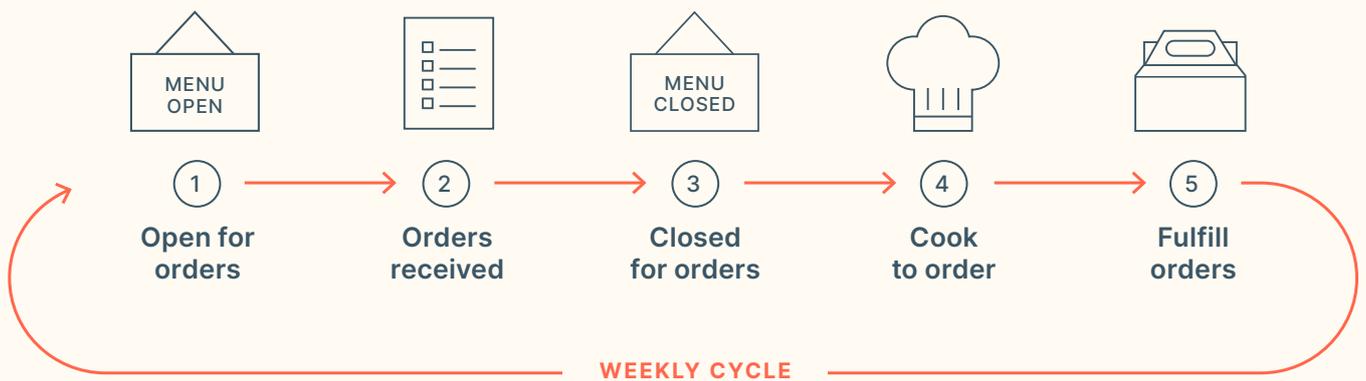


# Batch is better for business

## THE COOKABOROUGH BATCH MODEL



### Cookaborough's customer-connected Clever Batch model makes running a direct to consumer food business easy.

If you are making pre-prepared meals, artisan products or baked goods and wanting to sell directly to customers, our automated batch model takes care of all the complicated moving parts, without losing any connection with your customers.

For your customers, this model satisfies demand for a predictable weekly supply of home cooked style meals.

For you, it allows for a highly efficient production model: you receive orders first, prepare, cook and only deliver at one point in time.

So, batch sounds great, right? Yes, but it's typically a nightmare to manage. Read on to see how we make it a piece of cake!

#### ABOUT THE B WORD:

The word "batch" sometimes denotes a wholesale, large, commercial way to cook, while "small batch" conjures lovely images of local micro businesses cooking only as much as they need. Clever Batch is small batch, super powered.

**"It's a Godsend, an absolute Godsend. It has freed up a lot of time for me with shopping lists, working out the profit, etc. It's incredible and life is so much easier for me and for my clients."**

Julie, Who's Cookin' Tonight



## Clever Batch with Cookaborough

- Packed full of features that put all the benefits of batch right into the palm of your hands.
- Allows you to seamlessly connect and manage customer communications without losing any personal touches.
- Allows you to schedule weekly menus that go direct to your customers.
- Automatically calculates ingredient portions and costs for each meal and seamlessly manage customer orders, including payments.
- Automatically generates shopping /stock lists by menu item and your preferred supplier.
- Generates ingredient and nutrition labels (with automatically identified allergens) for your meals.

There's much more to it, but access to our full suite of features and functions is included in our low commission fee, including resources to help you manage and grow your business. Plus, you're covered by our comprehensive third-party insurance policy!

If you like the sound of all this, you can sign up right away at [Cookaborough.com](https://Cookaborough.com) or get in touch with our helpful team at [enquiries@cookaborough.com](mailto:enquiries@cookaborough.com)

We can't wait to welcome you to the Cookaborough community!

### FACTS ON BATCH:

- **Efficiently manages staffing:** You'll know exactly what your orders are each week so you can plan what staff are needed in your kitchen and when.
- **Saves on food costs and eliminate waste:** Ordering ingredients in bulk based on customer orders means you'll only be paying for, and using, what
- **Creates a predictable rhythm for customers:** Customers come to expect a regular weekly menu and swiftly develop a habit of ordering their meals at the same time each week.
- **Keeps it local:** One delivery run with local drop offs is much more efficient than in and out deliveries for always open menus and is a great way to connect with local customers.
- **Saves time:** Cooking in batches in a single session rather than over several days for always open orders means you'll be able to plan time for other business activities.
- **Grows revenue:** The method is highly suitable to growing consistent revenue at your pace.

## What our customers say



“This has been a game-changer for our business. Using Cookaborough to power our online meals has put me back in control - I feel less stressed, more creative with my food, have more time for my customers and I can finally plan for the future.”

Jacquie, Meraki Produce

“The platform was easy to use and presented a complete end-to-end solution for us. It provided us with immediate relief during a really stressful time and helped us build an amazing new ready-made meal offering that is going to help us remain viable now and to thrive in the future.”

Andrew Blake, Blakeaway

“Cookaborough has been integral in how we navigated the impact of COVID-19. We never imagined that we could build up such a strong direct-to-customer following, and it would not have been possible without Cookaborough. This will now be a key part of our ongoing business.”

Kylie, Flourish Sourdough Bakery

“Batch is like a dirty word in high end restaurants where I worked, but Clever Batch with Cookaborough is an entirely new thing altogether, and I'm sticking with it!”

Andrea, Al Dente