



Digitizing Restaurant Commerce

Fact Sheet

Omnivore is a technology company that connects restaurants' point of sale (POS) systems with technologies that improve efficiency and increase profitability. More than 24,000 restaurant locations are using the technology to solve operational challenges that range from third-party delivery to pay-at-the-table methods, and to quickly adjust to changing consumer behavior.

Fast facts:

- Headquarters: 13577 Feather Sound Drive, Suite 390, Clearwater, FL 33762
- Founded by Mike Taczak and Mike Wior in 2013
- Leadership
 - Board chair: Outback Steakhouse co-founder Chris Sullivan
 - CEO: Dan Singer
- Number of employees: 42

Key products:

- *API* is the central connection point for restaurant technology. With the API, restaurants have more choice and flexibility in the technologies that run their businesses, and they can quickly test and integrate new technologies for contactless ordering, loyalty programs, pay-at-the-table and more. It also drives a faster time to deployment for restaurant brands that are building their own POS-connected apps.
- *Menu Management System* simplifies the digital strategy for restaurants with a focus on delivery. With MMS, restaurants can easily update all of their digital menus, inject delivery orders directly into the POS system, and eliminate the need for a different tablet for each delivery platform such as UberEats, DoorDash and Postmates. In turn, restaurants can use delivery platforms to find new customers, launch virtual concepts and increase revenue while minimizing labor costs and reducing error rates.

History: Omnivore started with the dream to make new technologies easier for restaurants to test and adopt. In 2012, Outback co-founder Chris Sullivan wanted a better, simpler way to bring new technologies into restaurants and to help restaurants increase profitability by using technology. He invested in Omnivore in 2013, with the goal of building a technology solution to connect restaurant point of sale (POS) systems to technologies.

The result: Omnivore's API, the central connection point for restaurant technology. In 2015, Bloomin' Brands became the first major national chain to use Omnivore's API. Now it's the worldwide standard for POS integration.

In December 2018, the company successfully closed a \$13 million Series A with investments from The Coca-Cola Company, Performance Food Group and Tampa Bay Lightning owner Jeff Vinik.

In 2019, Omnivore launched Menu Management System (MMS) to simplify third-party delivery platforms for restaurants. More than 20 different restaurant brands provided input on MMS's development, and their input led to the addition of direct injection and several other features.

Today, MMS has processed nearly 10 million delivery orders valued at \$350 million. At over 99%, MMS has one of the highest direct-injection success rates in the industry, which means restaurants have fewer failed orders while reducing labor costs.

For more information, visit [Omnivore.io](https://omnivore.io).

Media contact:

Missy Hurley

B2 Communications

813.230.7736

Missy@B2communications.com