



# Taster

2021

Deck





**THE NEXT BIG  
FOOD COMPANY  
ISN'T A LOGISTICS  
COMPANY**



**TASTER  
IS BUILDING  
THE WORLD'S  
LARGEST  
RESTAURANT CHAIN**



## IN 3 YEARS, WE QUIETLY BUILT THE LEADING EUROPEAN DIGITAL RESTAURANT BUSINESS

We created a portfolio of digital restaurant brands "made for delivery", tested them in our kitchens and scaled them through our network partner restaurants

**5**

Digital restaurant brands

**1M**

meals delivered in 2020

**#3**

Third largest **delivery GMV** in Paris



# WE'VE CREATED BLOCKBUSTER DIGITAL RESTAURANT BRANDS (DRB)

Food is the new cultural force and Taster brought the most exciting menus to consumer doorsteps



## Introducing our Street Food Brands

OUT FRY

Hot, crispy,  
Korean Fried Chicken



Traditional  
Vietnamese dishes

A

Dirty  
Vegan Burgers

Stacksando

Japanese  
comfort food

TAI WANE

Taiwanese  
Bao and Rice Box



## Crafted with talent and experience



Chef  
Sang-Hoon Degeimbre  
(2 Michelin stars)

Close collaboration with leading creators to invent differentiated restaurant concepts



## And loved by our customers

4.6/5

Customer ratings



# OUR BRANDS ARE POWERED BY THE TASTER PLATFORM

Taster is the home of our digital restaurant brands (DRB)



## Taster's Digital Restaurant Brands Builder

WE CREATE, INCUBATE AND LICENSE DRB. NEW DRB CAN BE LAUNCHED IN LESS THAN 4 MONTHS



## Delivery Aggregators deal

ENTERPRISE DEALS allow access to logistics & unfair advantage



## Supply Chain

OUR CATALOGUE OF SUPPLIERS ALLOWS US TO GET THE BEST POSSIBLE PRICES



## Suite of proprietary software

OUR TECHNOLOGIES ENABLE THE HIGHEST LEVEL OF QUALITY AND CONSISTENCY



# WE'VE BUILT A SUITE OF PROPRIETARY APPS DESIGNED FOR FOOD DELIVERY PRODUCTION

3 proprietary apps to cover the delivery operations throughout



## ONE BOARD

Taster live performance dashboard

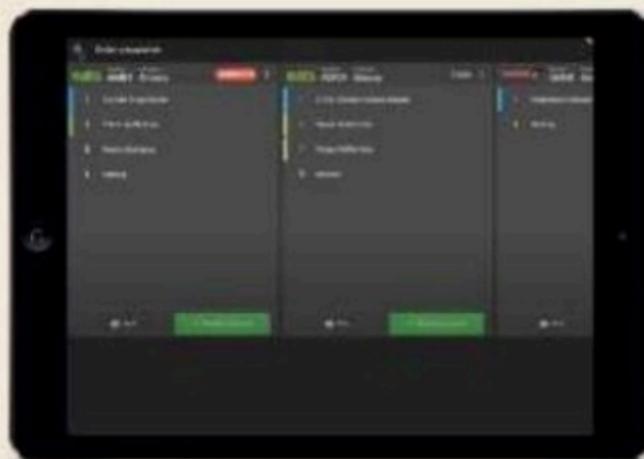


Manage performance and administrate kitchens



## ONE Tablet

Taster online order manager



2 tablets per store, no matter how many brands, delivery platforms



## ONE Source

Taster supply chain software



Machine learning forecasts



Suggested quantities



Sourcing / Reception



Inventory



Part of our franchise offering



## WE LET OTHER RESTAURANTS OPERATE OUR BRANDS

Taster turns any underutilised kitchens into digital restaurants that offers instant profit

*Impressed by the quality of Taster's operational and technological offerings and the volumes generated that exceed all our expectations*

**Maria,**  
Founder & CEO  
Bombay Burrito



**London, N1, UK**

Launched Sept 20

Launch time: 2 weeks

Capex: nil





# RESTAURANTS LOVE OUR MODEL

Taster is a turnkey solution: restaurateurs don't need to think about marketing or supply chain

## Restaurant partner economics

- 1** **More delivery volume:** Partners generate revenues from Taster brands from day one
- 2** **Existing workforce:** Leverage part of the existing kitchen staff and management
- 3** **Existing kitchen:** Our brands require only modest kitchen space and investments for equipment (0-€2k)
- 4** **Significant contribution margin:** Partners earn money to cover their fixed costs





# OUR MODEL IS A HIGH MARGIN PLATFORM BUSINESS

Our franchise model is inspired by Domino's but offers an infinite catalogue of digital restaurant brands (DRB)

## Taster economics

- 1** **Economies of scale:** We buy large quantities and resell to franchisees' - The more we buy the less we pay to suppliers
- 2** **No risk of demand fluctuation:**  
No fixed costs and Opex
- 3** **No capex:**  
We leverage partners' kitchens
- 4** **High margin:**  
We earn a healthy margin on every transaction





# WE'VE DEVELOPED A MODEL THAT CAN SCALE AS FAST AS A SOFTWARE BUSINESS

Iconic digital restaurant brands, no capex, deep food service technologies and economies of scale across the value chain



## Scalable model

Capex-light approach  
2 weeks from signature to launch  
Addressing unmet regional demand



## Barriers to entry

Strong brands, market-leading tech,  
franchise partner relationships  
and economies of scale



## High margins

Royalty-based model with limited marginal costs;  
profitable & scalable



# WE ARE AN EXPERIENCED TEAM THAT UNDERSTANDS EVERY ASPECT OF THE SUCCESSFUL RECIPE



**Anton**  
Soulier  
CEO



Employee number 7  
Ex Deputy GM  
France



**Aubert**  
Loury  
COO



Ex Supply Chain  
Director



**Ian**  
Pate  
CMO



Ex Global Brand  
Marketing VP



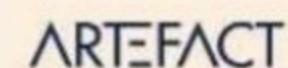
**Caroline**  
Tulloch  
CFO



Strategic finance  
specialist



**Dayvid**  
Kayal  
CTO

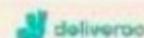


Ex Head of Data  
Engineering

## Advisors & investors



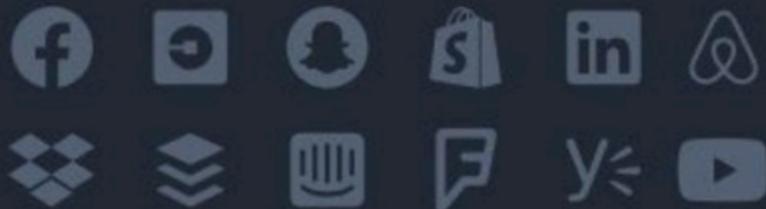
**Will**  
Shu  
Founder & CEO  
Deliveroo



**Noah**  
Glass  
Founder & CEO  
Ojo







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