



TouchBistro

Product Guide

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What is TouchBistro?



TouchBistro is an all-in-one, cloud-based POS and restaurant management system that enables operators to take care of their guests and grow their businesses.

Designed exclusively with restaurant and hospitality businesses in mind, TouchBistro provides the most essential front of house, back of house, and guest engagement solutions on one easy-to-use platform.



16,000+
restaurants powered



100+
countries



\$14 BILLION
processed annually



How TouchBistro Can Help Your Business

Increase Sales

Boost on- and off-premise orders, drive repeat business, turn tables faster, and increase average check size.

Deliver an Exceptional Customer Experience

Guarantee order accuracy, reduce wait times, and serve customers with takeout, dine-in, or delivery options—wherever and however they're ordering.

Grow Your Bottom Line

Find cost savings, reduce food waste, monitor staff performance, improve FOH-to-BOH communication, and more with easy-to-use tools and cloud reporting.

Why Restaurants Love TouchBistro



Expert and Peer-Recommended

TouchBistro is consistently rated 4.5+ stars out of 5 by G2, Merchant Maverick, Capterra, and more.



Real-Time Cloud Reporting

Equipped with more than 50 cloud-based reports, TouchBistro gives you instant access to the insights you need.



Zero Downtime

Our offline mode allows your devices to continue talking to each other, even when your internet goes down, so service is never interrupted.



Round-the-Clock Support

Get up and running quickly with our one-box POS solution and enjoy the peace of mind of 24/7 locally-based support, available 365 days of the year.



TouchBistro has helped us improve the customer experience by cutting down the amount of time the server spends on a computer, and the amount of time that the chef needs to take to look at all the tickets because everything's there at a glance."



Jay Zheng
Chef Owner
Koyo
New York City, NY

[Read the Success Story](#)

Overview: The TouchBistro Product Suite

Solutions for Every Type of Restaurant

With solutions for the front of house, back of house, and guest engagement, TouchBistro has everything you need to run your restaurant, all in one place.

Point of Sale (POS)

The core of our product suite, our fast, reliable, and easy-to-use cloud-based POS comes equipped with all of the features you need to streamline your operations.

Front of House

Customer Facing Display

Improve the guest experience and drive efficiency by letting customers view and confirm orders in real time before sending them to the kitchen.

Payments

Accept cash, credit card, debit card, and digital wallet payments at your restaurant with TouchBistro Payments.

Back of House

Inventory Management

Keep track of your stock, forecast future prep and purchase orders, and bring food costs down with a robust inventory and recipe management platform that does the heavy lifting for you.

Labor Management

Streamline labor forecasting, employee scheduling, and task management while keeping costs in check with a fully integrated labor management solution.

Kitchen Display System (KDS)

Streamline communication between the front and back of house, improve order accuracy, and time meals perfectly with the help of our Kitchen Display System.

Profit Management

Process invoices digitally, easily track costs, automate key accounting processes, and maximize profitability, all in one place.

Guest Engagement

Online Ordering

With our POS-integrated online ordering solution, customers are able to order takeout and delivery directly from your website while you keep 100% of the profits.*

**Payment processing and delivery fees may apply.*

Loyalty

Drive repeat business through customizable reward programs, a branded web app, detailed reporting, and more with our loyalty and customer relationship management (CRM) platform.

Marketing

Put your restaurant marketing on autopilot with a platform that enables you to automate email and in-app message campaigns, create enticing promotions, segment diner data, and more.

Gift Cards

Drive immediate cash flow and repeat business with digital gift cards that diners can access and redeem online, and custom-branded physical gift cards.

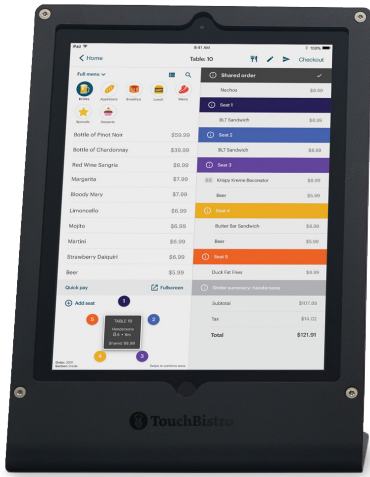
Reservations

Accept bookings directly through your website and Google, communicate with guests via SMS and email, add custom reservation notes, and more with our complete reservations management system and digital waitlist.

How It All Works Together



Point of Sale (POS)



Everything you need to run your restaurant on one powerful platform.

The core of TouchBistro’s restaurant management platform, the TouchBistro POS helps restaurant operators simplify and streamline operations while improving the guest experience and growing the bottom line.

Manage orders, payments, menus, reports, and more with our cloud-based POS software, while enjoying the mobility and freedom of our mobile POS hardware. Together, our system offers everything you need to run your restaurant—in-venue or from anywhere you may be.

What features are included?



Floor Plans and Table Management

- Customizable Floor Plans
- Color-Coded Tables

Design your floor plan, assign sections, and monitor tables in just a few taps with our advanced table management solution.



Tableside Ordering

- Bill Splitting
- Separate Checks
- Modifier Prompts

Take orders, upsell, and split bills right at the table with a mobile POS that moves with you.



Menu Management

- Customizable Menus
- Item Descriptions
- Bulk Editing Functionality

Build your menu in minutes and manage it from anywhere. Changes sync in real-time so staff always know what’s on the menu and what’s been 86ed.



Staff Management

- Access Controls/Permissions
- Clock In/Clock Out

Save time, track employee activity, and optimize labor costs with built-in staff management software designed just for restaurants.



Multi-Location Management

- Menu Creation/Management
- Staff Permissions
- Consolidated Reports

Manage multiple locations from one centralized system with tools that allow you to edit and sync menu changes across multiple venues, access consolidated sales reports, set custom staff permissions, and more.



Reporting and Analytics

- Cloud-Based
- Single Data Source

All your restaurant data is streamlined into a single platform in real time so you get instant access to 50+ cloud-based reports that you can view from anywhere, on any device.



Offline Mode

Even if you lose internet connectivity, TouchBistro’s offline mode allows you to continue taking/closing orders, sending orders to the KDS, and taking offline payments.

How can it help your business?



Increase Sales

Increase sales with built-in tools that help you boost average check size, speed up table turnover, and promote your most profitable menu items.



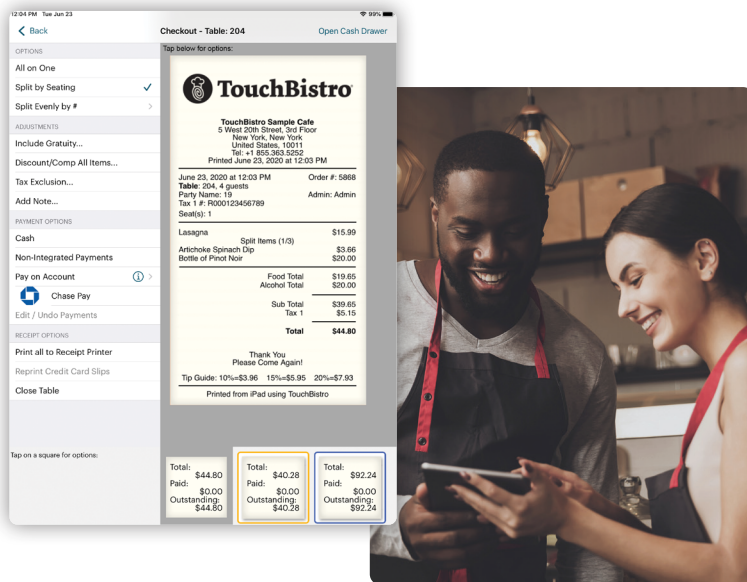
Deliver a Great Customer Experience

Deliver faster, better service with a mobile POS that helps you serve guests quickly, minimize order errors, keep lines moving, and process payments without a hitch.



Save Time and Money

Manage staff permissions, floor plans, and menu items from anywhere with cloud-based tools and reports that help you identify ways to save time and money.



Get in touch for a quote today!

[Learn More](#)

“ We wanted to make sure we chose the right equipment for us that was simple, seamless, and intuitive. We kept narrowing it down, and once we started to engage with TouchBistro, we saw that it was going to be a solid partnership.



Kelly Enright
Co-Owner
Tilted Pint Pub
Bryan, TX

[Read the Success Story](#)

Front of House Solutions



TouchBistro Payments

Accept payments quickly, easily, and securely with a fully integrated payment processing solution.

TouchBistro Payments is a three-in-one hardware, software, and support solution that allows you to accept payments of all types in your restaurant and online.

Designed to keep your business moving, TouchBistro Payments integrates directly with the TouchBistro POS to reduce the burden of double entry and features a built-in offline mode so you can continue taking payments even if your internet goes down. And with simple, transparent pricing, you never have to worry about surprise payment processing fees.



What features are included?



POS Integration

Save time and eliminate the errors that come with manual data entry with direct POS integration.



In-Venue and Online Payments

Let customers pay any way they like with the ability to process credit card, debit card, cash, contactless, and mobile payments in venue and online.



Transparent Pricing

With our transparent pricing model and competitive rates, you always know what you'll be paying.



Offline Payments

Offline mode allows you to continue taking payments even when your internet goes down so service never skips a beat.



Security and Fraud Protection

Enjoy the peace of mind and security of end-to-end data encryption.



Support

Access your data, manage settings, and get answers to any questions with 24/7 support and access to the TouchBistro Payments Portal.

How can it help your business?



Increase Sales

Process more transactions per service with a fast and efficient integrated payments solution that speaks directly to the POS and eliminates the time-consuming process of double entry.



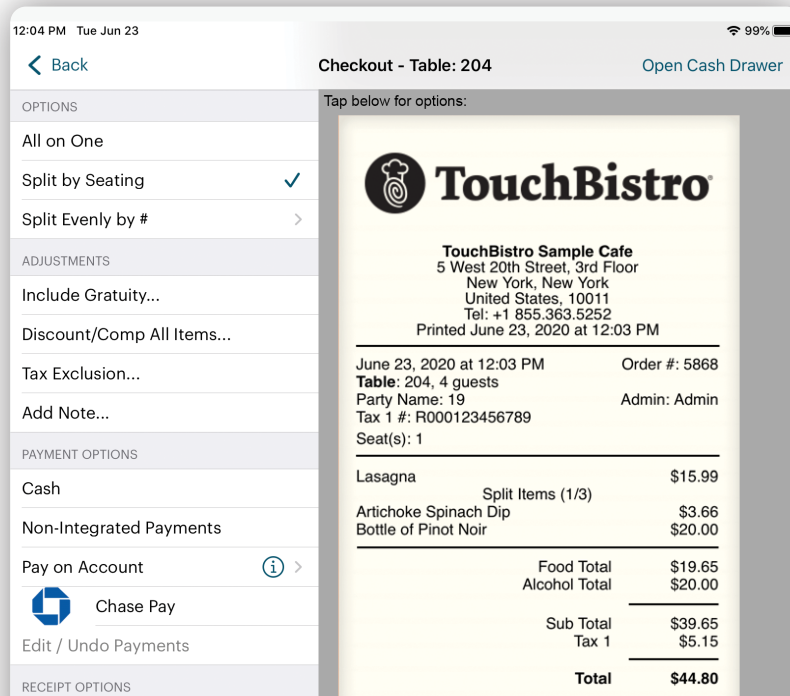
Deliver a Seamless Great Experience

Provide a seamless payment experience for guests with the option to pay at the counter, the table, or online using their preferred payment method—whether it's swipe, dip, tap, or mobile pay.



Keep Service Moving

Get up and running quickly with a convenient, one-box payments solution, and then ensure service is never interrupted with offline resilience and the support of experts when you need them.



“Since switching to TouchBistro Payments, our funds are deposited quickly and consistently every time.”

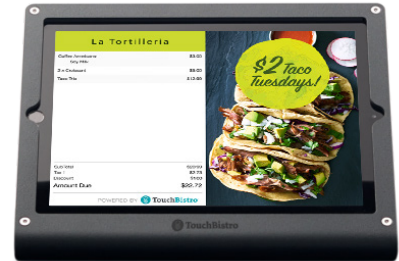


Katty Chavez
Owner
El Atlakat
Miami, FL

Customer Facing Display

Keep the lines moving and improve order accuracy with a customer-facing display for your counter.

Leveraging the sleek, user-friendly design of Apple iPads, TouchBistro's Customer Facing Display elevates the guest experience by allowing guests to visually see and confirm their orders in real-time.



When guests are empowered to confirm the items, cost, and any modifications to their order, you avoid costly errors, keep lines moving, and, most importantly, ensure guest satisfaction. And with the option to customize the screen, you can use your Customer Facing Display to promote special offers, new menu items, and more.*

**Hardware and additional fees may apply.*

What features are included?



POS Integration

Direct integration with the TouchBistro POS ensures diners can see all items in their order, any modifications, and the total price in real time.



Customizable Display and Touchscreen Interface

Cut down on staff and guest errors by allowing guests to visually see and confirm their order before completing the transaction.



Apple Hardware

Enhance the guest experience without cluttering your counter with sleek Apple iPad displays.



Upsell Prompts

Tempt hungry diners by displaying high-margin menu items, combos, and add-ons that boost the average check size.



Custom Branding

Ensure what diners see matches your brand with the option to add custom branding.



Point-of-Purchase Advertising

Display photos of your menu, promotions, and even your social media account when your screen's not in use to keep guests engaged with your brand.

How can it help your business?



Boost Average Check Sizes

Encourage guests to select more profitable menu items, choose add-ons, or upgrade to a combo by advertising your offerings at the point of purchase.



Guarantee Guest Satisfaction

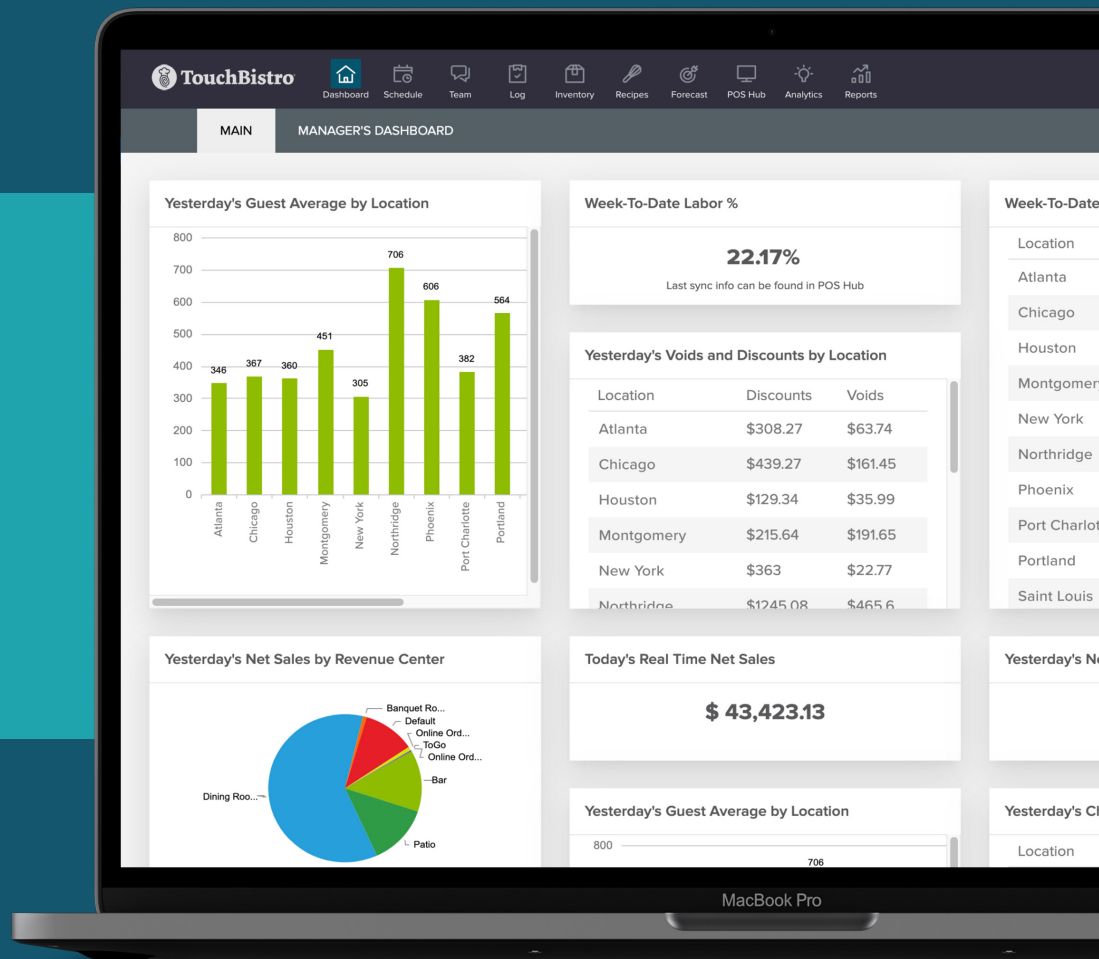
Allow guests to confirm that their order is exactly the way they like it – and at the price they expected – before completing the transaction to avoid any confusion.



Reduce Costly Errors

Avoid costly errors and last-minute changes by displaying all menu items and modifiers to guests in real-time.

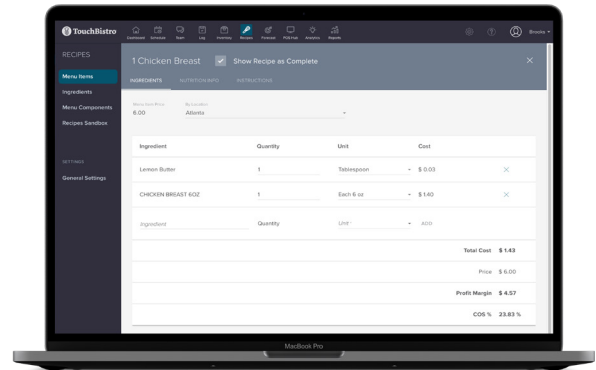
Back of House Solutions



TouchBistro Inventory Management

Manage your inventory with ease and keep food costs in check with an inventory solution you can count on.

TouchBistro Inventory Management is a robust inventory and recipe management platform that makes it faster and easier to manage your restaurant's inventory, so you can save time and reduce your food costs.



Designed to simplify the inventory management process, this data-driven inventory solution is equipped with everything you need to accurately track food usage and waste, forecast your vendor orders, monitor recipe profitability, and more – all without the use of complicated spreadsheets or time-consuming data entry.

What features are included?

- 
POS Integration

The latest sales and menu data flows seamlessly from your POS every 15 minutes so you can accurately predict how much inventory to order and determine your ideal usage.
- 
Inventory Tracking

Automate the inventory process with a digital database of all your items and up-to-date counts of your consumables.
- 
Flexible Counting Options

Speed up and simplify the counting process with the ability to assign each item to a physical location in your venue, add units of measure to each item, and let multiple managers count at the same time.
- 
Recipe Costing & Management

Optimize new and existing recipes for maximum profitability and ingredient usage with costing tools that allow you to see the profit margins of every dish in real time.
- 
Suggested Ordering

Take the guesswork out of your purchase orders with automated order suggestions for each vendor based on your restaurant's needs.
- 
Food Prep Forecasting

Ensure you always have enough on hand for service with food prep suggestions based on your own POS data.
- 
Task & Waste Manager

Digitally track all important inventory details, like food temperatures, spoilage, waste, maintenance needs, and more.
- 
Nutritional Information & Allergen Mapping

Quickly generate the nutritional information and allergen tags for any recipe with data pulled from a national nutrient database.
- 
Data-Driven Reporting

Keep tabs on your stock, expenses, and COGS from anywhere, at any time with powerful cloud-based inventory reporting and the option to create custom or ad-hoc reports on demand.
- 
Multi-Location Inventory Management

Manage inventory for all your locations on a single platform with the ability to track and transfer inventory between locations, assign vendors to specific venues, set up recipe variations by location, and easily copy inventory lists from one restaurant to another.

How can it help your business?



Maximize Profit Margins

Put profitability first with an inventory solution that helps you eliminate food waste, avoid over-ordering, and maximize the profitability of every recipe.



Avoid Ingredient Shortages

Avoid running out of key ingredients in the middle of a busy service with data-driven inventory tracking and prep forecasting suggestions that ensure you always have enough on hand.



Save Time and Money

Make inventory management faster and more cost-effective with automations that help you track stock, eliminate waste, and keep food costs in check.

Get in touch for a quote today!

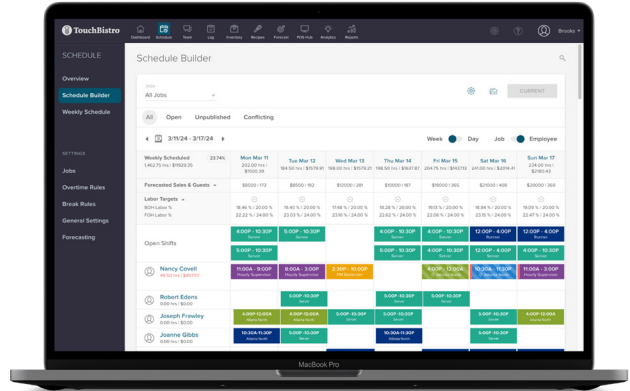
[Learn More](#)



TouchBistro Labor Management

Reduce labor costs and manage your team, your way with a one-stop solution for staff scheduling, team communications, and employee management.

Designed for teams of all sizes, Labor Management leverages real-time data from your TouchBistro POS to help you forecast for the future, build schedules with ease, and keep your labor costs in check.



With tools for labor forecasting, employee scheduling, and task management, this robust workforce solution takes the labor out of labor management.

What features are included?



POS Integration

Information flows seamlessly from your POS in near real time so you can use the latest sales, guest, and shift data to predict your future labor needs.



Scheduling

Quickly and easily build staff schedules based on forecasted demand and instantly share those schedules back with your team.



Employee Management

Eliminate confusion, miscommunication, and missed shifts with a centralized solution for managing availability, schedule changes, time off requests, and blocked dates.



Forecasting

Reduce costs by more accurately forecasting your labor needs based on net sales, day parts, number of guests, and by revenue center.



Team Communication

Keep your team on the same page and hold staff accountable with a central hub for all employee communications, documentation, and task checklists.



In-Depth Reporting

Monitor staff performance and keep labor costs in check with an overview dashboard, in-depth reporting, and a customizable scheduling forecast tool.



Multi-Location Staff Management

Simplify multi-venue team management and allow employees to work at different locations with a single platform for managing all staff schedules, shift trades, blocked dates, and labor forecasts.

How can it help your business?



Simplify Team Management

Take the labor out of labor management with scheduling automations that do the heavy lifting for you by keeping track of blocked dates, shift trades, overtime rules, and staff availability.



Deliver Superior Customer Service

Deliver the quality of service that guests expect by ensuring your venue is always adequately staffed, tasks are completed in a timely manner, and your team is communicating effectively.

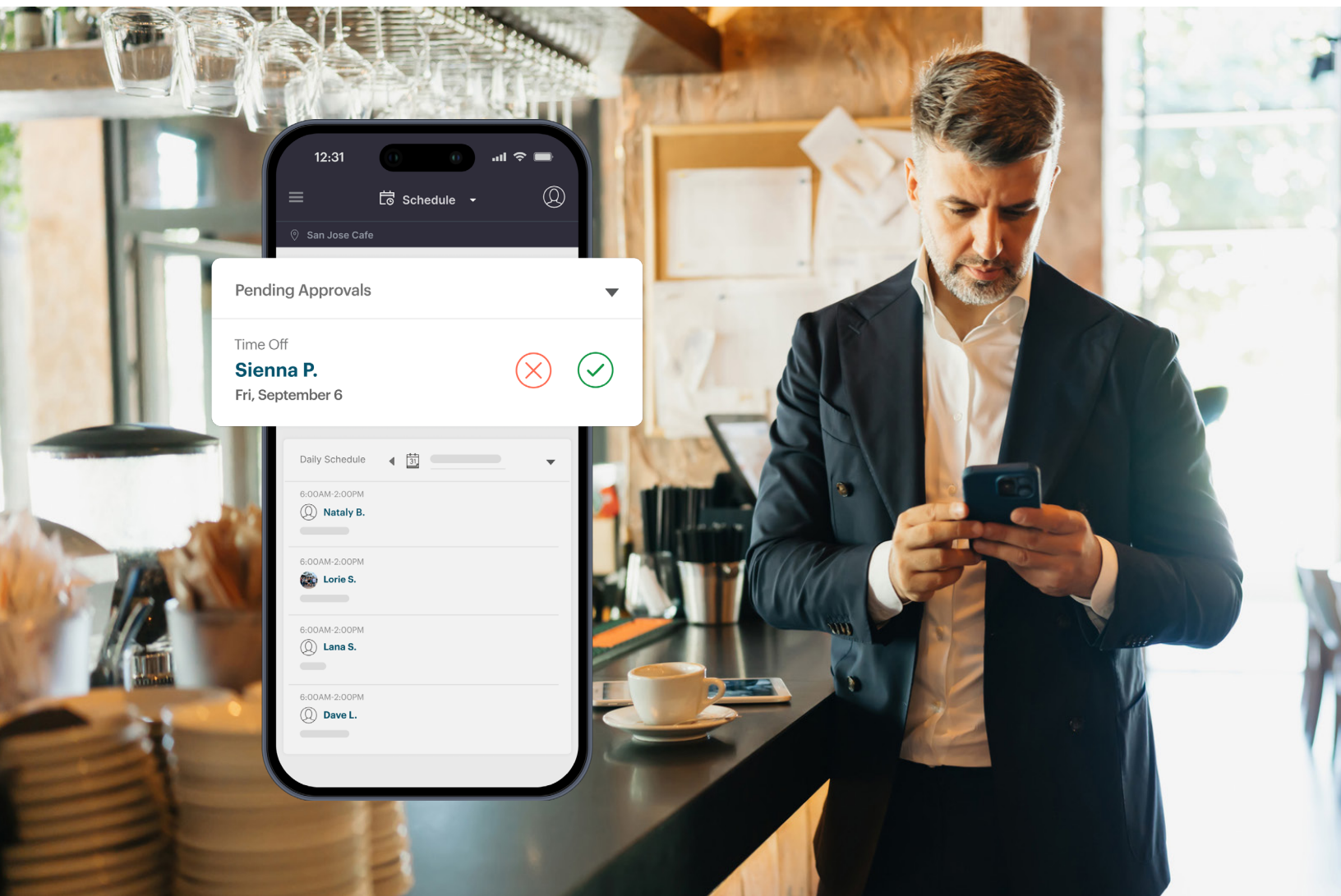


Reduce Labor Costs

Keep labor costs in check and boost efficiency by leveraging labor data from your POS to quickly create suggested schedules based on forecasted revenue.

Get in touch for a quote today!

[Learn More](#)



TouchBistro Kitchen Display System

Connect your front of house and kitchen staff to ensure orders are fulfilled on time, every time.

TouchBistro's Kitchen Display System Powered by Fresh displays digital order tickets sent directly from your POS, providing a seamless line of communication between your front of house and back of house teams.



With features like color-coded ticket statuses, analytics by location and screen, and bump bar compatibility, TouchBistro's KDS helps improve kitchen communications, decrease ticket times, and eliminate errors—all of which makes for smoother day-to-day operations.

What features are included?



POS Integration

Orders placed on the POS appear immediately on the KDS screen allowing kitchen staff to start preparing items seconds later.



Customizable Display and Touchscreen Interface

Customizable ticket and font sizes, instinctive drag and swipe controls, and color-coded ticket statuses make the KDS easy to learn and use.



Order View

Orders appear instantly on the KDS screen and are signaled by a loud, audible chime so you never miss a ticket.



Ticket History View

Easily identify and correct errors with the option to view and recall past orders at any time (without the need to dig through a stack of completed tickets).



Routing Capabilities

Minimize missed orders or long wait times by strategically routing orders to appropriate cook stations (i.e., the grill, fryer, etc.).



Online Order Fulfillment

Eliminate double entry by displaying all orders from your POS and online ordering system in the KDS as different order types on a single screen, or on individual screens dedicated to each order type.



Bump Bar Compatible

Keep your order queue organized and your KDS screen clean by using a bump bar to update orders in real time.



Reporting and Analytics

Gain valuable insights that help you monitor BOH efficiency and improve performance with a dashboard that provides average number of tickets and average bump time, as well as detailed order information and exact bump times.



Offline Mode

Even if your internet connection is lost or interrupted, TouchBistro's KDS is equipped with a redundancy feature that ensures your devices can continue to talk to one another and orders can still be taken, even without the internet.

Display orders from anywhere, all on one screen

Whether orders are sent from your POS or online ordering platform, TouchBistro KDS ensures all orders are sent to and fulfilled directly from the kitchen.



How can it help your business?



Turn Tables Faster

Improve table turnover times, minimize missed orders, and reduce wait times by optimizing your kitchen's efficiency with an interactive KDS screen.



Streamline Staff Communication

Provide instant and accurate communication between FOH and BOH staff to improve order accuracy and enhance the guest experience.



Optimize Kitchen Operations

Quickly view and prioritize open tickets with intuitive color-coded statuses to improve BOH speed and efficiency.

Get in touch for a quote today!

[Learn More](#)



The ability to send bump time reports from Fresh KDS to our business intelligence system in real time...simply a dream come true for data-driven operators.”

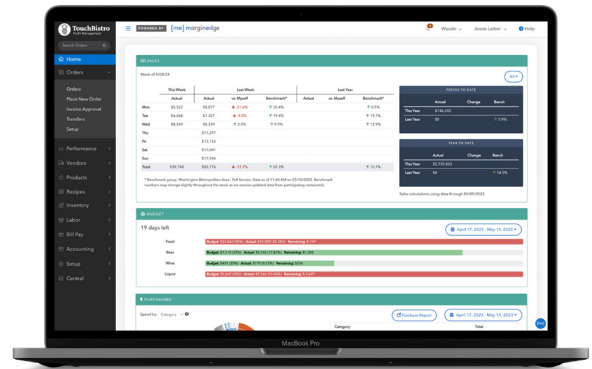


Tamy Duplantis
IT Consultant
Bonchon
Dallas, Texas

TouchBistro Profit Management

Save time, maximize profitability, and automate key accounting processes with a complete back office solution.

TouchBistro Profit Management Powered by MarginEdge integrates with the TouchBistro POS, and connects with leading accounting software and inventory suppliers so you can streamline your entire back office operation, uncover opportunities, and maximize profitability.



With this robust back office management solution, you'll gain 360-degree visibility into your entire operation, along with the tools to process invoices digitally, streamline accounting processes, track food costs in real time, adjust recipes for maximum profitability, and more.

What features are included?

-  **Invoice Processing**
-  **Budget Tracking**
-  **Daily Reporting**
-  **Recipes and Menu Analysis**
-  **Ordering**
-  **Bill Pay**
-  **Accounting Integration**
-  **Inventory and Food Usage Automations**
-  **Multi-Location Management**

Simply scan, email, or take a photo of your invoices and handwritten adjustments, and all the details will be captured and digitized in less than 48 hours to give you an up-to-date picture of your food costs.

Visual budget tracking ensures you always know whether you're over- or under-spending so you can react quickly and save money.

Manage your bottom line more accurately with powerful reports that feature up-to-date sales and labor data pulled nightly from your TouchBistro POS.

Maximize profitability in real time with a centralized solution that calculates plate costs, automatically updates ingredient prices, and pinpoints profitable and high-volume items.

Order products from any vendor, create customizable order guides, and keep track of your order history, all directly within the platform.

Breeze through your bills with the ability to pay an unlimited number of bills directly through the platform, schedule bills for future payments, pay bills in partial amounts, and keep digital records of every check/invoice.

Sales and labor data is pulled nightly from TouchBistro POS and instantly exported to your accounting software so you can save time and do away with manual data entry.

Track food costs and pinpoint waste more accurately with a digital inventory management system that updates prices daily.

Streamline multi-location management and ensure consistency across locations with one centralized, privacy-protected platform that allows you to standardize inventory management across locations and access consolidated sales reports.

How can it help your business?



Maximize Profitability

Make revenue-driven decisions with access to real-time ingredient prices and food cost data that shows you which menu items to keep and which to get rid of based on profitability.



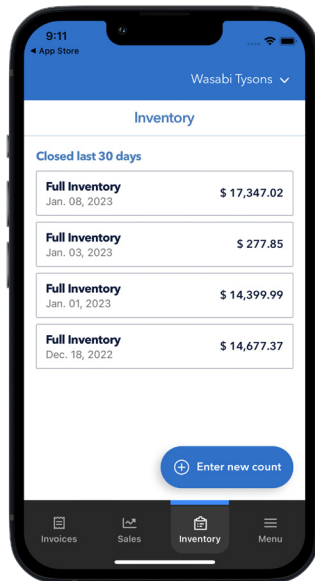
Simplify Inventory Management

Standardize inventory counts, track food costs, and pinpoint waste more accurately with a digital inventory management system that updates prices daily.



Streamline Operations

Manage your entire back office operation faster and more easily with automated invoice processing, unlimited bill payments, and seamless accounting integrations—all on one centralized platform.



Get in touch for a quote today!

[Learn More](#)

“TouchBistro Profit Management took four hours of our day down to literally 15 minutes. It’s like having a team of bookkeepers. It allowed me to take over the bookkeeping job and not spend 40 hours a week doing it, so I could spend more time running the restaurant.”

[Read the Success Story](#)



Chris Lorusso
Managing Partner
Sweetwater Sports Bar & Grill
Lake Wylie, SC

Guest Engagement Solutions



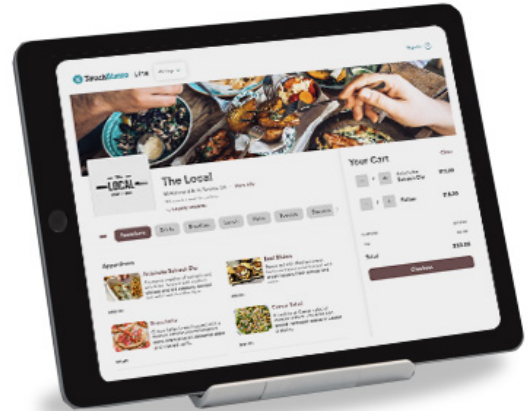
TouchBistro Online Ordering

A commission-free online ordering solution that enables you to accept pick-up and delivery orders directly through your restaurant’s website.




The easiest way to offer takeout and delivery, TouchBistro Online Ordering lets diners skip the third-party apps and order directly through your restaurant’s website, Google My Business profile, social media channels, and TouchBistro Dine while you keep 100% of the profits.*

With the freedom to customize the online ordering experience with scheduled orders, custom branding, wait times, delivery boundaries, and more, TouchBistro Online Ordering helps you boost sales from off-premise orders and maintain your margins.

**Payment processing and delivery fees may apply.*



What features are included?

-  **POS Integration** Orders flow directly from your website into your POS—no manual order entry required.
-  **Multi-Touchpoint Ordering** Accept online orders through your website, social media channels, your own custom-branded TouchBistro Dine page, and more.
-  **Scheduled and Immediate Orders** Guests can place orders to be prepared immediately or schedule them for a future time or date.
-  **Integrated Online Payments** Restaurants can accept payments online, creating a seamless online ordering experience for diners.
-  **Discovery Platform** Gain exposure and reach new diners with a listing on the **TouchBistro Dine** discovery platform.
-  **On-Demand Delivery** Offer delivery via your own fleet of drivers or enable the commission-free DoorDash Drive integration to tap into a network of local, on-demand delivery drivers.
-  **Cloud Management** Enjoy the flexibility of managing your hours of operation, delivery boundaries, wait times, and more, from anywhere, at any time.
-  **Marketing Integration** Harness the power of the TouchBistro Marketing integration to send targeted email and in-app promotions based on online ordering transaction data.
-  **Loyalty Integration** Encourage customers to order again and again by letting them place orders, collect points, and redeem rewards online through the TouchBistro Loyalty integration.
-  **Gift Cards Integration** Enable customers to pay for online orders using digital gift cards and purchase digital gift cards from your online ordering page with the TouchBistro Digital Gift Cards integration.

How can it help your business?



Maximize Profits

Stop losing up to 30% of your sales to third-party apps by choosing a commission-free* online ordering solution that helps you grow your takeout and delivery business.



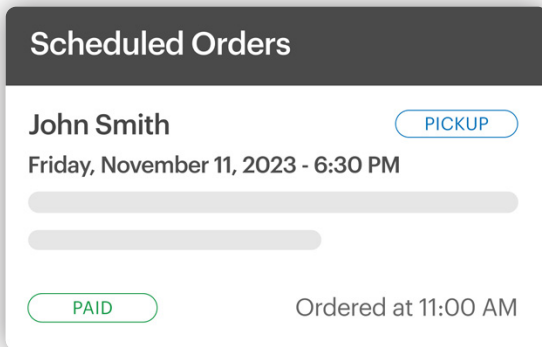
Make Ordering Easier for Guests

Give guests an easy way to order, customize, and pay for takeout and delivery orders through your restaurant's website, TouchBistro Dine, and other channels.



Streamline Operations

Streamline operations and boost off-premise sales by overseeing the full online ordering experience.



Get in touch for a quote today!*

**Payment processing and delivery fees may apply.*

[Learn More](#)

“Since we started using TouchBistro Online Ordering, we have nearly doubled our to-go orders. Plus, having a direct line from our online ordering to the kitchen saves my servers approximately an hour every day. TouchBistro Online Ordering doesn't pull them away from service – it cuts out the middleman, essentially allowing us to get a lot more orders and use a lot less labor.”



Tiffany Bonner
General Manager
Monica's Livermore
Livermore, CA

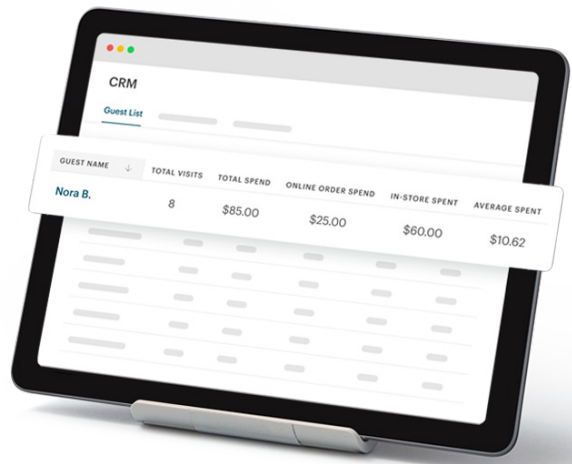
[Read the Success Story](#)

TouchBistro Loyalty

Engage, reward, and retain customers with an easy-to-use customer loyalty solution.

TouchBistro Loyalty enables you to set up custom loyalty programs that reward customers for visiting your restaurant and encourage them to come back for more.

Powered by a robust customer relationship management system, this POS-integrated loyalty solution gives you the ability to capture and track your guests' personal, behavioral, and engagement data. And when you know what your guests really want, you can make more informed business decisions.



What features are included?

-  **POS Integration**
-  **Customer Relationship Management (CRM) Platform**
-  **Custom Loyalty Programs**
-  **Customer Web App (CWA)**
-  **Cloud Reporting**
-  **Marketing Integration**
-  **Online Ordering Integration**
-  **Multi-Location Functionality**

Diners can earn loyalty points and rewards automatically based on items purchased and amount spent.

Use the built-in CRM to capture guest information like average spend, visit history, birthdays, and more to learn more about your customers.

Create spend and item-based loyalty programs that drive repeat business and boost average check sizes.

Create a custom-branded web app for your guests that allows them to earn, redeem, and track their rewards from their own devices.

Access detailed reports on your loyalty programs so you can identify the best reward opportunities and make key business decisions.

Integrates directly with TouchBistro Marketing so you can collect purchase data from diners and use it to create targeted marketing campaigns that drive repeat visits.

Give diners the option to collect and redeem rewards both in-venue or online with the TouchBistro Online Ordering integration.

With support for multiple locations, diners can earn points and redeem rewards at any of your venues.

How can it help your business?



Drive Repeat Business

Encourage repeat visits and higher spend with loyalty programs that give your guests more reasons to come back.



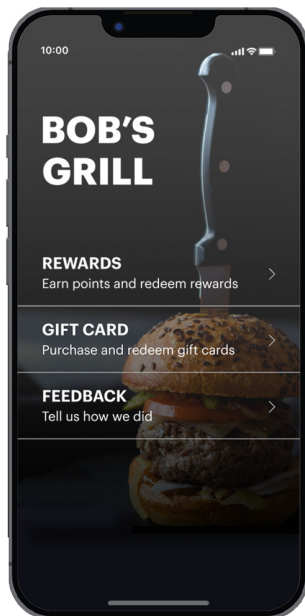
Get to Know Your Guests

Use the built-in CRM to capture guests' personal and transactional data so you can give customers more of what they want.



Make Informed Business Decisions

Take the guesswork out of customer retention with detailed loyalty reports that help you make profit-driven decisions.



Get in touch for a quote today!

[Learn More](#)



TouchBistro Loyalty has definitely helped us drive repeat business. Our quality of food is what gets people in the door, but by being able to offer points and discounts, we've been able to keep them coming back again and again.”



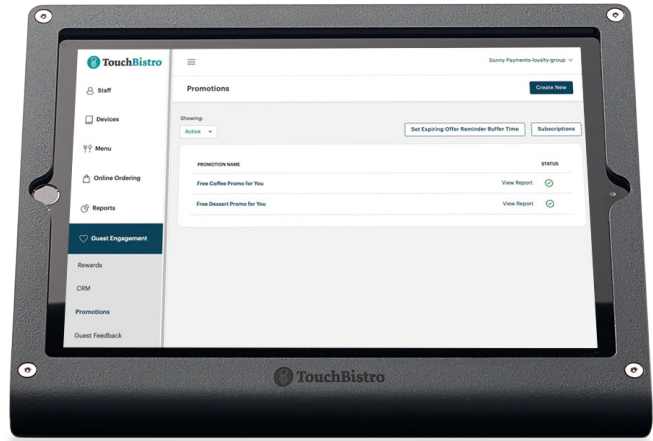
Michael Perkins
Owner
Mustard Seed Cafe
Carrollton, GA

TouchBistro Marketing

A complete marketing solution that helps you keep your restaurant top of mind, all the time.

TouchBistro’s easy-to-use restaurant marketing solution helps you set up targeted promotions that will keep guests coming back for more.

With the ability to automate your email and in-app campaigns, segment diner data, and set up a custom-branded web app, TouchBistro Marketing gives you all the tools you need to create offers that will bring lapsed guests back and ensure new guests return.



What features are included?



POS Integration

Streamline operations with a marketing platform that works seamlessly with your TouchBistro POS.



Custom Promotions

Create enticing promotions that encourage customers to come in and to spend more each time.



Email Marketing

Design eye-catching emails your customers can't ignore with drag-and-drop email marketing templates.



Campaign Automation

Put your restaurant marketing on autopilot and keep diners constantly engaged by automating your email and in-app campaigns.



Customer Web App (CWA)

Create a custom-branded web app that lets guests subscribe to emails, leave feedback, receive in-app messages, view promotions, and more, all from their own devices.



Cloud Reporting

Access detailed reporting on your campaigns—including promotion redemptions—to get to know your audience and find the right messaging for future campaigns.



Loyalty Integration

Integrates with TouchBistro Loyalty so you can leverage the CRM platform to bring your customer transaction data, marketing campaigns, and insights together for a 360-degree guest engagement solution—all on one platform.



Online Ordering Integration

Create and send personalized promotions that can be redeemed in-venue and online with the TouchBistro Online Ordering integration.

How can it help your business?



Boost Average Guest Spend

Create enticing marketing campaigns and promotions that encourage guests to return and to spend more each visit.



Deliver Better Offers

Deepen your relationship with guests by serving up the offers they crave at just the right time.



Save Time on Marketing

Save time and effort by automating your marketing campaigns—simply set them and forget them.

New Automation for "Birthdays This Month" Filter

Automation Name:

Promotion:

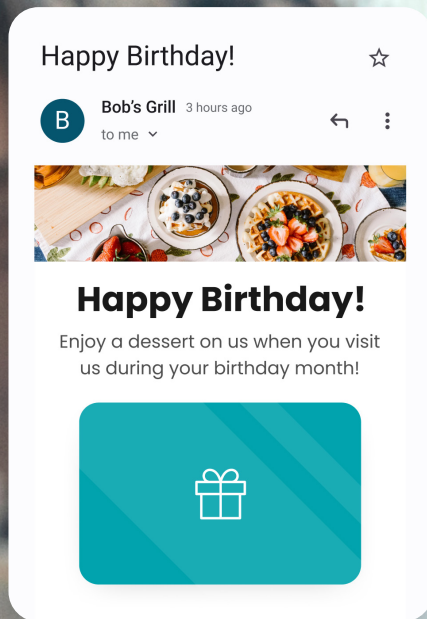
In-App Message:

Happy birthday!
Enjoy a dessert on us when you visit us during your birthday month!

Email:

Get in touch for a quote today!

[Learn More](#)



TouchBistro Gift Cards

Give your guests the gift of convenience with digital and physical gift cards.

With TouchBistro Gift Cards, you can create and sell custom-branded physical and digital gift cards for your restaurant.

Your customers will enjoy the ease of being able to buy and redeem gift cards in-venue or directly from their smartphones, while you enjoy the immediate cash flow that comes from adding a new revenue-boosting sales channel to your business.



What features are included?



POS Integration

TouchBistro Gift Cards integrates with our POS, unlocking powerful reporting and end-of-year reconciliation support.



Physical Gift Cards

Sell more gift cards in-venue with physical gift cards customized to fit your restaurant's brand.



Digital Gift Cards

Make it easy and convenient for your guests to purchase gift cards online and to immediately send digital gift cards to friends and family with just a few clicks.



Custom Designs

Personalize physical gift cards for special occasions, like birthdays or holidays, with easy-to-use templates or by uploading your own designs.



Customer Web App (CWA)

Give guests more ways to purchase and send digital gift cards online using your very own custom-branded web app.



Cloud Reporting

Know when and where your customers are making gift card purchases and redemptions with single- and multi-location reporting.



Online Ordering Integration

Provide guests with the option to pay for online orders using digital gift cards and purchase digital gift cards from your online ordering page with the TouchBistro Online Ordering Integration.



Multi-Location Functionality

Give diners the freedom to dine and pay for their meals with gift cards at any of your locations.

How can it help your business?



New Revenue Stream

Drive immediate cash flow, attract new guests, and secure repeat customers by selling physical and digital gift cards for holidays and other special occasions.



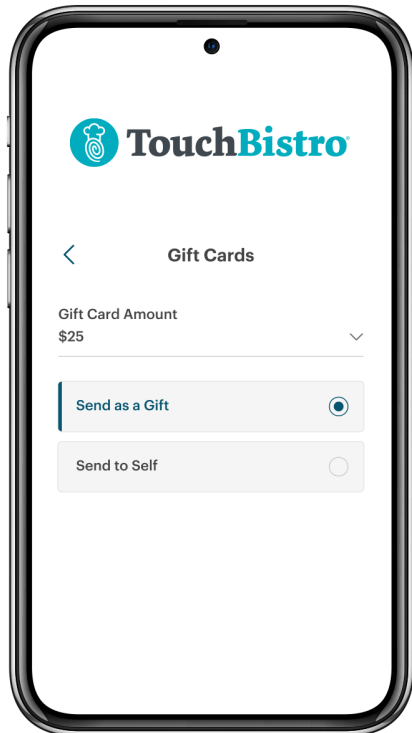
Offer Guests a Gifting Option

Make it easy for guests to purchase and send gift cards to friends and family, and redeem them at any location.



Optimize Promotions

Keep track of gift card purchases and redemptions with easy-to-read reports that can help you make better business decisions and optimize promotions.



Get in touch for a quote today!

Learn More



TouchBistro Gift Cards have contributed to more cash flow and repeat business. We've sold a lot of gift cards and we also use them for giveaways to bring customers back in."



Beth Johnston
Co-Owner
Ohana Pizzeria
Fulton, MO

TouchBistro Reservations

Easily manage online bookings and walk-ins with a POS-integrated reservations management system and digital waitlist solution.

The simplest way for diners to discover and book a table at your restaurant, TouchBistro Reservations helps you fill more seats and turn tables faster.

Rather than relying on a third-party reservation platform with pricey per cover fees, TouchBistro Reservations is fully integrated with your POS so you can accept bookings, manage your digital waitlist, and collect diner data, all in one place.



What features are included?



POS Integration

Direct integration with the TouchBistro POS allows you to track your guests' order history so staff can offer personalized recommendations and upsell with ease.



Multiple Online Booking Touchpoints

Give guests more ways to find and book a table at your restaurant by accepting bookings through your website, tbdine.com, or Google.



Two-Way SMS and Email Communication

Reduce no-shows by reminding guests of their upcoming reservations and letting them notify you if their plans change.



Digital Waitlist

Whether they're at home or on the go, diners can quickly and easily add themselves to a digital waitlist, and receive real-time updates so they know exactly when to arrive.



Comprehensive Reporting

Access advanced reporting to see all of your previous and current reservations activity, identify trends, and inform crucial business decisions.



Reservation Notes

Deliver five-star service with customizable reservation notes that help you track allergies, dining preferences, and special occasions.



No-Show Charges

Reduce no-shows with the option to take credit cards up front and charge a fee for missed reservations.



Table Status Tracking

Keep track of your diners' status from the moment they're seated until their meal has been cleared so you can turn more tables, provide accurate wait times, and keep guests happy.



Customizable Floor Plans

Make the most of your restaurant's layout with custom floor plans and flexible table assignments.

How can it help your business?



Maximize Revenue

Increase your profits by filling more tables per shift and reducing no-shows with auto-confirmation emails and SMS messages.



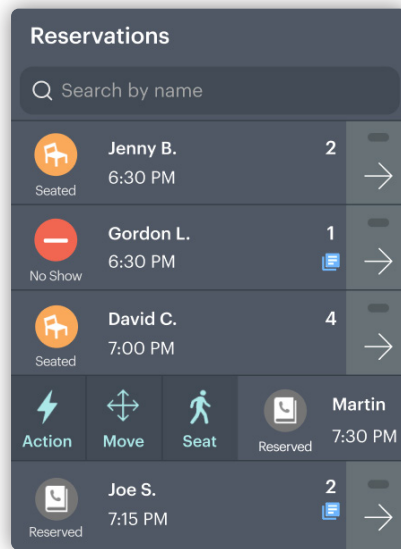
Deliver a Great Customer Experience

Give guests the freedom to book a table in just a few clicks or add themselves to your restaurant's digital waitlist in real time.



Optimize Service

Access advanced reporting to track how many guests are making reservations, when they're visiting, and how long they're staying so you can adjust your service accordingly.



Get in touch for a quote today!

[Learn More](#)



My favorite thing about TouchBistro Reservations is the easy integration into my Google My Business page and how quickly someone can make a reservation online. TouchBistro Reservations has actually been more effective than I had originally even hoped for, beyond just taking reservations.”



Tod Whipple
Owner
Ichiban Sushi
Gainesville, FL

[Read the Success Story](#)

Integration Partners

Customize your TouchBistro POS with best-in-class integrations for a truly all-in-one management solution that caters to your business' unique needs.

Beyond our core offerings, TouchBistro has partnered with leading third-party providers to extend the capabilities of your POS and offer deeper insight into your business operations.

Rather than partner with dozens of software providers that carry out similar functions, we have selected and curated a list of only the highest-quality POS integrations on the market. Each of these integration partners specializes in a niche component of restaurant operations so you get first-rate solutions for all your business needs.

Accounting

Reduce data entry errors and save time with our bookkeeping and financial management integrations.



Business Insights & Analytics

Make informed business decisions faster with integration-powered data and reporting for sales forecasting, employee performance, food cost management, and more.



Inventory Management

Manage supply levels, costs, and vendor relationships with our inventory partners.



Online Ordering Integrations & Aggregators

Pull orders from leading third-party apps directly into your POS so you can conveniently view them in one central location—no additional tablets necessary.



Staff Scheduling & Payroll

Optimize your labor costs with integrations that simplify scheduling, team communication, and payroll functions.



Business Insurance

Simplify the process of buying and managing insurance for your restaurant.



Looking to make the most of your POS system?

We have a wide range of POS integrations and technology partners. If you're not sure which one is right for your specific business or venue, we'd be happy to chat with you.

[Learn More About Our Integration Partners](#)

Restaurant POS Hardware

TouchBistro POS is powered by state-of-the-art Apple products and other leading hardware solutions that are intuitive, secure, and easy to set up.

Powerful enough to withstand the rigors of the fast-paced restaurant environment, our hardware helps you run your restaurant faster and more efficiently.



What hardware is needed?



Apple iPad

Fast, reliable, and easy to use, TouchBistro's iPads offer a seamless mobile POS experience.



KDS Touchscreens

Designed to handle heat, spills, and falls, our commercial-grade KDS hardware is tough enough for any restaurant kitchen.



Bump Bar

Easily navigate through order tickets without touching the KDS screen with a kitchen bump bar.



Receipt/Thermal Printer

Enable your front of house staff to print receipts directly from your POS to ensure clear communication with guests and speed up the payment processing experience.



Kitchen/Impact Printer

Improve accuracy and ensure back of house staff never miss an order with printed kitchen tickets.



Router

Ensure that your POS can quickly and securely communicate with all of your connected devices with the right router.



Payment Terminals

Accept all payment types, including cash, credit card, debit card, and digital wallet payments with fast, reliable, and easy-to-use payment terminals that continue to work even when the internet goes down.



Cash Drawer

Offer guests the option to pay with cash and keep your bills and coins secure in a cash drawer that can be accessed anytime, even without the internet.

Hardware FAQs

What iPads does TouchBistro support?

We always recommend purchasing the most current iPads sold by Apple.

That being said, TouchBistro supports a wide variety of Apple devices including the iPad Family, iPad Mini Family, iPad Air Family, and iPad Pro Family. For a list of detailed support devices, go to our [iPad support page](#).

What if I already have iPads and other equipment?

Great! TouchBistro is compatible with most iPads except for some older generation models. We can easily confirm the compatibility of your existing hardware before we set your system up. However, we strongly encourage purchasing the latest iPad for the best user experience and longevity of support.

What routers does TouchBistro support?

TouchBistro will only support specific routers, including:

1. Cisco Meraki Z3 (purchased from TouchBistro only)
2. Unifi Access Points in conjunction with the purchase of our Cisco Meraki Z3 Router

For more detailed information on our routers, visit our [routers support page](#).

What printers does TouchBistro support?

TouchBistro supports printer models by Star Micronics, Epson, and more. For a complete list of printers we support, visit our [printer support page](#).

Can I print non-English characters on kitchen tickets?

Yes you can, but there are limitations. Kitchen impact printers do not support Chinese characters, or characters beyond the Latin character set.

If you do need Chinese characters or non-English/Latin characters, you can use [thermal printers](#) that TouchBistro supports. [Read more](#) about limitations and how to input Chinese or non-English characters.

What cash drawers does TouchBistro support?

TouchBistro supports a variety of MMF, Star Micronics, and APG cash drawers. For a detailed list of cash drawers we support, see our [cash drawer support page](#).

FAQs

What are the upfront costs?

The upfront costs for TouchBistro include hardware and implementation, which vary depending on your specific hardware packages and installation needs.

Can I purchase additional products later on?

Absolutely! Our flexible a la carte pricing allows you to add additional products at any time.

Do you charge a fee for customer support?

No. Our customer success team is available via phone, chat, and email 24/7, 365 days of the year (including all holidays) at no additional cost.

Is there a charge for software updates?

No. Software updates roll out automatically at no extra charge.

Are hardware costs included?

No. Hardware costs are not included with your TouchBistro subscription. Get in touch with our team to determine the hardware configuration that's best suited for your restaurant's size, venue type, and needs.

Note that TouchBistro is compatible with Apple iPads, commercial-grade KDS hardware, industry-leading kitchen printers, receipt printers, cash drawers, and certain routers, so you may be able to use your existing hardware in some cases.

What payment processing fees will I be charged?

It varies, as we need to review your credit history, sales volume, and average ticket size before giving you a custom rate. This includes understanding your credit history, sales volume, and more.

However, TouchBistro Payments offers transparent and competitive payment processing rates.

Is TouchBistro owned by a payment processor?

No. TouchBistro is not owned by a payment processor.

Is TouchBistro the right fit for my restaurant?

TouchBistro is a good fit for single- and multi-location full-service restaurants, quick-service restaurants, cafes, food trucks, bars, breweries, and wineries.

Who will install my POS?

Our team of certified TouchBistro technicians will guide you through the installation process. From getting the most ideal WiFi signal throughout your venue, to tips and tricks on where to place your hardware, you'll leave your installation session feeling confident that both your hardware and network have been configured properly.

What can you do with TouchBistro POS if the internet goes down?

TouchBistro devices will still be able to communicate with each other even if the internet is down. The next page shows a full list of the features that are available or unavailable if you temporarily lose internet connectivity at your restaurant.

Which Features Are Available Offline?

Feature	Offline Access
Take/close orders on your TouchBistro POS	Yes
Take cash payments on your TouchBistro POS	Yes
Take offline payments on your TouchBistro POS	Yes, if using TouchBistro Payments
Print kitchen tickets	Yes
Send orders to the Kitchen Display System	Yes
Change/edit menu	No
Print receipts/guest checks	Yes
Manage staff permissions	No
Access reports	No (TouchBistro will sync all sales/labor data when the internet is restored)
Access online orders	No
Edit floor plan	No
Let customers claim loyalty rewards	No
Purchase or use gift cards	No



What if I want to refer someone to TouchBistro?

Great! You can submit all referrals through our Referral page and you'll earn \$1,000 for each referral who becomes a TouchBistro customer.

[Refer Now](#)

How to Get Started with TouchBistro



Read to get started with TouchBistro? Just follow these 3 simple steps.

1

Get in touch with our team by clicking the “Get Started” button below

2

Schedule your free demo/quote

3

Choose the products and hardware setup that fits your venue’s unique needs

[Get Started](#)

