

TOAST DROP NOW AVAILABLE IN KENDALL SQUARE

PROVIDING LOCAL, SAFE &
STREAMLINED FOOD DELIVERY
SOLUTIONS TO EMPLOYEES



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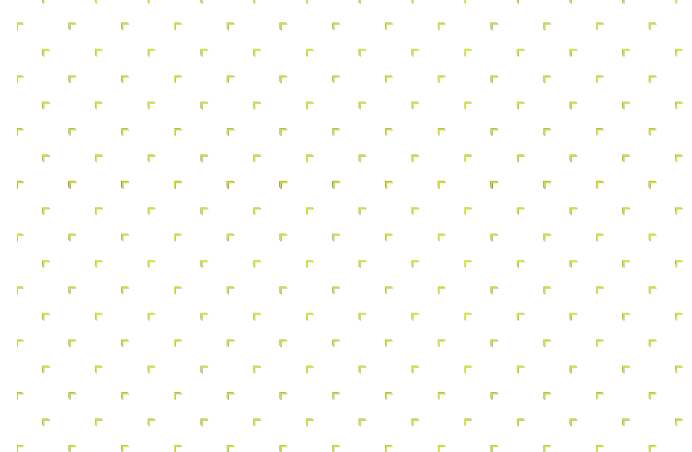
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Kendall Square Association
Graffito SP
Toast



WE ARE LOSING KENDALL RESTAURANTS

For years we have all worked together to make Kendall a more vibrant place, and our local restaurants are core to that mission. But with the COVID-19 pandemic our restaurants have lost the customers that they need to survive. Rather than giving up, they are innovating, and they need your help.

The Kendall Square Association (KSA) in partnership with Graffito SP and Toast have developed an experiment we are calling **Toast Drop** to help you purchase individually packaged, and customized food orders for your employees directly from local restaurants and streamline the delivery to help keep your people safe.

You may have heard of programs like this — but what you may not know is that third party operators like EZ-Cater Relish take a significant portion of what you are spending in fees and hurt the businesses bottom line. **This program doesn't cost restaurants anything to participate — and it won't require you to pay any fees either.**

HOW IT WORKS

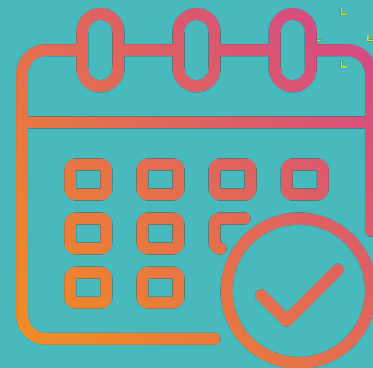
Toast Drop allows you to provide your staff with the food they love and flexibility they desire, help keep the risk of contamination under control with aggregated deliveries and support the struggling local restaurants in your community.



HOW IT WORKS

1. SETUP

- With the help of the Toast Team, you will create a weekly rotating schedule of your team's favorite Kendall restaurants.
- Set up your daily order cut off time and a daily delivery time with the restaurants.
- The pre-set schedule repeats weekly and you can update or modify it at any time!



HOW IT WORKS

2. DESIGNATE YOUR DROP POINT

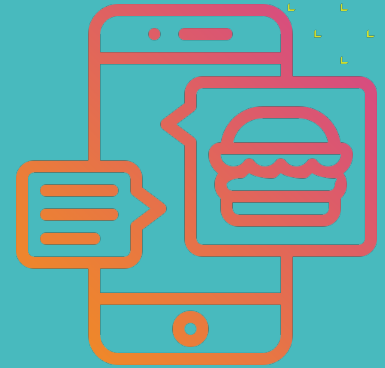
- With the help of the KSA, you will set up a drop point at a convenient location for you.
- Your drop point location will not change unless you need it to.
- The drop point should be easy to access for restaurants and employees.
- You have full liberty to design and brand the drop zone to fit your building.



HOW IT WORKS

3. ORDERING

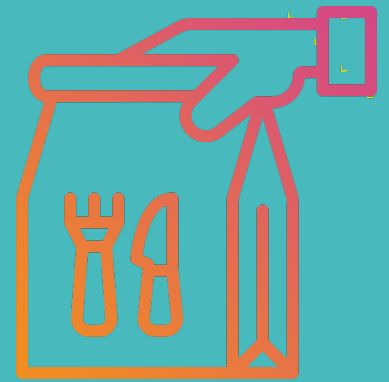
- No work is required from the employer to facilitate ordering each day.
- Each day, your team will be able to order their individual meal prior to the cutoff time using the **Toast Takeout™ Mobile app** or through a dedicated **web ordering link** made specifically for your Drop point.
- Your team will receive a confirmation for their order displaying the drop-off time.



HOW IT WORKS

4. DELIVERY

- Each restaurant will individually package and label all the daily orders and make one, aggregated delivery to the designated Drop point at the agreed upon delivery time.
- A receipt with the diner's name and order will be prominently displayed on the bag for easy pickup.



HOW IT WORKS

5. PAYMENT

- Who pays for meals is entirely up to you! We have built the system to be flexible and accommodate your needs and culture. If you would like to partially or fully subsidize occasionally or have this program be entirely paid for directly by your employees, we can make that happen.
- Payment is completed per order through the app/ordering link and charged to the user's card on file and is processed instantly.
- A choice to partially or fully subsidize the Drop program will have a significant impact on employee ordering adoption and an even greater impact on the restaurants receiving the orders.
- Employers are welcome to subsidize the program through their own expensing/virtual card tools or through a preferred Toast partner.



HOW IT WORKS

6. SUPPORT

- Toast is available to help make changes to your schedule or pause the Drop service at any time.
- Any individual order issues can be quickly resolved with the nearby restaurant directly, no middle-man or support line required.
- No contract, commitment or fees are required to use the service.



BENEFITS OF THIS PROGRAM

BE A LEADER

This is an experiment and we need your help so that we can learn together!

PERSONALIZED SUPPORT

Our partners will develop materials to support marketing this program to your people.

FLEXIBILITY

There is no contract — you can opt out at any time if this program isn't meeting your needs.

SUPPORT THE COMMUNITY

Kendall Square has lost more restaurants than any other neighborhood in Cambridge. This is an opportunity for you to make a difference and meet a critical need in your company.

NEXT STEPS

Connect Alana Westwater with your point person for this project who will...



**SET UP YOUR
"DROP OFF LOCATION"**



**SELECT YOUR
RESTAURANTS**



**PROMOTE TO
YOUR TEAM**



**PROVIDE DELICIOUS,
LOCAL FOOD!**

ABOUT OUR PARTNERS



GSP

toast



ABOUT OUR PARTNERS

Kendall Square Association (KSA) stewards the most innovative square mile on the planet — connecting the people changing the world. During the COVID-19 pandemic our focus has been to help our members realize their power of proximity even while they are apart, enabling collective action on diversity, equity and inclusion, transportation and keeping Kendall vibrant.

**KENDALL SQUARE
ASSOCIATION**



ABOUT OUR PARTNERS

Graffito SP, founded in 2007 in Kendall Square, operates as a Strategic Partner to landlords, tenants, and developers focused on the ground floor activation of mixed-use projects. Our work spans from project inception to completion and exists at the intersection of retail leasing, neighborhood strategy, urban design, and branding. GSP's approach embraces a local-first mentality that is steeped in the context of the places and spaces we work.

GRAFFITO SP



ABOUT OUR PARTNERS

Launched in 2013, Toast powers successful restaurants of all sizes with a technology platform that combines restaurant POS, front of house, back of house and guest-facing technology with a diverse marketplace of third-party applications. By pairing technology with an unrivaled commitment to customer success, Toast helps restaurants streamline operations, increase revenue and deliver amazing guest experiences.

Founded by MIT graduates, Toast launched its first restaurant, Barismo, near Kendall Square - a neighborhood

where the company saw much of its early adoption. These early restaurants helped shape the Toast system into what it is today, and Toast is committed to helping keep the Kendall Square restaurant community alive and thriving. During COVID-19, Toast has mobilized in numerous ways to help restaurants stay in business: from the RallyforRestaurants campaign, temporarily eliminating software fees, developing Order & Pay at the Table functionality, to launching the commission-free Toast Now™ ordering product and the Toast Drop program.