

OPENHOUSE

FOODSERVICE

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The national monthly news magazine serving the people in the foodservice and accommodation industries

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SOUPED UP

Maggi's Classic Gluten Free Soup
Mix range packs a punch

Cool change
Clever ideas for
revamping winter
menus



View from the top
Peter Doyle's take on the industry



Real-time booking service shows real results

Lunched to the public in late 2009, real-time on-line restaurant reservations company Dimmi has announced it booked 50,000 covers for participating restaurants in its first three months.

Of those bookings, 66 per cent were made when restaurants were least equipped to handle bookings, with 23 per cent booked while restaurants were closed and 43 per cent made during peak service hours. Confirmation of the booking is made immediately with no follow-up required from restaurant staff.

Dimmi (which means "tell me" in Italian) is currently available in Sydney, Melbourne and Brisbane, where almost 1000 restaurants including Sydney's Quay, Bilson's, Wildfire, Catalina, Flying Fish and Pier; Melbourne's Flower Drum, The Italian, Oyster Little Bourke, The Deanery, Sapore, Balzari and Jamie Oliver's Fifteen; and Brisbane's Restaurant Two, C'est Bon and Restaurant Rapide, have signed up for it.

Gordon Ramsay's Melbourne restaurants Maze and Maze Grill opened for reservations exclusively via the Dimmi

site in the month leading up to their March 29 opening, reportedly fully booking the opening night within a few hours of going live.

Visitors to the Best Restaurants search engine can also book online as part of a partnership between De Groot's media and Dimmi.

"The introduction of real-time restaurant reservations is long overdue for the Australian market," says Stevan Premutico, managing director of Dimmi. "The concept has been hugely successful in the USA and UK markets for over a decade now and in 2009 over 40 million restaurant reservations were made online in real-time. Within the next five years we anticipate that 50 per cent of restaurant bookings will be made online."

Membership has no up-front costs for restaurants, relying on a 100 per cent performance-based model where restaurants pay a small fee after customers have dined in the restaurant.

Dimmi will launch in Canberra later this year and in Adelaide and Perth in 2011.