

LET'S KICK START YOUR BUSINESS, TOGETHER!

For years, we've worked with companies just like you, helping them create a stronger brand image through professionally designed & printed marketing materials, labels, signs and more.

LET'S DO LUNCH AND DISCUSS THE POSSIBILITIES. Give us a call at 610-829-1333 or email cliff@cliffross.com with questions or to request more information.



CLIFF ROSS

Downtown Easton

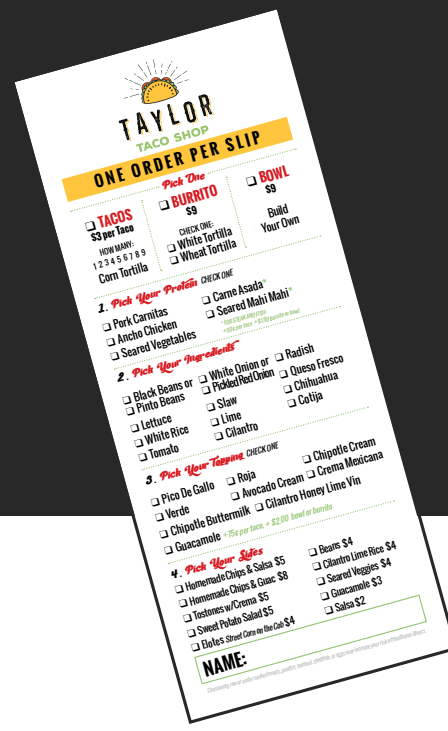
610-829-1333

CliffRoss.com

CliffRossPrints.com



MENU SIGNAGE
Custom made signage can make an impact & help your business stand out from the crowd.



MENUS & PLACEMATS
Professionally designed & printed menus, single use menus and placemats serve as a powerful selling tool.

LABELS, STICKERS & DECALS
Eye-catching, durable, waterproof decals to help brand your business or products. Custom sizes available & no minimum order quantities!

“Cliff Ross has been integral to the acceleration of both the More Than Q and Taylor Taco Shop brands. Their expertise with both print and social media has driven both companies to higher heights.”

-Matt Martin
Founder & Owner
Taylor Taco & More Than Q

TEMPORARY SIGNAGE
Temporary & table-top signage can help you promote specials or featured products.



ALUMINUM SIGNS & WINDOW DECALS
Custom window vinyl & aluminum signs help you create a storefront that draws customers in.



WE DO PHOTOSHOOTS TOO!
High quality photos for use in advertising & social media.
*more info on next page

“Cliff Ross’ redesign of my product labels was a key factor in the growth of my hot sauce and salsa business. I noticed a significant increase in sales almost immediately.”

-Arthur Skrzenski
Founder & Owner
Easton Salsa Company

“The Easton Farmers’ Market and the Easton Public Market have benefited from working with Cliff Ross. The company has met all our printing needs from posters and rack cards to vinyl banners, window lettering and permanent signage. Cliff Ross remains cutting edge - constantly updating their materials and products as well as offering design and marketing assistance. Cliff Ross offers fast efficient service and reasonable pricing - important factors for our busy non-profit organization. This company has definitely contributed to the growth and success of our markets.”

-Megan McBride
Easton Market District Director



WHO WE WORK WITH



& MANY MORE

GHOST KITCHENS



SET UP • LAUNCH • ADVERTISING • MANAGEMENT

By Angela Vendetti & Cliff Ross

Nothing scary about Ghost Kitchens – we can help you maximize profit for your kitchen and build a strong delivery business to weather any storm.

WHAT IS A GHOST KITCHEN?

Ghost Kitchens are one of the most current trends in the restaurant industry today, but there's a lot of substance behind all that buzz. If your restaurant has been impacted by the pandemic, a "Ghost Kitchen" model might be the answer for you.

You can launch a ghost kitchen within a matter of months or even weeks. Whether you have an existing space, a food truck or simply a delivery-only concept in mind, we can work with you to develop a comprehensive strategy and put that plan into action. From menu engineering to brand identity and marketing, we can get you up and running swiftly.

HOW DOES IT WORK?

1



CONCEPT

We work with you to develop a concept for your delivery only brand.

2



MENU

We engineer a simple menu based on the existing ingredients you use.

3



ONLINE ORDERING

We set you up on all the most popular delivery apps.

4



TRAINING

We help you develop procedures for operating a delivery only kitchen.

5



BRANDING

We design and implement all the needed branding materials.

6



ADVERTISING

We aggressively market your menu and create a loyal following.

WHY A GHOST KITCHEN?

- Increase sales with existing BOH cost and reduced FOH cost
- Maximize sales per square foot while dining room is unoccupied or under utilized
- Test market a new concept or menu without affecting your existing brand
- Maximize brand awareness for your existing restaurant through delivery
- Capture more of the abundance of delivery opportunities out there
- MORE MONEY IN YOUR POCKET

We know now how important it is to be adaptable in today's market. You need a backup plan, just in case. It's so important for the survival of your restaurant for your brand to thrive in a post-pandemic world. The rules from even just 6 months ago no longer apply. We now know we have to be ready to switch to a takeout only system at a moment's notice.

By working on the local level instead of an out of state, larger company, you know we have your back. Your success is our success. We're fully invested in helping you thrive.

We help you launch virtual brands from your existing commercial kitchen so you can reach new customers and diversify your income through delivery sales.

CONCEPT

Have an idea? We can help you flesh it out and come up with the perfect concept for your Ghost Kitchen.

TARGET MARKET

Together, we can determine who and where your target market is and how to reach them. Then, we can deploy a variety of marketing methods to do just that.

MENU DEVELOPMENT

We'll help you create your menu based on what makes the most sense and what has the highest profit margin.

MENU ENGINEERING

menu item costing, pricing, design

Along with aiding you in developing your menu, we can help you with item costing and pricing. Then, our design team will create and print your menus.

LOCATION SEARCH/EXPANSION

If you're a new brand, we can help you locate where to hold your Ghost Kitchen and set you up for success.

OPERATIONAL TOOLS

for prep cooks, line cooks, and expeditors

Your Ghost Kitchen won't need a full restaurant staff, just a few solid employees to fulfill orders. We can help you find great candidates.

FINANCING

We'll connect you to the right funding opportunities to back your Ghost Kitchen concept.

INTERFACE DESIGN/BRANDING

design elements for online ordering

Our professional designers will make your online ordering presence fit perfectly with your brand concept and style.

COSTS AND PROJECTIONS

Start-up costs, sales projections, break even analysis

You want to make sure you know what to expect financially.

TECHNOLOGY

for online ordering and fulfillment

Since your Ghost Kitchen will be takeout and delivery only, a user-friendly online ordering platform is key. We can help you set this up.

BRANDED PACKAGING

Proper, safe packaging is critical right now. We can brand your packaging as well as create safety seal stickers.

STAFFING AND TRAINING TOOLS

Our years in the restaurant industry as owners, management and staff members have given us all the experience necessary to be able to help you lay out the tools needed to train a successful team.

ADVERTISING & MARKETING

Our marketing and advertising experts can set up your social media, manage it and help build a following. Direct mail marketing will also be deployed along with digital marketing efforts, such as paid search ads on Google, to create a totally cohesive, effective brand awareness campaign.

Contact us today to get started!

cliff@cliffross.com (610) 829-1333