



®

*Where would you like to eat?*



**Introducing FoodiesUSA!**

**FoodiesUSA**

## **Welcome to FoodiesUSA... the Premier Foodies website!**

FoodiesUSA is a social network dedicated to Foodies... people who have a passion for food and drink! It is a place to find great restaurants, write reviews, share recipes, locate foodie events and find savings. It is the premier web site for Foodies!

### **Our Mission Statement...**

Through food and drink, we bring family and friends together.

### **Our Values...**

FoodiesUSA values good food and drink with friends and family. We realize that food and drink, although essential, can be so much more. From a family dinner to a social gathering of hundreds, we want to bring people together to create that special moment and help those less fortunate.

### **Our Vision...**

We share a passion for food and drink and strive to unite those who appreciate the same, while helping those less fortunate. Our vision is to have the premier Foodies website! Through our web site one can find restaurants, recipes, savings, events and even other Foodies to share those experiences. Our goal is to be the number one source for all Foodies where finding restaurants, recipes, savings and events are simple and fun!

**Thank you for being a Foodie on [www.FoodiesUSA.com](http://www.FoodiesUSA.com)!**



®

*Where would you like to eat?*



## Introducing FoodiesUSA!

FoodiesUSA

We're your solution for smart ACTIVE advertising and customer engagement... with the consumers you're trying to reach!

FoodiesUSA is the only dedicated website for Foodies... people who are passionate about food and drink. In other words, we are the first 'niche' or 'narrow based' social networking website. 100% of our audience is your consumer and all of our content is food and drink related. Get in front of consumers who are looking for new places to eat, travel to find the best meals, and then write about it. Fish where the fish are!

Unlike other restaurant search and rating sites, your 'ad' with FoodiesUSA is your profile. One that you create to say what you want and need to say to your audience. This is not a listing that is created by a 'user' that may not be knowledgeable about food, or your place and its history. That user may not even be a Foodie. Not only do you get a customizable profile fitting for your place and designed by you, but you get our expert Social Media exposure too. We influence... leverage the influencers!

We are also the first to offer ACTIVE advertising... advertising that you can update at any moment without any additional cost! Compare our prices to 'normal', and quite frankly outdated advertising, and there is no better value out there! Think about the cost of a local magazine ad, newspaper ad, TV, radio and Yellow pages (if anyone still uses them). Now think about the ad itself. Once it is printed or produced, it never changes. Unless you pay for a new ad or more airtime, that advertisement will stay the same, get tossed, or fade from the memory of the listeners, viewers or readers. In fact they may not even be the target audience you're trying to reach! With an ACTIVE ad on FoodiesUSA, you can update your profile at any moment, as often as you would like, at no additional charge. No one else does that! Plus our Foodies come back to our site often giving you even more exposure. Put those facts together and you'll be reaching the right audience, and saying what you need to say for the best value out there. So now is the time to get on the FoodiesUSA map and app and tell our Foodies, the people you really need to reach, "Where they should be eating at!"

FoodiesUSA also gives you, through a Featured Restaurant profile, the ability to create and control special coupons. Our Coupon Generator allows you to completely customize your specials to offer the deals you want to give to your customers. The best part of having coupons or specials through FoodiesUSA is that when your customers use the coupons, you don't pay us anything! That's right, they are absolutely FREE to you with your Featured Restaurant membership. No quantity restriction, no fees for coupons used (or not used) and 100% customizable by you... the best coupons out there!



®

*Where would you like to eat?*

**Our Foodies!**

**FoodiesUSA**

## **So who or what is a Foodie?**

The dictionary defines a foodie as "*someone who has an ardent or refined interest in food.*" We prefer the informal term for a particular class of aficionado of food and drink. To become a Foodie one must not only like food but have the desire to learn about food and drink. There are, of course, some basic traits of being a foodie. Generally one has to know what one likes and why you like it. You would have to know that some foods and drinks are better than others, and want to have good tasting foods all or at least most of the time. In other words... anyone can be a Foodie!

### **Become an 'official' Foodie today!**

Join the FoodiesUSA social network by becoming an 'official' Foodie today! It's free to use, and always will be! FoodiesUSA is loaded with useful information for finding the perfect place to eat for whatever mood you're in. Whether it's your home town or on vacation somewhere new, from breakfast to dessert, burgers to sushi, we will help you find the perfect place. Foodies get 100% access to FoodiesUSA.com to search for great restaurants and write reviews on them. Plus you get access to our Featured Restaurants as well, and some of them offer unique FoodiesUSA coupons that are not available anywhere else... and at no cost to you! Foodies can also easily search for recipes, add their own and leave feedback for other Foodies. Foodies also get access to the Foodie Forum and are eligible to participate in our growing TASTE and CORE Clubs. FoodiesUSA also puts out a free monthly newsletter called "Food For Thought" with lots of great Foodie information!

Everyone should be a Foodie, become our newest member today!



®

*Where would you like to eat?*



## Featured Chefs

FoodiesUSA

### **Become a Featured Chef on FoodiesUSA!**

Put your passion and talent on display on FoodiesUSA! The Featured Chef profile makes you searchable to our network of Foodies. You create your own customizable Chef profile to tell our Foodies about you, your education, skills, awards, style of cooking, etc. Let them know if you work at a restaurant or if you do private events! Add a recipe or two for more exposure, especially if you're looking to sell more cookbooks or a biography. It's a great way to get in front of an audience that's looking for you for a very minimal price. You also get to add events on FoodiesUSA.com so your fans will know where you'll be. That's a huge promoter for chefs doing cooking shows, teaching classes and signings books. Be a Featured Chef today and show our Foodies that you are a confident chef willing to share your culinary point-of-view! Your profile will be among some celebrity chefs who have appeared on cooking shows such as Bravo's *Top Chef!*

#### **FEATURED CHEF (\$24.95 per year)**

A Featured Chef membership gets your profile listed under the Featured Chef tab on our main page. It is a great way to promote yourself, show your skills, education and most importantly your views on cooking and food. Many Foodies want to learn more about their chefs and will seek you out to visit the place where you work. You also get links on your profile page to your own website (or your restaurant's) and social media sites. Plus you get 6 event listings too!



®

*Where would you like to eat?*



## Basic Restaurants

FoodiesUSA

### Get on the FoodiesUSA Map and App today!

Being a restaurant on FoodiesUSA means you are now searchable by our Foodies, both on our website and app. Our Foodies visit our website and app to either find a restaurant, find a recipe or find a food related event. You can't get a more precise market than that. Plus putting your restaurant on FoodiesUSA is the best marketing value out there. Adding recipes doubles your exposure to our users. Make sure your employees know you're on there and have them sign up too. Get your chefs involved to tell their fans where they work. Post your events on FoodiesUSA and we help to promote them and may even stop by!

#### **BASIC RESTAURANT (\$49.95 per year)**

A Basic Restaurant membership gets you a profile on FoodiesUSA which means you are now searchable through our website and smart phone app by our loyal Foodies! The profile contains a description of your restaurant, a picture of your choice, a map locator with your restaurant's contact information and links to your website and social media sites. Your restaurant's profile is an 'active' advertisement, which means it can be modified, changed or updated at any time at no additional cost. In addition you get 12 event listings (\$1.99 per event after 12) and you're now eligible for reviews by our Foodies!



®

*Where would you like to eat?*



## Featured Restaurants

FoodiesUSA

### **Show your place is the best and go to the top of the list!**

Get all the benefits of a Basic Restaurant membership plus top listing! Featured Restaurants have their own tab, that when selected, will automatically load the Featured Restaurants that are near the users location. There is even a Featured Restaurant 'local' locator on our app! In addition to a customizable profile that gets top listing, you can add three additional pictures and now can create your own coupons! No more paying another company for that privilege or discounting more than you'd like. Again with FoodiesUSA it is your profile, you're the boss, create the coupon that is right for you. Show you're the best and that Foodies need to eat at your place!

#### **FEATURED RESTAURANT (\$199.95 per year)**

A Featured Restaurant membership gets you all the benefits of the Basic Restaurant membership but with TOP listings on all web searches AND a dedicated app finder only for our Featured Restaurants! Plus you can add three additional pictures (and of course can change them at any time) to your customized profile, 24 event listings per year, generate customized coupons and are eligible for a FoodiesUSA review as well as reviews by our Foodies! You also get mention in our monthly newsletter the month after you join!



®

*Where would you like to eat?*



## Advertising on FoodiesUSA

FoodiesUSA

### Get in front of our Foodies, your audience!

Take advantage of the number of dedicated viewers of FoodiesUSA and our niche market of people that are passionate about food and drink! There are several ways to get in front of our Foodies through FoodiesUSA. Advertise on our website and be in front of viewers looking for restaurants, recipes, chefs, Foodie events and savings. Your ad will be prominently displayed, however, not in any 'pop-up' or intrusive way that will turn viewers away from our site. We also offer advertising space on our monthly newsletter. Not quite a food or drink related business but looking for exposure to our audience, then add an inexpensive link today!

#### FOODIE LINK (\$24.95 per year)

Add a link to our page! FoodiesUSA is the first niche social network site which means that our users, our Foodies, all have a common passion which is food and drink. Get your product in front of the right audience at a great value. Our Foodies are always looking for new cooking products, spices and places to shop for anything Foodie related.

Advertising on FoodiesUSA.com:

Home page bottom banner ad: \$1,000 per month

Non-home page bottom banner ad: \$750 per month

Newsletter bottom banner ad: \$500 per month

For event and special long term discounts please contact us at:  
[advertising@foodiesusa.com](mailto:advertising@foodiesusa.com).

You must provide a high resolution image and link for your ad.  
Your banner will be sized appropriate for the desired location.





®

*Where would you like to eat?*



## Customized Web Solutions

FoodiesUSA

### Get your web solutions from experts in the industry!

#### Customized Website for your restaurant:

After a free consultation, you would get a six page, custom built website. We combine your brand with our expertise and industry experience to develop and build a website that is right for you. We never use templates!

The Customized Website package includes:

- \* custom design by a professional graphic designer with up to 3 design revisions (additional revisions are \$95 each) based on your content, copy, images, logos, etc.
- \* web programming of new design in the latest W3C standards i.e. compliant programming language
- \* includes 5 pages plus an email contact page featuring CAPTCHA technology for security and to reduce SPAM
- \* hosting plan (optional) at \$19.99 per month which includes 15 email & FTP accounts, advance control panel, 500 MB storage and 1 GB monthly bandwidth

Customized Website - \$1999 (optional hosting \$19.99 per month; one year requirement)

Not sure if having a website is beneficial? We have a solution to make you 'searchable' online then 'redirecting' them to your FoodiesUSA profile. You get your own web address (www. your name .com\*) and when clicked on, the customer goes to your FoodiesUSA profile page.

Web Presence with Re-Direct - \$499.00 (requires annual hosting fee \$125 per year)

\* based upon availability.



®

*Where would you like to eat?*



## Social Media Management

FoodiesUSA

### Grow your business as we grow your exposure!

#### Social Media Management:

Don't have the time to run your social media? Not sure what Social Media is... FoodiesUSA is your solution! Again we are industry leaders and know how to get you in front of the right audience and get new guests into your restaurant! This lets you do what you do best, running your restaurant and getting creative in the kitchen!

The Social Media Management package gets you in front of, and engages your target audience through Facebook, Twitter and FoodiesUSA to:

- \* establish presence within your local community
- \* engage fans and followers to create loyalty and feedback
- \* increase in store traffic

What FoodiesUSA provides:

- \* provide social media strategy
- \* implement monthly schedule of postings
- \* create Featured Restaurant profile on FoodiesUSA.com
- \* manage your FoodiesUSA Featured Restaurant page with event postings
- \* create Facebook Fan Page with 2 customized tabs
- \* create Twitter Page with custom background design
- \* provide knowledgeable service to customer questions, concerns and feedback
- \* keep all social media accounts up-to-date and with current strategic postings
- \* provide detailed feedback to monitor your progress

Social Media Management - \$599 per month; one year contract (minimum three months)



®

*Where would you like to eat?*



## FoodiesUSA Statistics

FoodiesUSA

### Who's on and using FoodiesUSA

Foodies:	752
Featured Chefs:	12
Basic Restaurants:	51
Featured Restaurants:	202
Facebook Fans of FoodiesUSA.com:	2,132
Facebook Fans of Foodies Care:	83
Twitter Followers:	1,451
App Downloads/Installs:	10 - 50

### General Statistics of our Foodies/Users

(Based upon user provided online information. Updated 02/15/2012)

21 and under: 1991+	2
22 to 34: 1990-1978	138
35 to 44: 1968-1977	133
45 to 54: 1958-1967	75
55 to 64: 1948-1957	37
65 and over: 1947-	10

Gender: Female 67% Male 33%