# TOORAK WEDIZZA WOODS TOORAK TOORAK

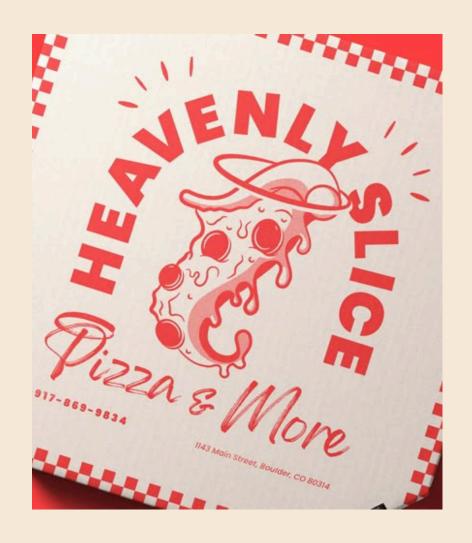
#### CONCEPT AND BRAND IDENTITY

'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



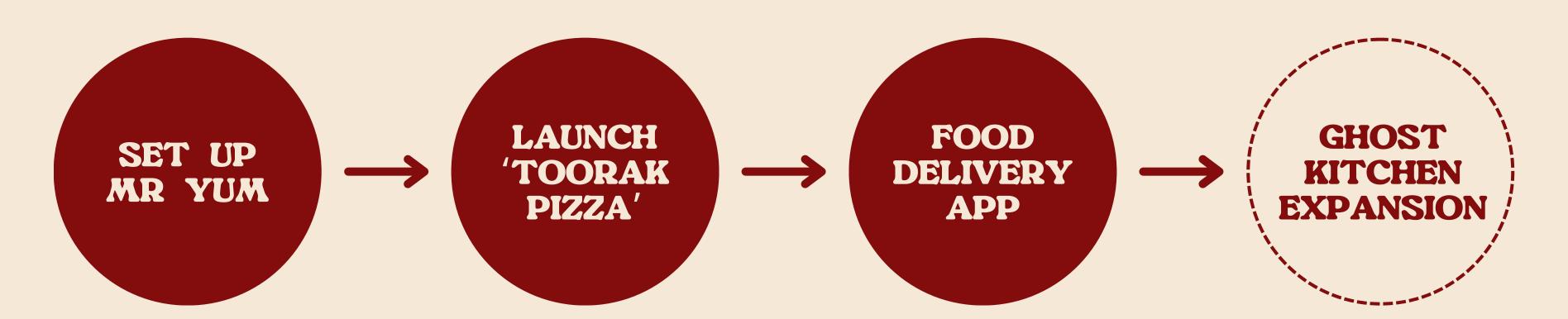




#### BENEFITS OF A SEPARATE BRAND

- **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



First things first:

ME&U needs to be
set up at Toorak Hotel.

The pizzas can then be
ordered for pickup or
pre-ordered directly
through Toorak Hotel.

Toorak Pizza media launch.

Press releases, merch giveaways,
pop-ups, activations, you name it.

Toorak Pizze website created featuring ME&U to accept orders for pickup.

Toorak Pizza moves to
UberEats or DoorDash,
expanding our market and
allowing for delivery.

This opens the possibility to expanding our takeaway menu (e.g. fried chicken and chips)

Following the success of
the Toorak Pizza ghost kitchen,
venues with the same pizza
(Republica & Mr McCracken)
can provide the same or a similar
concept, boosting revenue and
kitchen productivity in slow
periods.

## 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 pizzaloving customers rather than general pub-goers.

## THE POWER OF GHOST KITCHENS

- Lower Overheads: No need for additional real estate or front-of-house staffkeeps 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.