

TOORAK
 PIZZA
Ditch Deck

CONCEPT AND BRAND IDENTITY

‘Toorak Pizza’ is a stand-alone pizza brand operating under Toorak Hotel, designed with a New York retro aesthetic to feel distinct from the pub.

Separates the pizza experience from Toorak Hotel's brand, allowing for a focused and niche marketing approach.

INSPO

New York retro



LOGOS



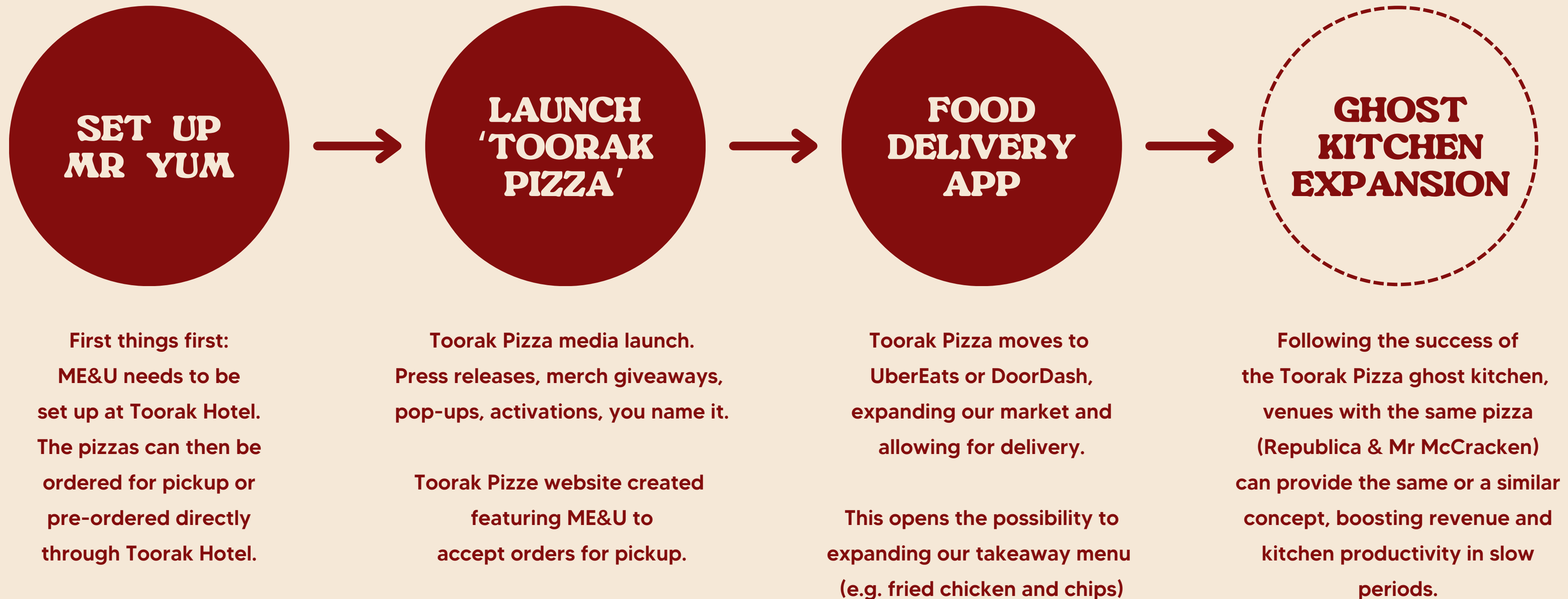
LOGOS



BENEFITS OF A SEPARATE BRAND

- **Brand Differentiation:** Toorak Pizza can create its own strong identity, appealing directly to pizza lovers without diluting the Toorak Hotel brand.
- **Increased Revenue Streams:** Diversifies the business by tapping into a new customer base beyond in-house diners and punters.
- **Cross-Promotion Opportunities:** Leverage the pub's existing audience while reaching new delivery-focused consumers.
- **Operational Efficiency:** Utilizes existing kitchen infrastructure, meaning low setup costs and high profitability.

PROPOSED TIMELINE



MOCKUPS



MOCKUPS



VISIBILITY BENEFITS

- **SEO-Friendly Name:** “Toorak Pizza” aligns with popular search terms (e.g., "pizza Toorak," "best pizza near me"), boosting organic discovery on Uber Eats and Google.
- **Optimized Uber Eats Positioning:** Standalone branding increases visibility in Uber Eats search results compared to just listing under Toorak Hotel.
- **Targeted Marketing:** Run specific ads and promotions geared towards pizza-loving customers rather than general pub-goers.

THE POWER OF GHOST KITCHENS

- **Lower Overheads:** No need for additional real estate or front-of-house staff—keeps costs low while maximizing profit.
- **Maximized Kitchen Usage:** Increases kitchen productivity during slower times by serving both in-venue and online orders.
- **Scalability:** Easily expand to other locations without investing in physical storefronts.
- **Data-Driven Decisions:** Uber Eats insights allow for menu optimization and targeted marketing based on customer behavior.

GROWTH POTENTIAL

- **Expanded Customer Base:** Reach local residents who may not visit the pub but will order delivery.
- **Increased Brand Awareness:** More people engaging with Toorak Pizza online could lead to greater awareness of Toorak Hotel's offerings.
- **Future Expansion:** If successful, the ghost kitchen model could be replicated in our other venues or expanded with additional menu items.
- **Loyalty & Retention:** Opportunity to introduce exclusive deals for Toorak Hotel patrons to drive foot traffic and repeat business.