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**KLICK KITCHEN, THE FIRST 24/7 ONLINE ORDERING SYSTEM FOR FOOD SERVICE PROFESSIONALS UPGRADES TO 3.0 WITH 3.0 CHEFS SPEND LESS TIME ON LAPTOPS AND MORE TIME AT STOVETOPS**

**New York, New York (March 15, 2010)** Klick Kitchen introduced professional chefs and restaurateurs to the convenience and efficiency of online ordering systems, when it originally launched in March 2008. While common in other businesses, Klick Kitchen was the first professional, web-based purchasing system designed for the food industry. Klick Kitchen continues to streamline food purchasing for busy chefs as it unveils its 3.0 version containing new features created in direct response to feedback from chefs and restaurant managers.

Klick Kitchen 3.0 features:

- Real-time pricing
- A social media network for chefs and distributors
- A faster, simpler search function – so chefs can quickly find the ingredients they need.
- New privacy controls to allow distributors to keep their pricing confidential from competitors.

“Although chefs will still want to speak ‘live’ to their distributors at times, they no longer have to rely on an antiquated system of late night telephone calls, garbled voicemail messages, and unclear faxes,” says Klick Kitchen founder/CEO and foodservice industry veteran, Jordan Glaser. “It’s also a greener way to run a kitchen...less paper waste!”

Online ordering may require a change in chef behavior, but the pay-off seems to be worth it. Owner/Chef Mitchell Sudock of Bistro M, who has been using Klick Kitchen regularly says, “At first I had to get used to not speaking to my distributor three times a week. But once I realized that these conversations were taking up time I could be spending on a new recipe, making the shift to online ordering was more palatable. Of course, I still call from time to time with questions about ingredient quality, but 90% of my ordering is much simpler.”

“Even for chefs who are already ordering online, Klick Kitchen provides a central marketplace where they can order from all their vendors in one place using one system,” explains Glaser. “With the new 3.0 innovations, chefs can further

expedite ordering, reduce errors in the order process, find new products, stay on top of pricing fluctuations and keep well-organized records of their orders.”

Adds distributor Chris Cornetta of Treasure Isle Foods, “The system is easier for us as well...we are able to offer e-commerce to our customers without building our own technology solution.”

According to Ron Mathews, Vice President International Restaurant & Foodservice Show of New York, the next generation of technology-savvy chefs and time-starved restaurateurs is looking for ways to run kitchens and establishments more efficiently and profitably. Other technologies that are now considered “kitchen essentials” are: online labor tracking and scheduling systems, POS and reservation systems, menu-costing software and new online marketing solutions involving social media. “The well-equipped restaurant simply cannot function smoothly without these ingredients!” asserts Glaser.

[www.KlickKitchen.com](http://www.KlickKitchen.com) is an online professional purchasing system and wholesale market place developed for the food service industry. Klick Kitchen enhances the vendor - chef relationship by making it easy to browse listings of available items from a variety of sources and order quickly and directly from the vendor.