



Jade Online Dining



Your Jade Online Dining Consultants

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Regions covered:
Midlands, North England
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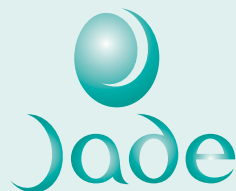
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Regions covered:
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South Wales

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Regions covered:
Northern Ireland
Republic of Ireland

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lastminute.com



Jade Dining

Jade Dining is an exciting and innovative discounted dining programme, developed and managed by Cims, part of the Cendant Corporation, which has been operating dining programmes worldwide for many years.

Participants in the Jade Dining programme have traditionally been promoted in dining directories which are customised for organisations such as large UK banks who use it as a customer benefit in their marketing programmes.

The discount offered by restaurants participating in the programme is 25% discount off the total bill, including drinks, valid for 1-4 people per card presented - maximum 3 cards. The customer must telephone the restaurant in advance to make a Jade booking. Jade reservations are accepted subject to availability.

There are more details about the Jade Directory programme in the separate Jade 'Highlights' leaflet.

Exciting news...

The exclusive Jade Dining programme is going online. All the benefits that Jade restaurants currently enjoy will continue, including promotion through the highly successful dining directories.

Sign up to Jade Dining today and you will be able to take advantage of all of the following improved features:

- 1) Online allocation and bookings
- 2) Access to nearly 3 million potential new customers
- 3) Participation in new promotions and marketing initiatives

Jade Dining has joined forces with lastminute.com, Europe's most visited online travel and leisure website to enable you to benefit from an online restaurant search and booking platform, as well as exposure to lastminute.com's subscriber base of over 2.8 million internet users in the UK.

Increased exposure for your restaurant

There are numerous ways you can benefit by signing up to the new Jade Online Dining and lastminute.com partnership. In addition to appearing on the new Jade Online Dining website, you will also feature on the established and successful lastminute.com website giving you the opportunity to increase your exposure through the following channels:

- 1) Potential feature on 'Our Favourite Deals', which offers diners fantastic value-for-money deals
- 2) Potential feature in lastminute.com's weekly subscribers e-newsletter offering exclusive deals
- 3) Potential feature on the 'Do Something' pages e.g. 'Do something Friday-ish on a Tuesday'

lastminute.com's dedicated account managers will help generate additional revenue through finding offers that will work well on both the Jade Online Dining and lastminute.com websites.



Customer goes online

Searches the Jade Online Dining or lastminute.com websites, selects your restaurant and books

Confirmation of booking sent to your restaurant

You confirm booking has been received

Customer turns up - sits, eats, pays and leaves

Once a month you pay a charge for each cover booked online through the Jade Online Dining and the lastminute.com websites

How does it work?

Simply provide us with a list of tables at specific times and days of the week, together with the number of covers that you agree to hold for the dining programmes on an ongoing basis. Your allocated covers will then be submitted as your entry in to the schemes. Should you fill these bookings yourself in the meantime there is no need to panic, just let us know so we don't list them as available on the Jade Online Dining or lastminute.com websites.

When a customer makes a booking online, we will fax, email or text you the reservation details. As with the existing Jade Dining programme, this method of pre-booking will help you to plan your allocations while ensuring the maximum coverage for your restaurant at each sitting.

What does it cost?

We will invoice you for a one-off registration fee of £200 to cover the following:

- 1) The cost to upload and administer your restaurant on the Jade Online Dining and lastminute.com websites
- 2) The opportunity to be included in Jade Online Dining or lastminute.com marketing and promotional activities
- 3) The services of an experienced and dedicated account management team

There will also be a charge of £2 per cover as a commission fee. You will pay this at the end of every month via direct debit. To give you an idea of how cost-effective this is, a 10cm x 2 col advert in a typical regional newspaper costs £150-£200 and wouldn't necessarily guarantee you any bookings. Whereas to fill 5 tables with 4 diners through our online booking facility would cost you just £40 in cover charges.

Frequently asked questions

Q What does a customer do if they have a query about a restaurant or a booking?

A The customer will have access to a central telephone number for all queries relating to a restaurant or a Jade Online Dining booking.

Q What happens if my restaurant has a private function or is approaching capacity?

A Your agreed table allocations will be displayed on the Jade Online Dining and lastminute.com websites unless you tell us otherwise. If you have a private function or are close to capacity for a certain day or time please inform us by telephone or email. Please note that it is your responsibility to inform us of any times for table allocations which you wish to close out.

Q How do I change my current allocations?

A If you need to change your current allocations, you can fax, telephone or email to get them changed immediately. Your Jade Online Dining Consultant will provide all the relevant contact details you need.

Q What do I do if a customer doesn't show or cancels their booking?

A You may debit a customer's credit card £10 per person to cover the commission for a no show. Customers are advised of this charge at the time of making a booking via the Jade Online Dining or lastminute.com websites.

Or you can inform us of a customer's booking cancellation by telephone or email to ensure that we do not charge you commission and can re-allocate the table allocations where appropriate.

Q What if I don't see any customers after I sign up?

A The flexibility of the Jade Online Dining and lastminute.com websites allows you to try different offers in order to find the one that works for you best in differentiating your restaurant from others. You can work with the dedicated account management team who are experienced in maximising online sales.

Q Is it difficult to manage?

A We will manage everything for you; you don't even need access to the Internet. Or, if you prefer, you can manage the table allocations and bookings yourself with your own online booking platform. Ask your Jade Online Dining Consultant for details.