

FOR IMMEDIATE RELEASE:

HungryPotato.com Lets Restaurants Get A Share Of Holiday Merchandise Sales Web Site Provides Online Services Exclusively For Food And Beverage Establishments

Los Angeles, CA (November 5, 2007) – Restaurant owners looking to broaden their marketing and merchandising reach during the upcoming holiday season should consider letting HungryPotato.com do the job for them. Created in April 2006 by President and Founder Mari Prentice, HungryPotato.com is a California-based web site designed to provide supplemental advertising and order processing for the sale of authentic restaurant merchandise. HungryPotato.com offers restaurants an additional sales outlet to the general public for custom or “authentic merchandise” such as restaurant cookbooks, specialty sauces, logo t-shirts and mugs, etc. As the holiday season approaches, now is the perfect time to make sure every restaurant’s customers can find and purchase their T-Shirts, Pint Glasses and Gift Cards online.

HungryPotato.com is also designed to allow users to browse through product by product, thus exposing the buyer to other restaurant merchandise while looking for a specific item from a restaurant they had visited. This navigation feature provides another opportunity to drive potential customers to merchandise that the customer might not have initially been shopping for.

“HungryPotato.com web site feedback evaluation tells us that our customers generally come looking to purchase from one restaurant, and end up buying from two or more,” says Mari Prentice. “The advantage to using our service is not merely order processing convenience but also the ability to overcome geographic challenges, by allowing potential customers to access restaurant merchandise online from afar.

With the holiday season kicking off even earlier than usual, HungryPotato.com can help restaurants reach shoppers looking for a truly unique gift:

- HungryPotato.com can have a restaurant’s web storefront up in less than a week so they can be online for the holidays
- HungryPotato.com has a fast and easy online sign-up questionnaire and online merchandise upload with pictures
- A majority of HungryPotato.com sales come from Gifts and Gift Cards

The nature of the restaurant business offers the busy restaurateur little time for marketing or processing requests for cookbooks, sauces and t-shirts, etc. HungryPotato.com advertises customer merchandise on their site, processes orders in a timely manner and sends packing slips and shipping labels (which includes shipping costs) to the restaurant for fulfillment for a small fee. Other features can also include a rotational product advertising feature, “Today’s Specials”, merchandise photography services, and web links to restaurant’s sites.

“The response from our restaurant partners has been terrific,” notes Prentice. “Besides the additional sales and exposure, our site has proven to be a real time-saver to busy restaurant owners and managers. We have listened carefully to their needs and work hard to keep our customer service – both for our restaurants and their online shoppers - top notch.”

Restaurants are enthusiastic about the benefits of listing on HungryPotato.com:

“What a great service! The decision to put our Cookbooks and Gift Cards online was obvious - but our restaurant is so busy it's difficult to constantly update and monitor our web site for sales. Hungry Potato took pictures of all our merchandise and had them online in our own web store really quickly. And when we have sales they pay us on time too!” said Chris Schlesinger, Chef and Owner of the East Coast Grill in Cambridge, MA.

“The value of the service is amazing. We already have an online store, but listing our coffee and merchandise on HungryPotato.com was a no-brainer!” says HungryPotato.com client Allen Tackett, Owner of Underdog Coffee in Portland, Oregon.

“Hungry Potato is a real time-saver! They made set-up and order processing so simple that it has never interfered with running our busy 24-hour Diner. Their site attracts thousands of potential customers, so it's been easy for us to sell to people who've visited over the years and now want a souvenir!” says Carol Sheehan, Owner of the Red Arrow Diner in Manchester, NH.

About HungryPotato.com, LLC

Headquartered in Los Angeles, CA, www.hungrypotato.com is the web source for Authentic Restaurant Merchandise that helps restaurants distribute their merchandise and consumers get their experiences delivered. For more information, visit www.hungrypotato.com or call 877-8-POTATO.

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