

Bite2Eat Launches Restaurant Directory with On-Line Menus



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Press Release Summary: Buddy Orders Make Ordering Food a Social Experience

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December 3, 2008 – Dallas, TX – Social Media start-up **Bite2Eat Corporation** announced today the launch of [Bite2Eat.com](#), a restaurant directory that makes it easy to order from restaurants using on-line menus. Whether a restaurant is looking for a free, no-hassle way to establish an on-line presence, or simply wants to supplement existing efforts, [Bite2Eat.com](#) is a quick and risk-free way to attract new on-line customers and encourage existing ones to continue ordering.

"Restaurant owners have to focus on food quality, preparation and sales — they don't want to spend the time or money figuring out how to manage getting orders on-line," explained **CEO Jay Bailey**. *"We make it painless to offer customers on-line menus — with no startup costs or ongoing fees — for absolutely any restaurant that takes delivery or pickup orders. It's essentially free marketing with only a pay-for-performance cost."* Bite2Eat earns a small commission for each order sent by fax to a restaurant.

Co-founder and CTO Marc Fischman added, *"The state of the economy means that ordering in is a great and inexpensive way to share an evening with friends. You can experience exotic world flavors without leaving your house. And it actually makes this the ideal time for us to offer owners a way*

to generate business without having to spend a lot on dubious marketing or cutting prices painfully."

Bite2Eat.com complements the way a restaurant works without requiring equipment installations or dedicated computers. The **Bite2Eat** system can transmit orders by fax, by e-mail, or by an automated phone system that reads the order in a natural-sounding voice.

Bite2Eat.com Buddy Orders provide the ability for a customer to initiate an order and then invite colleagues, friends or family members to join that order. Each "Buddy" clicks on the menu's items, and a single order is transmitted to the restaurant. *"This is just the beginning,"* explained **Bailey**. *"We are planning a number of features that help foster the 'social' element of restaurant ordering. We hope to add an element of fun for the customer and, as a result, larger orders for our restaurants."*

Restaurant fans who would like the option of ordering from their favorite eateries can submit the restaurant information at <http://www.bite2eat.com/restaurants/add> or download, print and hand the restaurant owner a single-page, fax-ready form found at [http://www.bite2eat.com/pages/spread the word](http://www.bite2eat.com/pages/spread_the_word). Restaurant owners can sign up at <http://www.bite2eat.com/owners>.

About the Company

Privately-funded Bite2Eat.com was founded by Marc Fishman and Jay Bailey in the summer of 2008. The team at [Bite2Eat.com](http://www.bite2eat.com) aims to make interacting with restaurants across the country as convenient and natural as the on-line banking or shopping you've become accustomed to. Ordering on-line - especially using our Buddy Orders with a group of friends or colleagues - is easy, quick and more relaxing than ordering by phone using a paper take-out menu.

Web Site: <http://www.bite2eat.com>

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