

KEY FACTORS TO A SUCCESSFUL RESTAURANT OPERATION

“ Koolfog makes reaching these goals easier and more cost efficient... ”

Customer Retention

According to the National Restaurant Association, retaining customers and attracting new customers are two of the most important factors in developing and maintaining a successful restaurant business. Researchers at Harvard found that increasing return visits by just 5% can increase profits anywhere from 25 to 125%. It is also notable that returning customers can make up almost 50% of a restaurant's revenue – up to 71% at casual dining restaurants! Repeat customers are more likely to recommend restaurants to people they know, which helps spread the word about the business.

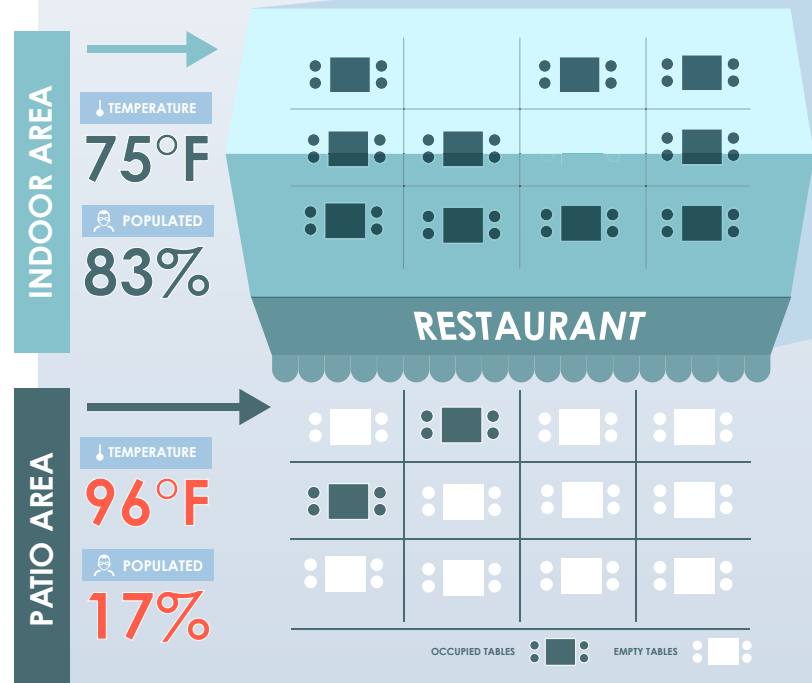
Customer Acquisition

Acquiring a new customer can be 5 to 7 times more expensive than retaining an existing one, which means that a restaurant owner needs efficient and inexpensive solutions to acquire new customers *and* a solid plan for retaining existing ones. According to Restaurant.org, 92% of customers cite word of mouth as the most important reason for trying out a new restaurant, especially when the recommendation comes from family or friends. With all of these factors in mind, clearly it's important to come up with strategies to draw in new customers and keep existing ones.



THE PROBLEM:

Restaurants lose out on square footage during hot summer months



Misting Systems and Guest Comfort

Koolfog makes reaching these goals easier and more cost efficient. One of the major influencers to generating repeat customers is creating a comfortable and friendly environment. Even with excellent service and friendly wait staff, guest comfort is critical. In hot summer months, restaurant patios can turn from enjoyable to uncomfortable. Without outdoor cooling measures in place, guests avoid patio dining and may choose other establishments where seating is available or where they can dine outdoors in a cooler environment.

How It Works

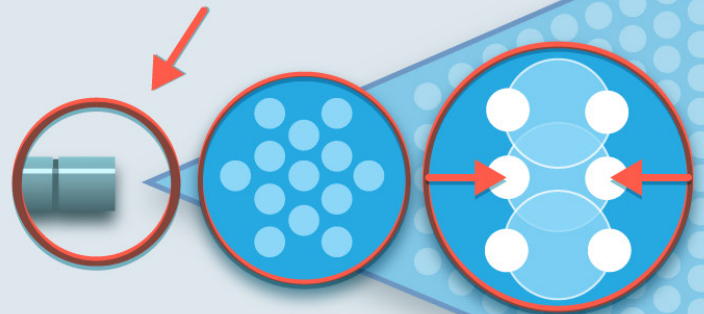
A high-pressure misting system is one of the most effective and efficient methods for cooling outdoor patios. The process is this. Operating at pressures of 1000 psi+ Koolfog produces micron-sized water droplets that, while evaporating and turning to vapor, removes heat from the air, cooling the surrounding area. The dry fog produced by a Koolfog system reduces outdoor temperatures by as much as 35 degrees Fahrenheit, which makes even 100+ degree days comfortable. This ensures that outdoor square footage is utilized and producing revenue.



THE koolfog ADVANTAGE

Operating at pressures of

1000 psi+



Water is forced at high pressure through specialized nozzles

1

Koolfog produces micron-sized water droplets which are perfectly sized for evaporation

2

As millions of droplets evaporate, the air temperature drops significantly

3

The dry fog produced by a **Koolfog** system reduces outdoor temperatures by as much as

↓ **35°F**

which makes even

100+

days comfortable.

Word Of Mouth

Guest comfort is also a significant factor in generating new customers. It is a well-researched fact that when customers have an exceptional engagement with a restaurant, they tend to leave reviews on online platforms such as Yelp and will tell friends and family about their experience. They may even take to social media to share their thoughts, which can influence an even wider audience. When guests have a mediocre experience, they are not likely to feel it is worth sharing. However, when a restaurant adds an extra element of comfort or luxury to a dining space, guests leave impressed and satisfied. According to NextRestaurants, a customer can be valued at about \$700 a year if they are a repeat customer.

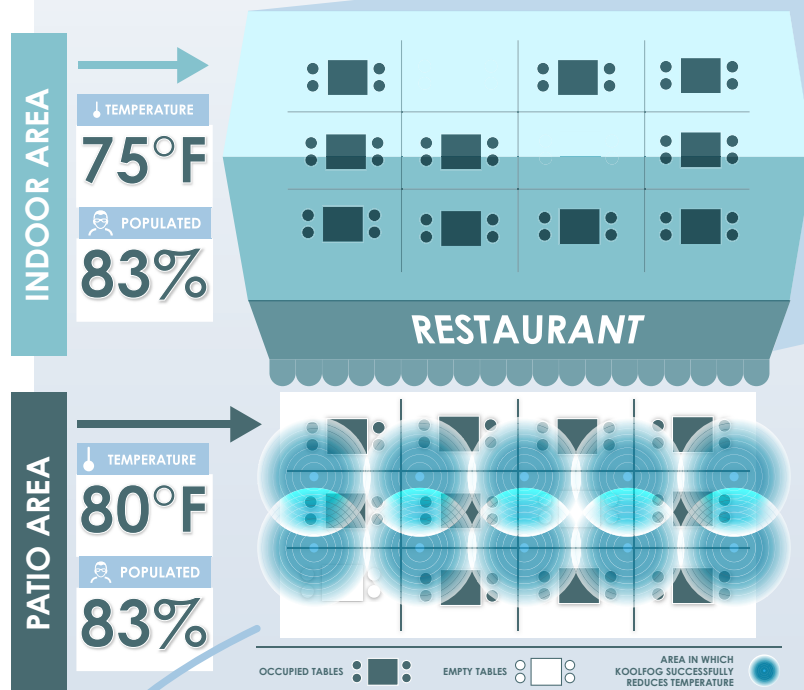
Return On Investment

There are many ways to evaluate return on investment. One direct impact of inclement weather on restaurants is reducing their ability to turn tables. In a full service restaurant with an average check per person of \$15 to \$24.99 and a seat turnover time of 1 hour, a patio dining space of 10 four-seat tables generates revenue of up to \$2,998 per 3-hour lunch period. At full capacity, during an average summer, a restaurant could lose over \$350,000 in revenue over a 4 month span if they lose those seats to weather. Considering a Koolfog misting system may cost under \$10,000 for this size space, the return on the initial investment is realized in a very short period of time.



SOLUTION:

Adding a misting system can cool outdoor areas in the warmer months



REVENUE HEAT LOSS	AVERAGE SYSTEM COST
\$350,000	\$10,000
REVENUE SAVED	
from \$250,000 - \$350,000	
RETURN ON INVESTMENT (DAYS)	
5	

Koolfog Headquarters

(760) 321-9203

31290 Plantation Drive

Thousand Palms, California 92276