

## PRESS RELEASE

### orderbird POS scoops Café Life Award

The Café Life Awards jury has crowned the best and most innovative in Britain's booming café and coffee bar industry



*Jakob Schreyer, CEO of orderbird AG, receives his award from Clare Benfield, Cafe Culture Magazine Editor, and Aldo Zilli*

Berlin / London, September 24th, 2014 – orderbird iPad POS system is celebrating after picking up a product award at last month's Café Life Awards, presented by celebrity chef and café entrepreneur, Aldo Zilli, at the ceremony in London's Mermaid Centre.

The new CAFÉ LIFE AWARDS, sponsored by Café Culture Magazine, have been set up to recognise the work being done by retailers and suppliers to market and promote businesses or products in the café industry. The New Café Product category specifically praises excellence and innovation across Packaging, Support Services and Coffee Machines.

The Award for the innovative solution comes in the same month as the company has reported a significant growth in the UK, more than doubling the size of its UK customer base in the year to September.

Taking the award for the best Support Service in the New Product category, the judging panel were impressed by the orderbird solution:



"Every Café and coffee shop is unique and distinct, but each shares the needs of servicing customer orders, business planning and accounting. The customisation options of orderbird's POS, its wireless connectivity and its intuitive use is very impressive. The way orderbird links up all the front of house and administrative functions so neatly made it an obvious award winner."

Speaking at the Awards ceremony, Chef Aldo Zilli said:

"Café culture in the UK has evolved. In Britain, people come and have coffee, surf the internet, have something to eat and stay all day. Shaped over the years by great entrepreneurs, dedicated to great food and being a social hub, the focus is - and has to be - on quality food and beverages."

Delighted with the recognition and the Award, Jakob Schreyer, CEO and founder of orderbird believes café and coffee bar owners will start to prioritise customer service and efficiency, in an increasingly competitive marketplace:

"The combination of a growing 'café culture' trend in the UK and an economy which embraces enterprise and small business, has led to an increasing amount of innovation and product development, to better serve the needs of today's discerning customers."

"Having a system which streamlines the front of house, and also takes care of the back office functions and helps stock control brings significant advantages to those running small, but busy outlets. The flexibility of the system also allows it to grow with the customer's business, whether it's a first-time pop-up stand, or a chain of cafés."

"We are delighted to be one of the first winners of a Café Life Award, especially after we have had such a strong year in the UK. We look forward to working with more of the UK's café and coffee shop owners, to help them improve their POS needs."

Orderbird has nearly 3,000 customers across the UK and Europe, from café's and ice-cream parlours, to restaurants and beer gardens. For the last 18 months, a local deli and coffee shop in Oxford has been using the orderbird iPad POS system, and owners Trevor Bennett and Cristina Campos, are delighted with the impact it's had on their business.

"Orderbird has literally changed the way we do business here at the Organic Deli Café; its innovation on the go. The wireless mobile solution gives us complete flexibility and control to make it work for us and allows us to run the business the way we want to."

"We can process everything seamlessly in a matter of seconds, which has freed up our time to focus on other areas of the business. It's a sophisticated, smart, simple system that works for us in-store, and when we are away or on-the-go."

The new CAFÉ PRODUCT AWARD is sponsored by Café Culture Magazine and sub-divided into three categories – Packaging, Support Services and Coffee Machines. According to the jury "Every Café and coffee shop is unique and distinct but each share the needs of servicing customer orders, business planning and accounting. The customizability of orderbird's POS, its wireless connectivity and its intuitive



use impressed the Café Life Awards judges. The way orderbird links up all the front of house and administrative functions so neatly made it the Café Life Awards 2014 New Café Product Winner in the Support Services Category.”

Speaking at the awards, Aldo Zilli said: “Café culture in the UK has evolved. In Britain people come and have coffee, surf the internet, have something to eat and stay all day. Shaped over the years by great entrepreneurs, dedicated to great food and being a social hub, the focus is - and has to be - on quality food and beverages.”

#### **Notes to editors**

orderbird is the provider of the award-winning iPad POS system for restaurants. orderbird AG was founded in 2011 by Jakob Schreyer, Bastian Schmidtke and Patrick Bienen, with the aim of offering a POS solution, which is not only affordable and intuitive, but adapts to the needs of the modern restaurant business. 60+ employees are currently based at this fast growing company located in Berlin. With more than more than 2,700 customers, across Germany, Austria, the UK and Switzerland, orderbird is regarded among the best POS applications in the restaurant business.

The orderbird POS iPad POS system provides a complete POS system for bars, restaurants, cafés and other businesses involved in the catering industry. The iPad POS system can be effortlessly adjusted and allows service staff to send orders wirelessly to the kitchen or bar and stay in sync with one another. The iPad POS system provides detailed reports at any time and from anywhere via the my.orderbird data, allowing customised and detailed reports to be created.

The iPad POS system is sold as a "Software as a Service", meaning therefore that the POS system provides all updates free of charge. The hardware is purchased in advance (Starter package for £599) and the software is purchased in the form of a licence, either on a monthly basis for £49 per month or £490 per year. The iPad POS system can also be used free of charge, albeit with certain reporting and service restrictions.

#### **About orderbird**

orderbird ([www.orderbird.com](http://www.orderbird.com)) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Bienen and Artur Hasselbach with the goal of establishing a more affordable and intuitive POS system that fits the real needs of the modern catering industry. The fast-growing company is currently home to more than 60 employees at its Berlin location. Over 2,700 customers — restaurants, cafés, bars, clubs, ice cream shops, food trucks and beer gardens — in the United Kingdom, Ireland, Germany, Austria, Switzerland are already using the orderbird POS system.

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