

BASIL  STREET

AUTOMATED PIZZA KITCHEN (APK)

BASIL STREET APK PLACEMENT FORM

INTRODUCTION

The Basil Street Automated Pizza Kitchen (APK) is a robotic, self-serve pizza kiosk that lets consumers use a touch-screen interface to order a full-size pizza that is cooked fresh and delivered within minutes.

The APK is an easy way to participate in the \$45 billion U.S. market for pizza through an innovative kiosk solution offering 24/7, high-quality, delicious pizza with a wood-fired oven taste.

THE APK OPPORTUNITY

Having an APK at your site creates a number of opportunities and benefits:

- **It gratifies!** Provides immediate gratification with great tasting pizza.
- **It communicates!** The 40-plus inch, engagement APK screen can display announcements, share information, or promote activities.
- **It advertises!** The APK comes preloaded with a series of advertising and information campaigns. Ad impressions are driven based on characteristics the APK captures about the audience for that kiosk location.
- **It's always open!** Hot, delicious food available 24/7.
- **It's cool!** Getting fresh baked pizza in 3 minutes or less from a self-serve, robotic kiosk gets people's attention.



BASIC REQUIREMENTS

Eligibility for an APK placement is determined on the basis of meeting a series of minimum requirements. This initial assessment allows site providers and the Basil Street team to jointly assess the strength and opportunity of proposed APK sites. Examples of ideal APK sites include airports, college campuses, hospitals, manufacturing sites with multiple shifts, military installations, large office complexes, or other high-traffic sites that can meet the basic placement requirements.

Your Name:

Phone:

Email:

Projected site locations:

Check all applicable boxes:

PHYSICAL AND ENVIRONMENTAL REQUIREMENTS

Location: Proposed site(s) are indoors

Temperature: Ambient temperature range maintained at room temperature, +/- 15° F

Footprint: Approximate APK dimensions: 7.5' (H); 7.3' (W); 3.5' (D)
54" of clearance required at the front of the APK

Power: Dedicated 220V

Communication: Cellular reception required

OTHER

Foot traffic: APK walk by traffic of at least >2,000/day

Hours of customer access to APK for proposed site(s):

Standard business hours (e.g. M-F, 8 am to 5 pm)

Multiple shifts/after hours

24/7, 365 days per year

Competition: Nearest competing option(s) for fresh, hot food:

Distance from proposed APK site:

Storage: on-site or close by freezer storage

Food service provider: 3rd-party food service provider/vending contractor (e.g. Aramark, Sysco) already in place:

FULFILLMENT / REPLENISHMENT

Success of APK placements depend on keeping APKs stocked with inventory. These APK fulfillment options exist:

1. Basil Street-managed fulfillment: Basil Street has experience managing supply-chain and replenishment for retail, food-service kiosk solutions. As the APK vendor, Basil Street is the ideal fulfillment vendor to manage the APK replenishment process. If you do not have your own fulfillment solution, Basil Street can provide options.
2. Site-provider (self) fulfillment: site providers can manage replenishment themselves or through a contracted food service provider. To exercise this option, the site provider must provide adequate on-site freezer storage and complete training provided by Basil Street.
3. Third-party fulfillment: If relationships with 3rd-party food service providers or vending contractors exist, Basil Street can train them to replenish the APK.

NEXT STEPS

Site providers that meet the basic APK placement requirements and wish to proceed should save this completed form as a PDF and send via email to Basil Street to the email address below. After sending the form, contact the team for more in-depth site-selection analysis and to discuss contractual arrangements:

- placement@eatbasilstreet.com
- 310.742.4100

Learn more by visiting our website and viewing our video at basilstreetpizza.com.

