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# **Prezzo Launches Online Ordering Across All Restaurants**

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Leading high street Italian restaurant chain Prezzo has selected orderTalk, Inc. to launch an online ordering service in all 179 of its restaurants across the UK.

Prezzo's web-based ordering service offers customers the convenience of browsing menus and placing orders online with the added ability to customise orders down to the ingredient level. Customers can create accounts, store favourites, retrieve past orders and determine the time they would like their orders to be collected.

The service also allows customers to set special instructions and pay for orders online.

"We are delighted to have been selected by such a prestigious and forward-thinking brand as Prezzo to be their online ordering vendor", said Patrick Eldon, CEO of orderTalk, Inc. "Prezzo's endorsement is further evidence of orderTalk's status as the market leader and we look forward to a long relationship with them".

Prezzo is renowned for offering a quality menu at value for money prices. The company has won a number of awards – its chief executive Jonathan Kaye was named 'Restaurateur of the Year' in the Caterer and Hotelkeeper Catey Awards 2011. In addition Prezzo was named as 'best casual dining chain' in the MIDAS Awards (2011), best pizza group by the BBC's Olive Magazine (2009) and Italian restaurant chain of the year in the PAPA (Pizza and Pasta Association) awards in 2009.

Since 1999, OrderTalk Inc. has provided the restaurant industry with online ordering solutions including remote ordering, mobile applications and social media applications. As the leading provider of on-demand software and solutions, orderTalk provides exceptional service designed to increase overhead, maintain customer loyalty and increase order frequency and average order value.

Read the full story at <http://www.prweb.com/releases/2013/12/prweb11390200.htm>