food on demand

The Intersection of Food, Technology & Mobility

DELIVER YOUR MESSAGE TO TARGETED IN-BOXES WITH OUR CONTENT-RICH E-NEWSLETTER

food on demand™

The Intersection of Food, Technology & Mobility

How to profit at the intersection of food, mobility and technology

Unless you've been preoccupied with dining out at restaurants every night, you're probably familiar with the hot new food-on-demand movement which delivers everything from freshly ground baby food to meal kits to restaurant fare to late night cookies for insomniacs.

Meals have been mobile since the first carhop donned skates to deliver a tray to parked cars in the 1950s. Drink holders in cars allowed us to drink (soft drinks) and drive in the '60s, and by the '70s we were barely slowing down to pick up the bag of burgers handed out the drive-thru window.

Today's tech-savvy consumers are fueled by their ability to order everything under the sun online. So to be able to have food delivered-cooked or ready to assemble-is par for this new course.

The food-on-demand industry covers a lot of ground, including meal delivery via car, bike or drone; prepared meals in supermarket delis; food trucks; subscription meal kits, institutional dining-plus the industries that support all these different business plans from packaging to tech or legal and accounting. And when you're through chewing, there's even a toothbrush subscription service.

The editors of Franchise Times Corp, (publisher of Franchise Times, the Restaurant Finance Monitor and Foodservice News) are launching a start-up media project to provide insights, news and information to all those innovative businesses that are "profiting at the intersection of food, mobility and technology."

To ensure you're on our list, take a moment to sign up for our free e-newsletter today. We'd also like your feedback and story ideas.

We'd also like your feedback and story ideas. Send them to either nancyw@foodondemandnews.com (Nancy Weingartner) or tkaiser@foodondemandnews.com (Tom Kaiser).

-Nancy Weingartner

Will there be an 'Uber' for everything?

Companies everywhere are claiming they're the Uber of their particular industry-from flower delivery to laundry, and even medical marijuana. So when the real Uber decides it's going beyond its ride-hailing app to other on-demand global markets, people notice. Read More

Third-Party Delivery Fees? It's a negotiable secret

How much does a third-party delivery cost? Well, it depends who you ask and how good their contract is. Of all the transparency and data that technology brings to the restaurant industry, what exactly the fees are for restaurants is pretty murky. Read More

Domino's partners with Roush and GM to create specialized DXP delivery car

After first rolling out its proprietary DXP pizza delivery cars last fall, Ann Arbor, Michigan-based Domino's is doubling down on its funky hatchbacks with the announcement that it's rolling out an additional DXPs across 23 markets in the United States-for a total of 155 visibility-boosting vehicles. Read More

Meal Kits: Send it and they will cook it

In the mid-2000s, the rage was make-and-take concepts, where people drove to meal preparation storefronts to assemble a week's worth of dinners using bulk ingredients and recipe cards. The idea was for customers-mostly working moms-to make it into a party, drink wine with friends, all while turning the often solitary work of making meals... Read More

Whether it's coming or going, Taco

Food on Demand is a media project for restaurateurs, foodservice professional, delivery providers and suppliers profiting at the intersection of food, mobility and technology. Our mission is to be the voice of an innovative industry bringing better food to more people.

Getting in front of this group of entrepreneurs and established companies in a newsy format will be a win for advertisers.

E-newsletters arrive the first week of every month.

BANNER AD PRICING (468X60PXL)

$500 for a top position
$500 for a 300x250
$400 for a bottom position

Contact Lucas Wagner at 612-296-7186 or lwagner@franchisetimes.com.

3,000 & COUNTING

Monthly e-newsletters subscribers who opt in to receive this information include:

Independent and chain restaurant owners, tech providers, third-party delivery services, foodservice suppliers, institutional foodservice executives, grocers and consultants and suppliers.