

# The Food Passport

So guests feel expected. And restaurants are prepared.

Do you **truly know** your guests?

Can you **greet them with care**, not guesswork?  
**Serve with confidence**, not uncertainty?

Just as the hotel world has guest profiles (thanks to programs like Marriott Bonvoy or Hilton Honours), the Food Passport helps elevate your guests' experience.

## YOUR REWARDS?

By knowing your guest's expectations upfront, you enable:

Increased **staff confidence** and efficiency

A better **prepared kitchen**

Recognized **guests who return** more often, spend more and are **blown away** by the personalized service.

**Because the more you get your guests right, the more memorable their experience becomes.**

## When guests feel expected, they come back and spend more.

Outstanding service make guests **up to 70% more likely** to come back!

A **GUEST'S** Food Passport allows you to deliver a smoother, more personalised experience.

Guest fills in **upfront**,  
YOU get the info upfront too.

Contains:

- Service style
- Diet
- Allergies
- Beverages
- Sustainability
- Personal information

Food Passport  
Personalized dining  
Sign Out  
jvanvaerenberg@gm...

**Your Food Passport**  
*You're not just another booking*

**Your Essential Preferences**  
*The must-haves for every visit.*

How do you like to get served? \* ✓ >

What's your diet? \* ✓ >

Any allergies or intolerances? \* ✓ >

**Save My Preferences**  
Make it feel even more you.

Food Passport

**Bella Vista Ristorante**  
Authentic Italian cuisine with exceptional attention to dietary needs and sustainable practices.

**CUISINE**  
Italian Mediterranean International

**RESTAURANT TYPE**  
Fine-dining Cosy Trendy

**SERVICE STYLE**  
Warm & Personal Discreet & Attentive

**DIETARY ACCOMMODATIONS**  
Vegetarian Vegan Pescetarian

**ALLERGY & INTOLERANCES**  
Can accommodate almost anything

**SUSTAINABILITY IMPACT**  
4

With **YOUR RESTAURANT'S** Passport, communicate your offering confidently and upfront. Be clear about what you can vs. can not do.

You'll get your own website widget, and guest's passports will be matched against it.

Contains:

- What diets YOUR menu supports (e.g. vegetarian, pescatarian)
- How flexible YOUR kitchen is (allergies you can/ can NOT handle)
- YOUR sustainability engagement
- Certifications and awards

↑ The Food Passport helps you manage guests' expectations clearly, **BEFORE** service starts. For example, set how flexible your kitchen is with allergies: choose from "can't handle" to "can accommodate almost anything".  
**YOU'RE in control.**

## How it works

### 1. Boost your reputation

By offering personalised, high-quality service. Guests receive a personal Food Passport invitation as soon as they book, to share their preferences before they arrive. You show them you care, before they walk in. It's fully automated and works with your existing reservation system. "Make your guests feel truly expected"

### 2. Improve your team and kitchen efficiency with fewer surprises during service.

You'll have a simple overview of the Food Passports for each service, grouped by table, showing you structured dietary requirements and allergies.

### 3. Get more high-quality guests.

Guests who use their Food Passport in other restaurants will be incentivized to discover yours through the Food Passport Loyalty Program, only referencing participating restaurants.

## Main upsides for restaurants

### 1. Build real loyalty.

Guests value personalized service, increasing their likelihood of coming back by UP TO 70%.

### 2. Reduce service friction by capturing key preferences up front.

Guests share service preferences, dietary needs and possible allergies BEFORE they arrive. If there's a mismatch, you'll be notified automatically — so you can manage expectations early and avoid surprises during service.

### 3. Attract high-quality guests who align with your positioning:

We actively direct like-minded guests to restaurants that match their values and needs, including YOURS.

Results show that 10–30% of guests complete their Food Passport.  
**That's 10× higher than comparable industry benchmarks!**

It's a strong early signal: guests **CARE** about being recognized for how they are, and they're willing to engage when it improves their dining experience.

## WHAT ABOUT THE COSTS?

The first 3 months are FREE, you can cancel any time.  
We then ask for a fair commission for new guests we bring  
(you DON'T pay for your own guests)  
and a minimum monthly fee of 30 EUR to cover our running costs.