurants possible in the future.

Spats owner Bill Neubert says, "This is just another example of how the Fox Cities is becoming more & more like a big city. It will be nice to finally get more than just the average food delivered to your home."

Delivery is available throughout the Fox Valley, although each restaurant sets zip code boundaries to ensure the quality of food upon delivery. Menu pricing is the same as in-house pricing, and delivery is typically \$4.95.

Delivery times range from 45 to 60 minutes, and orders can be placed hours or days ahead of time. Special insulated delivery bags are used to keep food at its ideal temperature until it reaches the customer.

When it's time for your food to arrive, don't expect the stereotypical pizza delivery boy screeching around your street corner. Dine-Inn drivers maintain a professional demeanor and wear a uniform: white shirt, black tie and black dress pants. "Our drivers not only represent our company, but all those that we deliver for," says Jacobson.

Current hours of operation are Monday through Friday, 11 a.m. to 8 p.m. Additional weekend hours may be added in the future.

B. Huson Riehle, senior vice-president of research for the National Restaurant Association, supports the idea of delivery services. In an interview with the National Restaurant News, he says, "Imagine ordering your family's complete meal online, specifying a delivery time and having total confidence that the food would appear at the appointed time with product quality intact."

Besides convenience to its customers, Dine-Inn offers its restaurant partners a benefit as well: the chance for additional exposure. “Dine-Inn promotes the restaurant, to create demand both on and off-premise,” says Beck, noting that restaurants typically see higher profits from customers ordering through a delivery service than those ordering in-house.

Neubert, of Spats, says, “I think Dine-Inn will increase our business, especially on Friday night fish.”

Plus, Beck says, “According to surveys, restaurants that use a multi-restaurant delivery service also increase their carry-out sales by three percent.”

For more information, contact Scott Jacobson or Corey Beck at Dine-Inn Delivery Service, (920) 733-7777.

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