CG STRATEGIC

Your Meal-Prep Business, Online

A step-by-step guide to the demo

Explore Northside Kitchen, a sample meal-prep business: the storefront your customers see, and the tools you'd use to run it.

Scan to open the demo

demo.cgstrategic.dev

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Book a free intro call: cal.com/cgstrategic/intro-call

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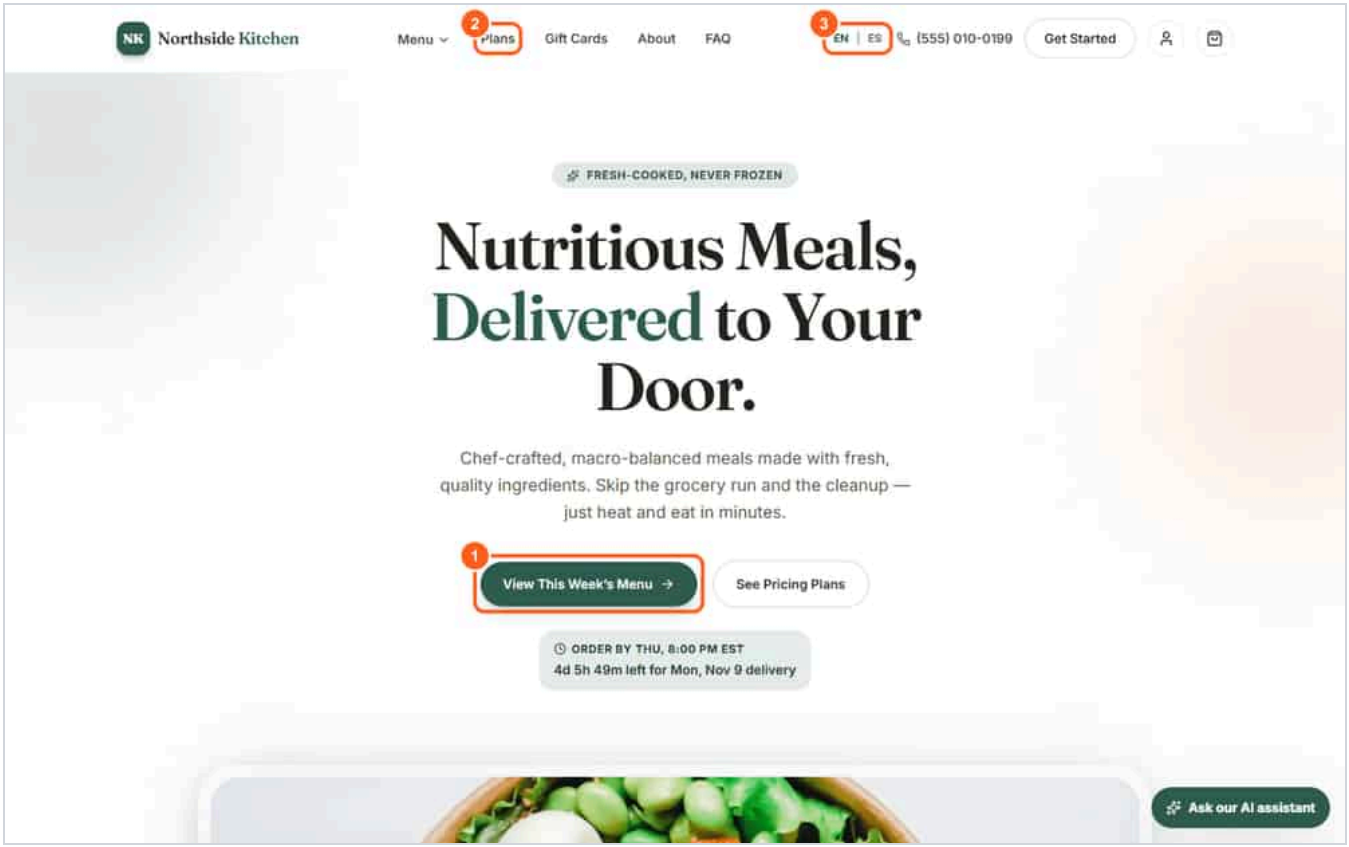
1. WELCOME

A working sample business you can click through

The demo is a complete meal-prep business called Northside Kitchen. Everything works: the menu, weekly plans, the cart, the owner's tools. Nothing is real: no payments, no emails, no real customers. You can't break anything.

There are two sides. The storefront is what your customers see. The admin is where you, the owner, run the business.

The demo opens in English, and Spanish is one click away: switch with EN | ES at the top of any page and the storefront and the admin both show in Spanish. Your choice sticks, and a link ending in ?lang=es opens the demo in Spanish.

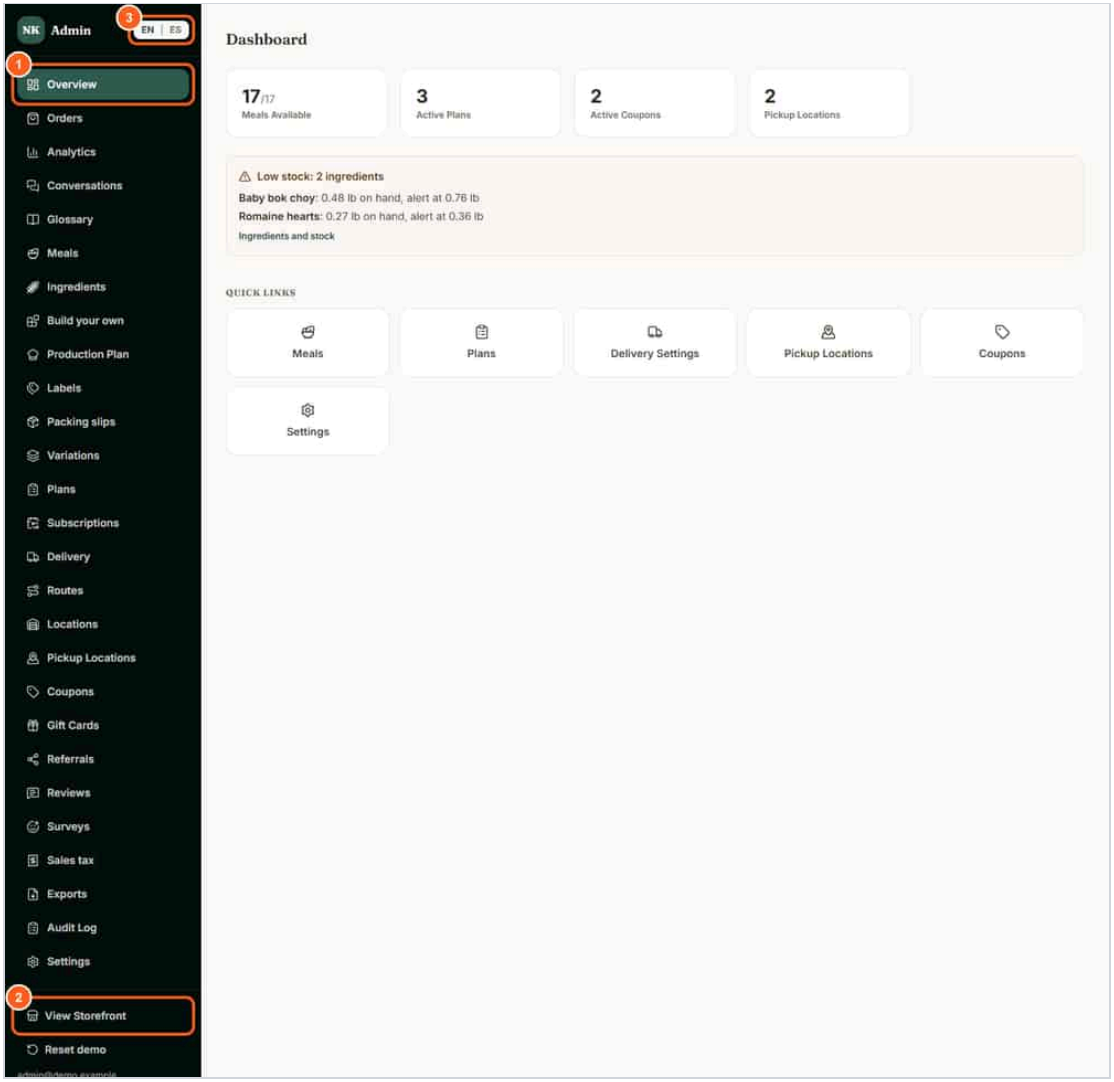


1. See this week's menu
2. Plans and pricing
3. English or Spanish

The owner side: your admin

Open the admin from the link at the bottom of any storefront page (Admin Dashboard), then click Sign In. The demo fills in the sample login for you.

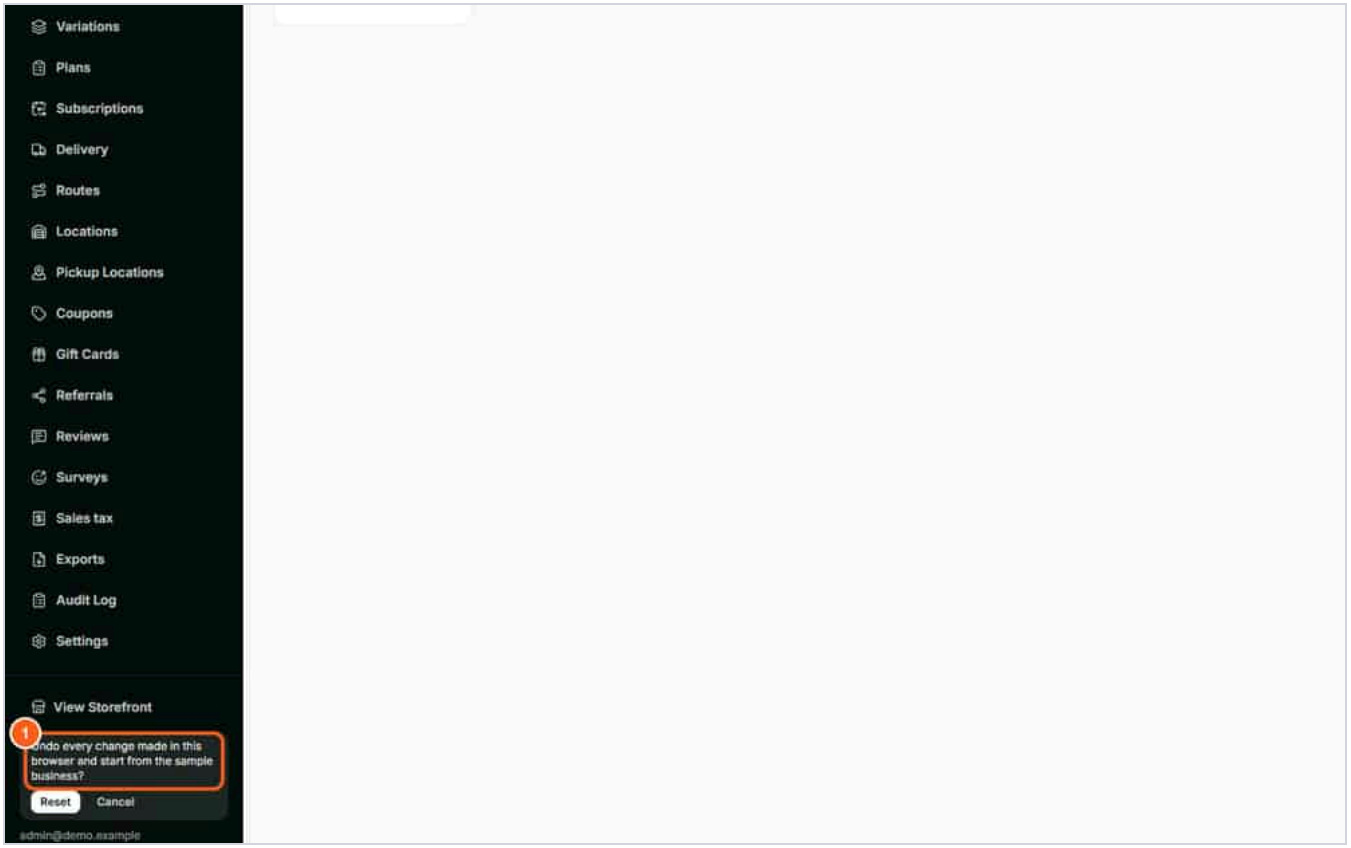
Every page of the admin is in the menu on the left. View Storefront takes you back to the customer side. The admin has its own EN | ES switch at the top.



1. The admin menu
2. Back to the storefront
3. English or Spanish

Start over any time with Reset demo

The demo remembers what you change in this browser, even if you close it. To go back to the original sample business, click Reset demo at the bottom of the admin menu and confirm.



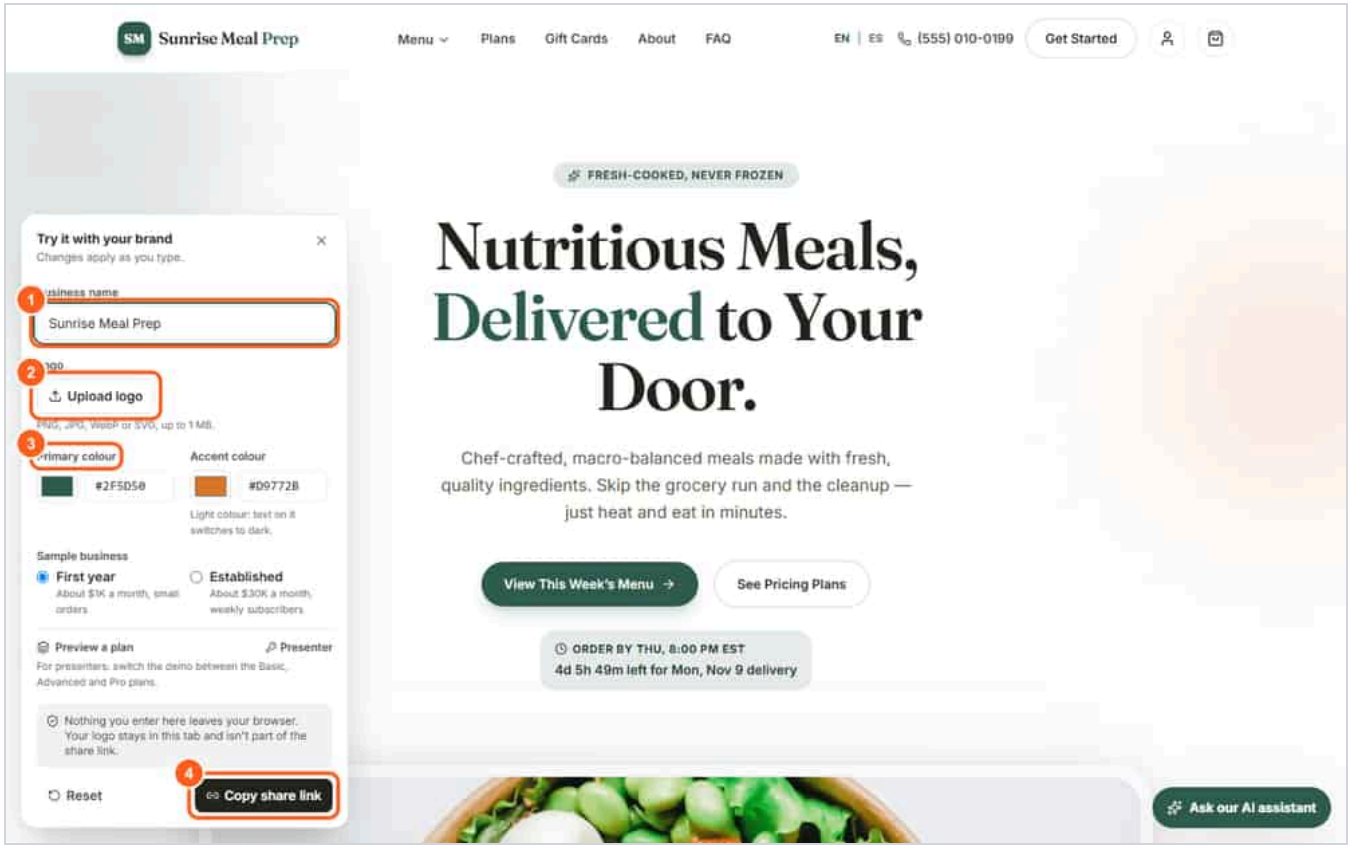
1 Confirm to start over

2. TRY IT WITH YOUR BRAND

Add your name, logo and colors

The Try it with your brand panel opens when you first visit the demo (or click it at the bottom left). Type your business name, upload your logo and pick your colors. Changes show as you type.

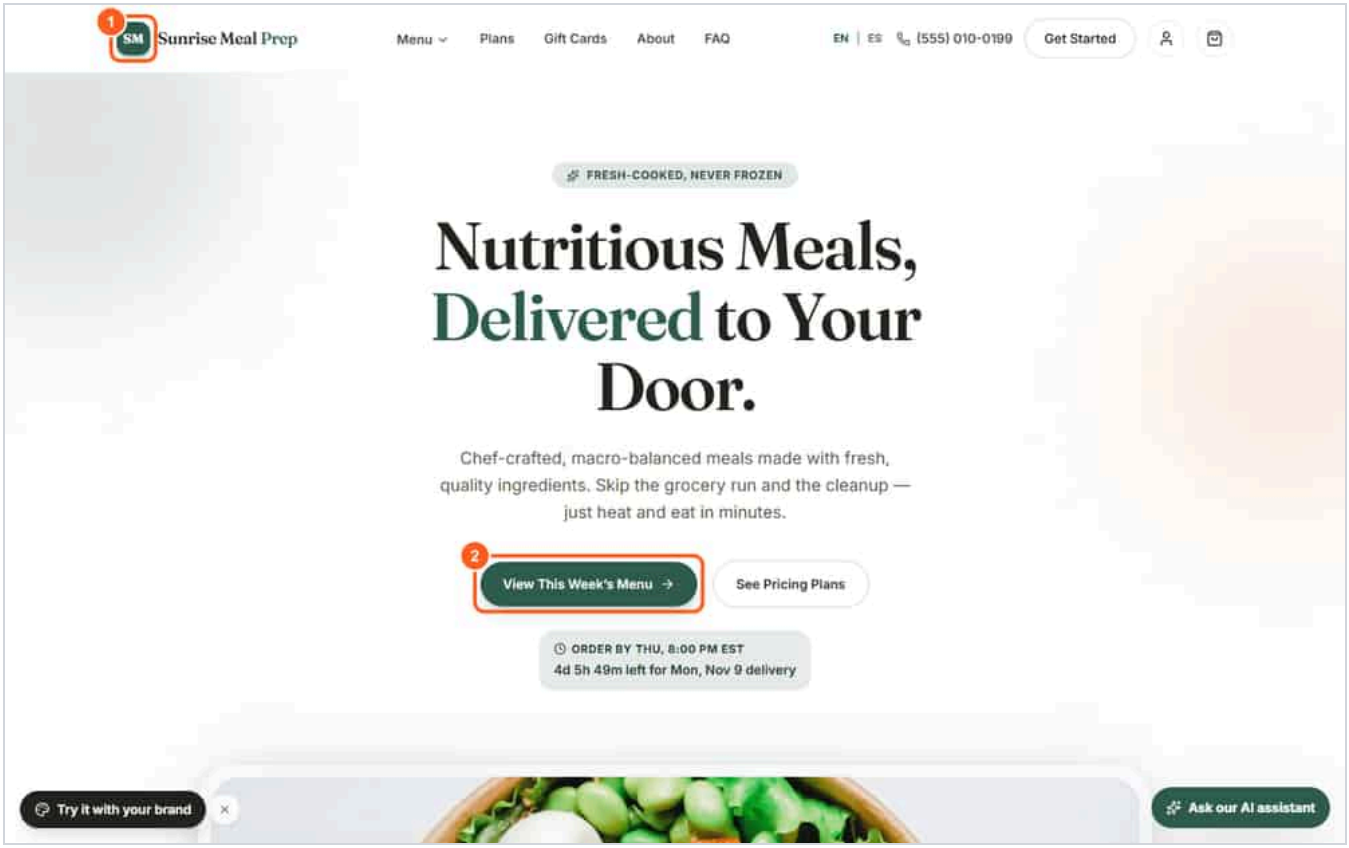
Your logo never leaves your browser. Copy share link gives you a link that opens the demo with your name and colors.



1. Your business name
2. Upload your logo
3. Your colors
4. Share it

See the whole site with your brand

Close the panel and browse: the header, buttons and pages use your name and colors. Click Reset in the panel to go back to Northside Kitchen.

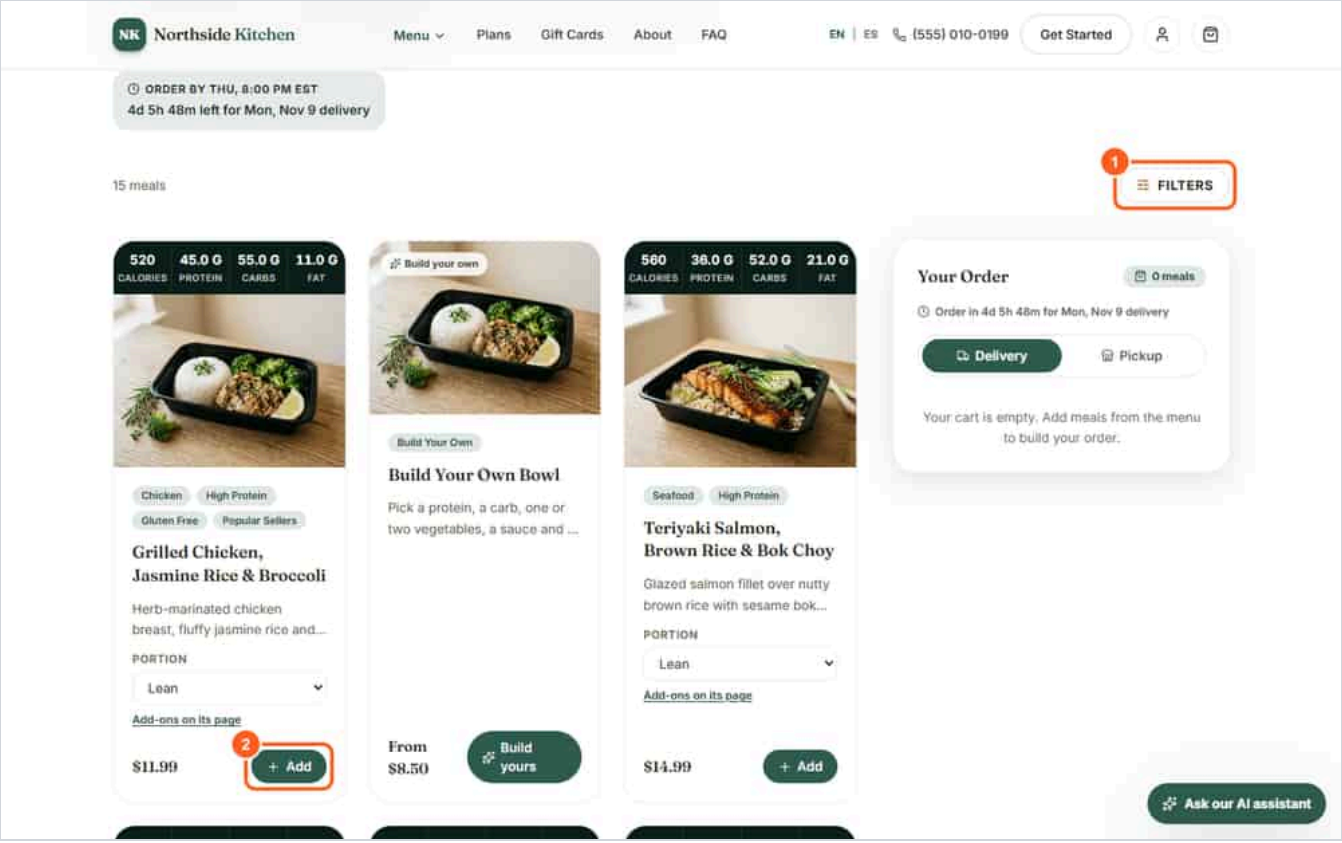


1. Your name in the header
2. Your colors on the buttons

3. THE CUSTOMER SIDE

Browse the weekly menu

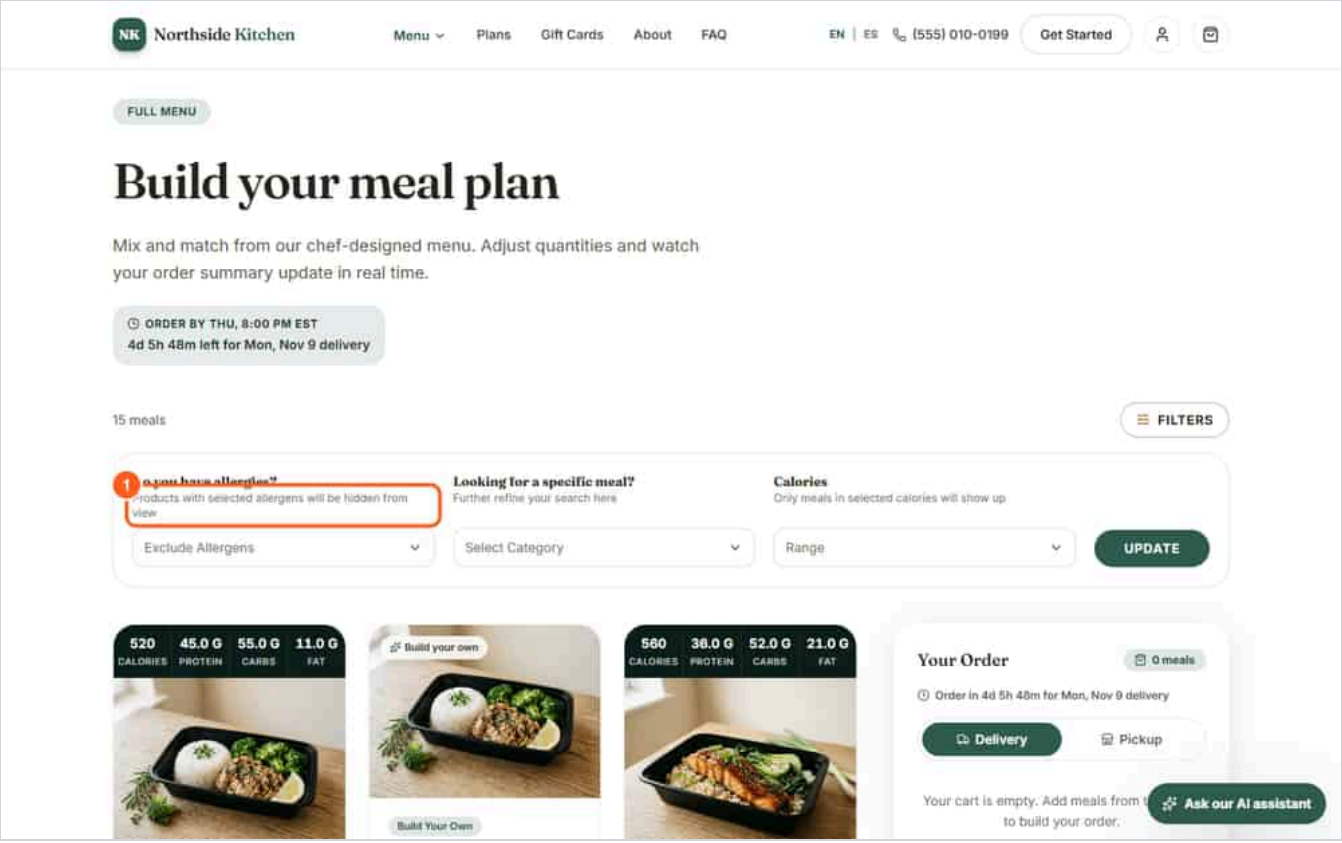
Customers see every meal with its calories and macros. They add meals straight from the menu, and their order builds up on the right.



1. Filters
2. Add a meal

Filter by allergens, category and calories

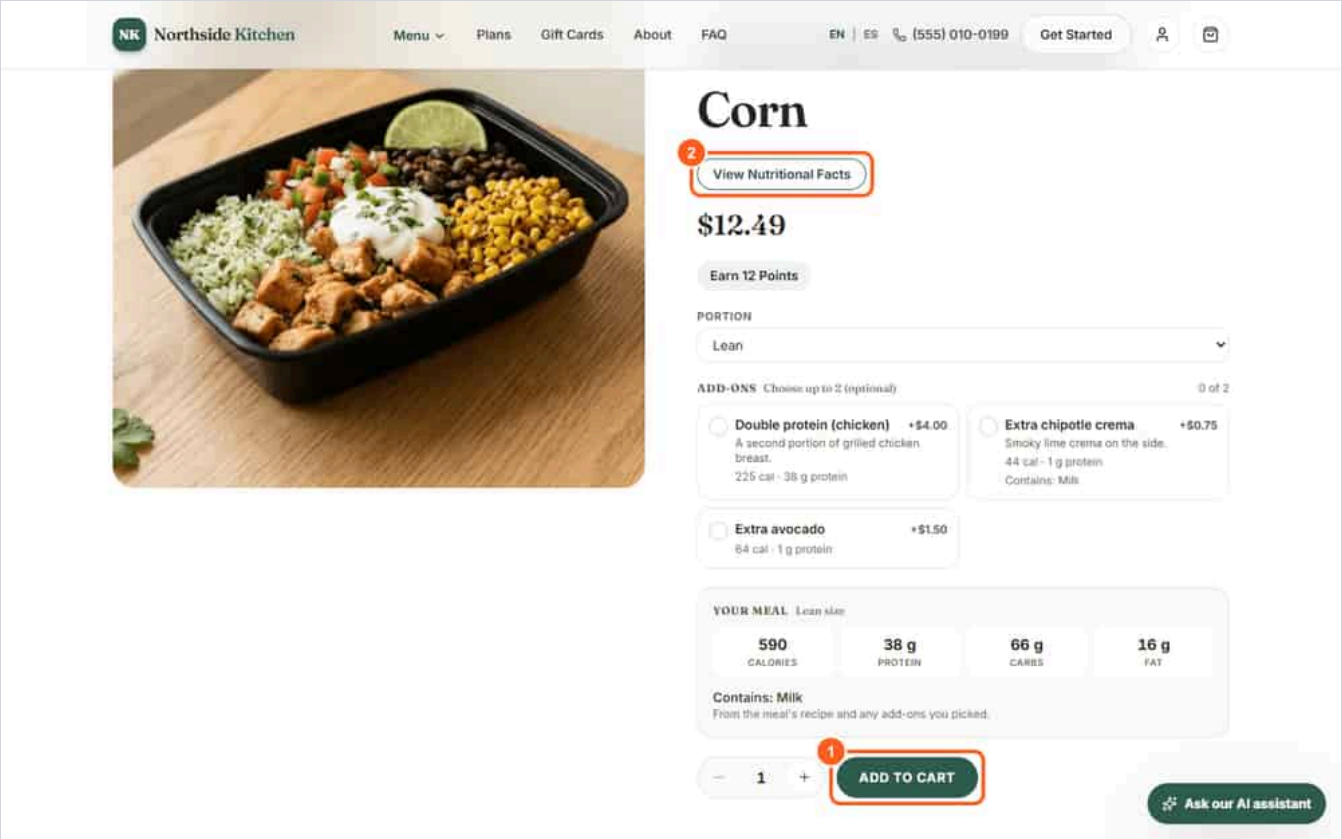
Filters let customers hide meals with their allergens, pick a category or set a calorie range.



1 Leave out allergens

Meal details

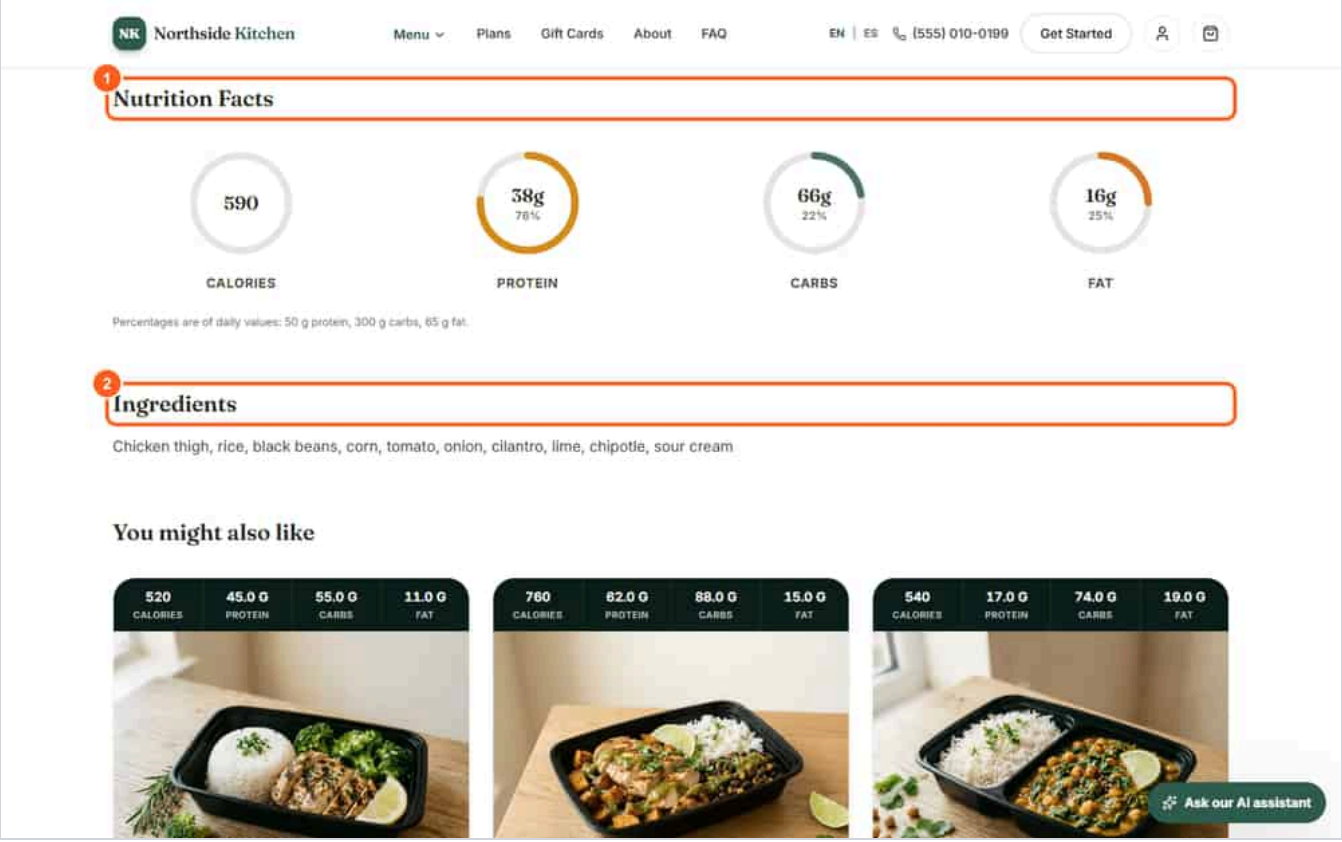
Each meal has its own page: photo, price, portion sizes and the button to add it to the cart.



1. Add to cart
2. Full nutrition facts

Nutrition and ingredients

Further down: calories, protein, carbs and fat, and the full ingredient list, so customers know exactly what they're eating.

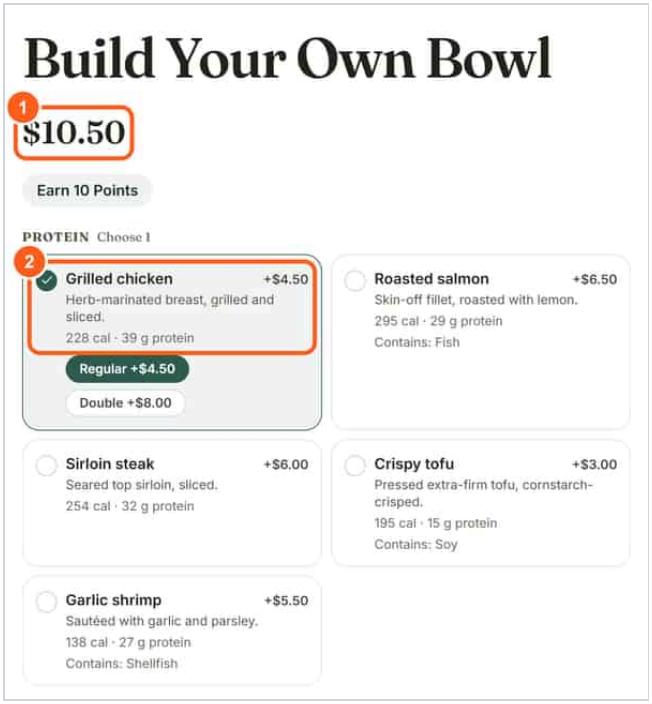


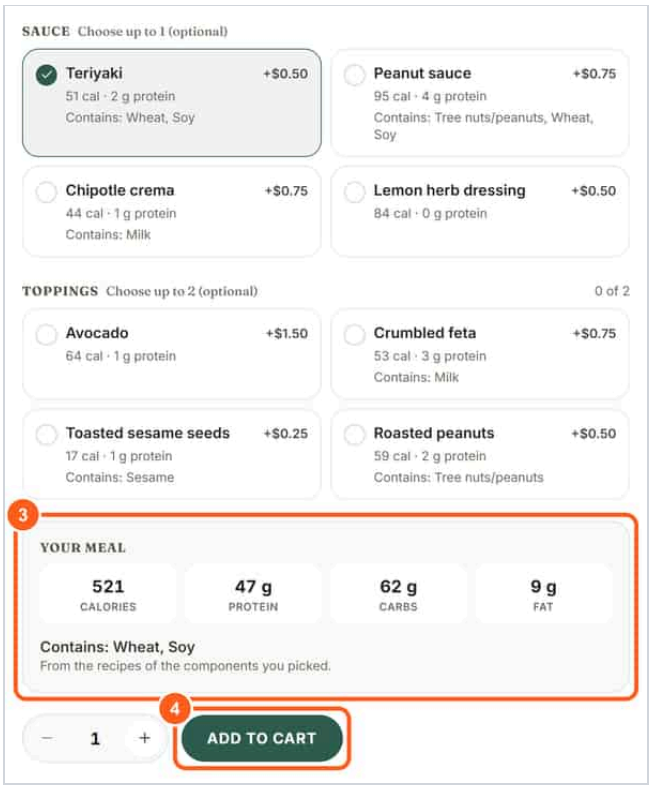
1. Nutrition facts
2. Ingredients

Build your own meal

Open Build Your Own Bowl on the menu and pick a protein (a regular or double portion), a carb, one or two vegetables, a sauce and toppings. As the customer picks, the price, calories, protein, carbs and fat add up, with the allergens of what they chose.

If they filtered out an allergen on the menu, the choices that contain it are hidden here too. The kitchen gets each combination on its Production Plan, labels and packing slips.



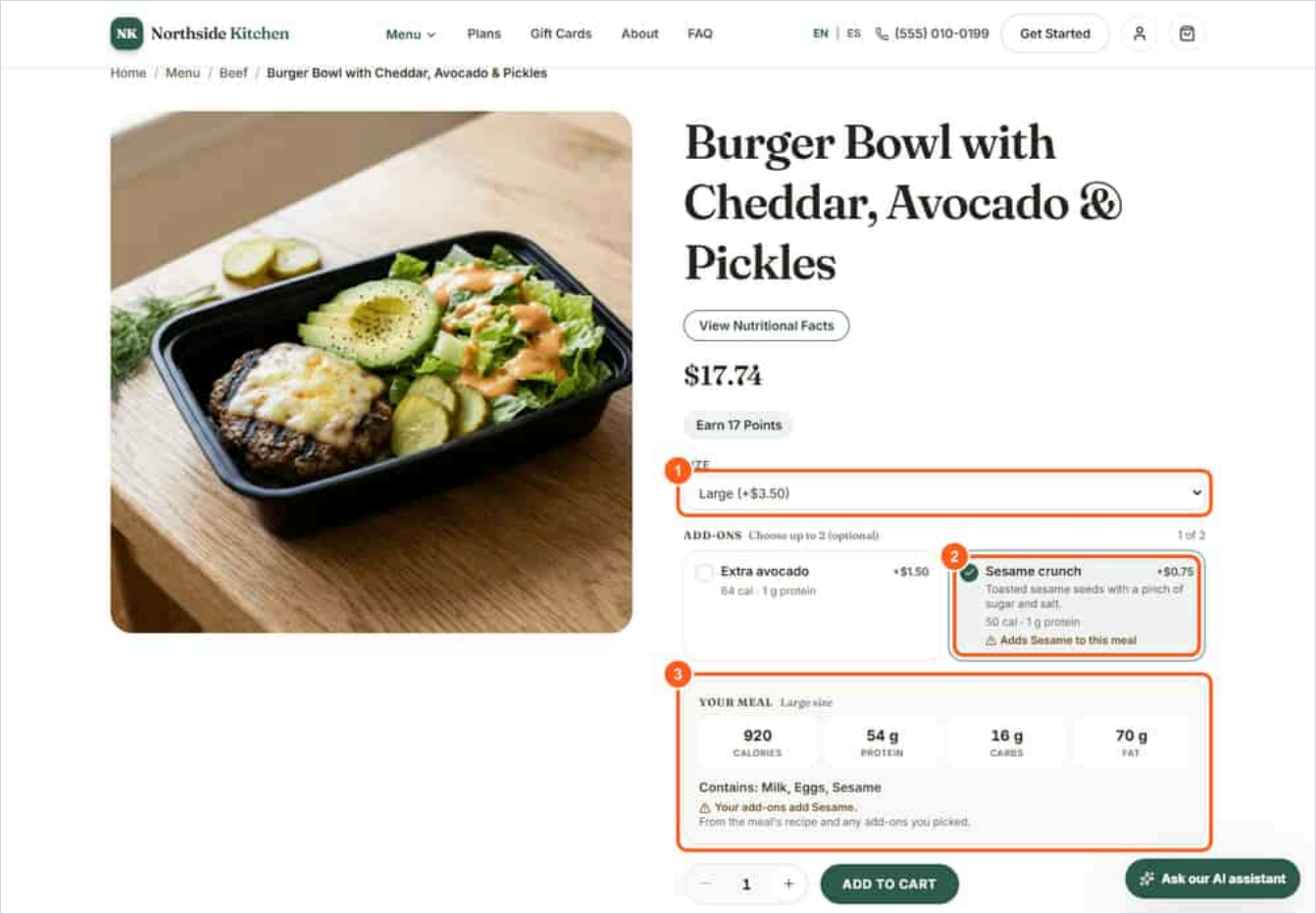


1. The price, as it is built
2. Pick each part, and its size
3. Macros and allergens add up
4. Add it to the cart

Sizes and add-ons

Open a meal that comes in sizes, like the Burger Bowl. Choose a size and tick up to two add-ons: the price and the nutrition change before it goes in the cart. An add-on that brings an allergen the meal doesn't have says so here, and again in the cart, at checkout and on the label.

Weekly plans take each meal's standard size, without add-ons; sizes and add-ons are for one-off orders.

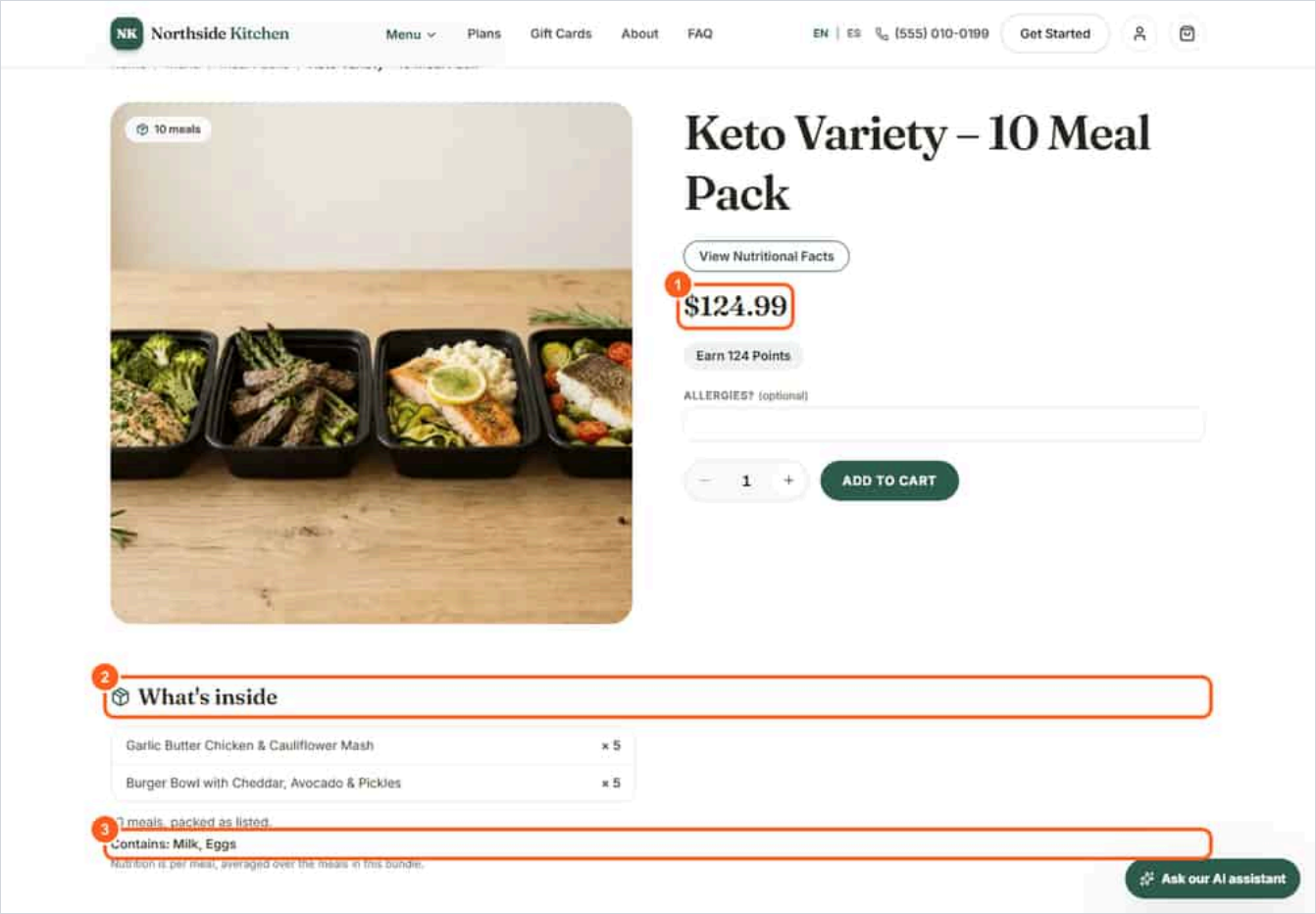


1. Choose a size
2. An add-on, with the allergen it adds
3. The meal as chosen: macros and allergens

Packs with a set list of meals

A bundle is a pack sold at its own price with a fixed list of meals, like the Keto Variety 10 Meal Pack: five Garlic Butter Chicken and five Burger Bowls. Its page shows what's inside, the allergens of every meal in it, and nutrition per meal averaged over the pack.

The kitchen sees the meals inside on the Production Plan, labels and packing slips. You set a pack's contents in the meal's editor, under What's in this bundle.

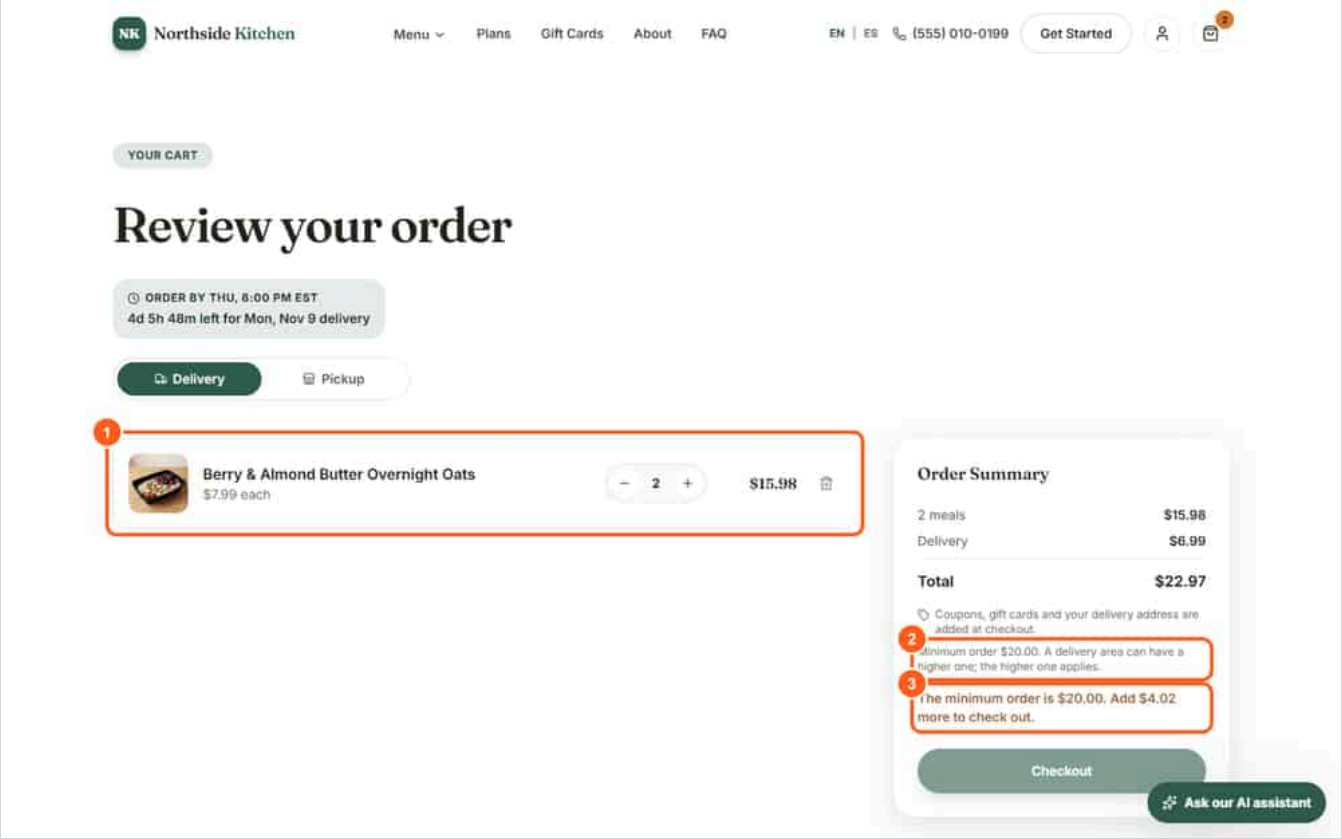


1. The pack's price
2. What's inside
3. Allergens from every meal inside

Order minimums

Two minimums, both optional. A meal can be sold a few at a time: the Overnight Oats (at least 2) go into the cart two at a time. And the store can have a minimum order ($20 in the demo); a delivery zone can have a higher one, and the higher one applies. The cart says what's missing and holds checkout until it's met.

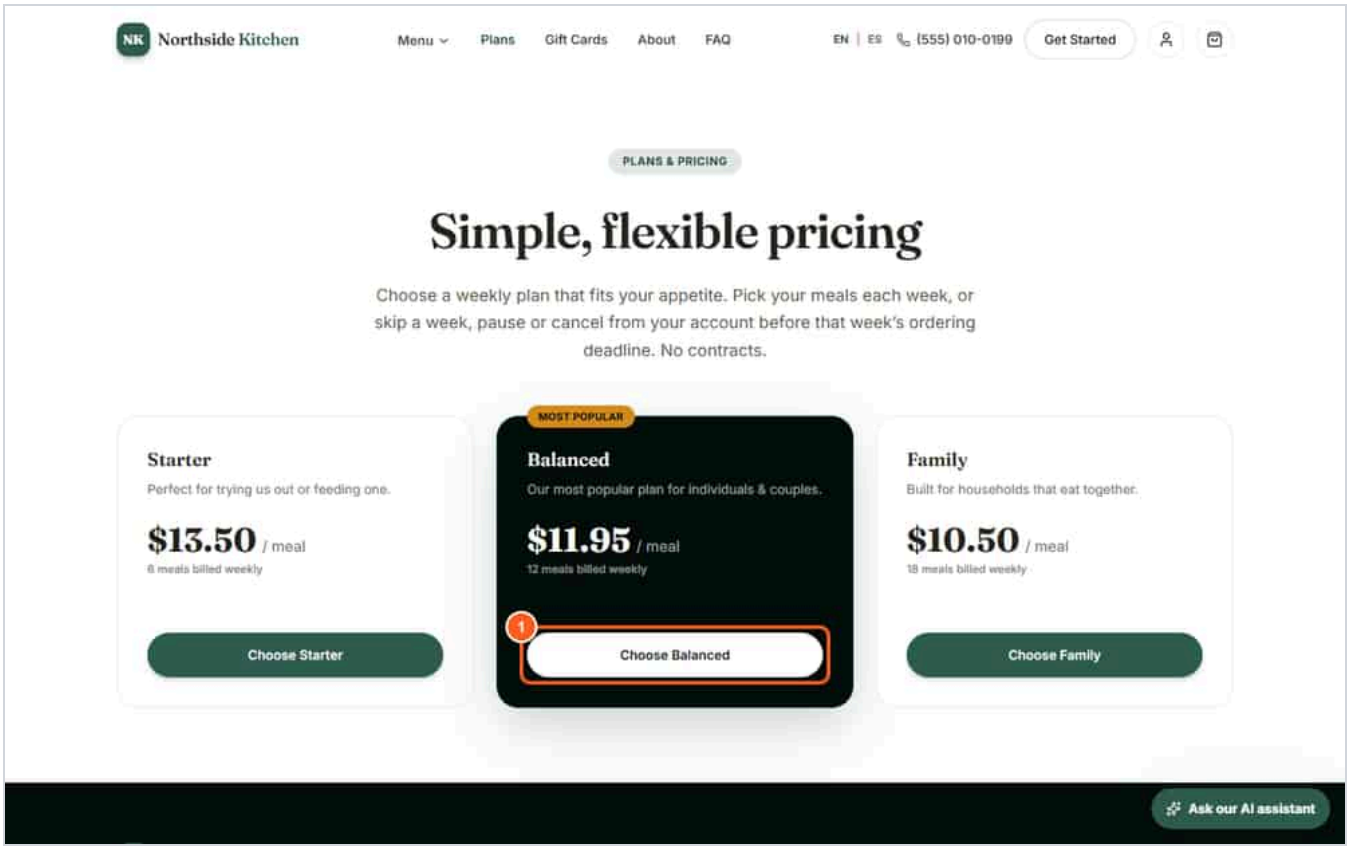
You set them in the meal's editor (Minimum per order) and on the Delivery page (Order minimums). Weekly plans aren't affected.



1. Added at its minimum of 2
2. The store minimum, and which one applies
3. What's still missing

Weekly plans

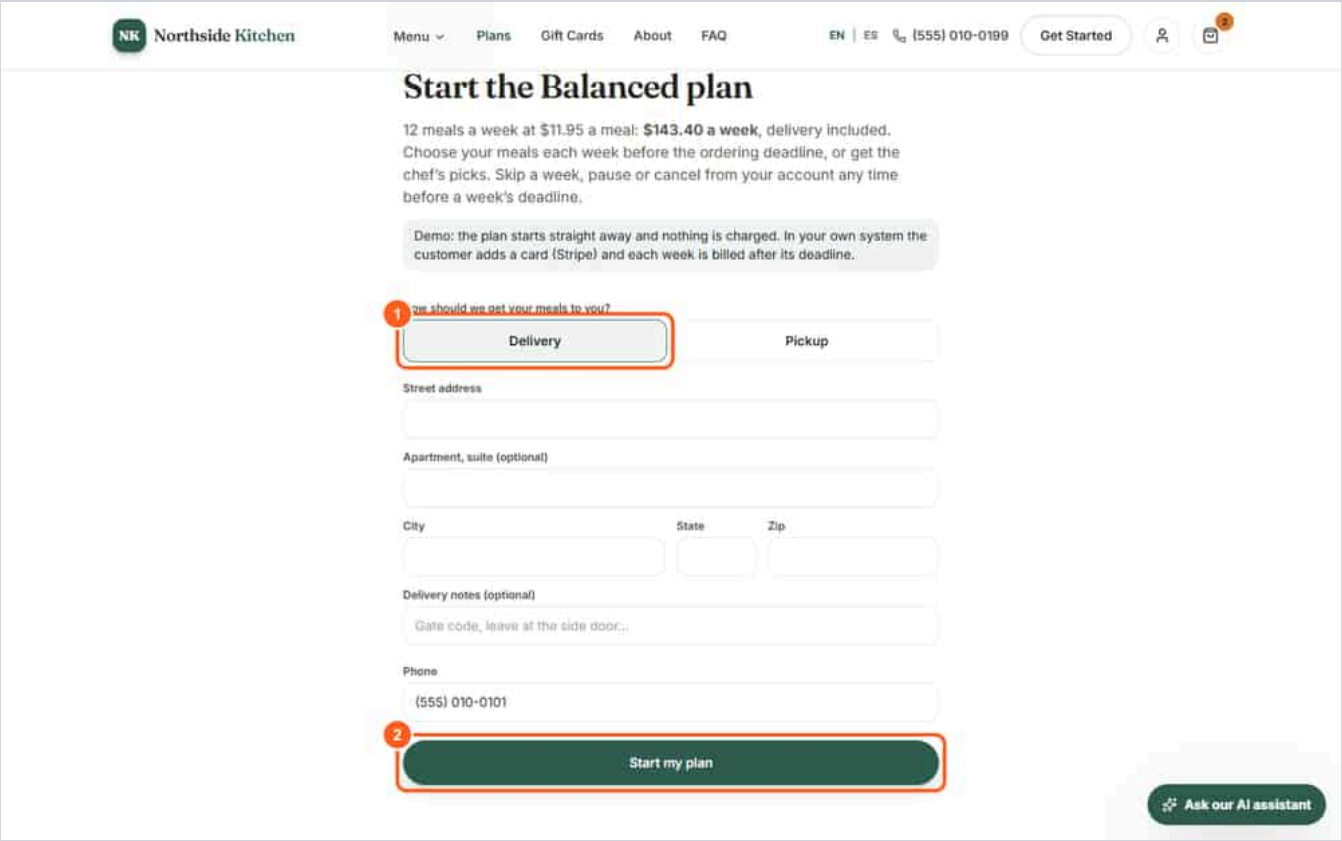
Plans deliver a set number of meals every week at a price per meal. Customers pick their meals each week, or get the chef's picks, and can skip a week, swap meals, pause or cancel from their account before that week's ordering deadline.



1 Choose a plan

Start a plan

The customer chooses delivery or pickup and confirms. In the demo the plan starts at once and nothing is charged. In your own system the customer adds a card through Stripe, on your own Stripe account, and each week is billed after its ordering deadline.

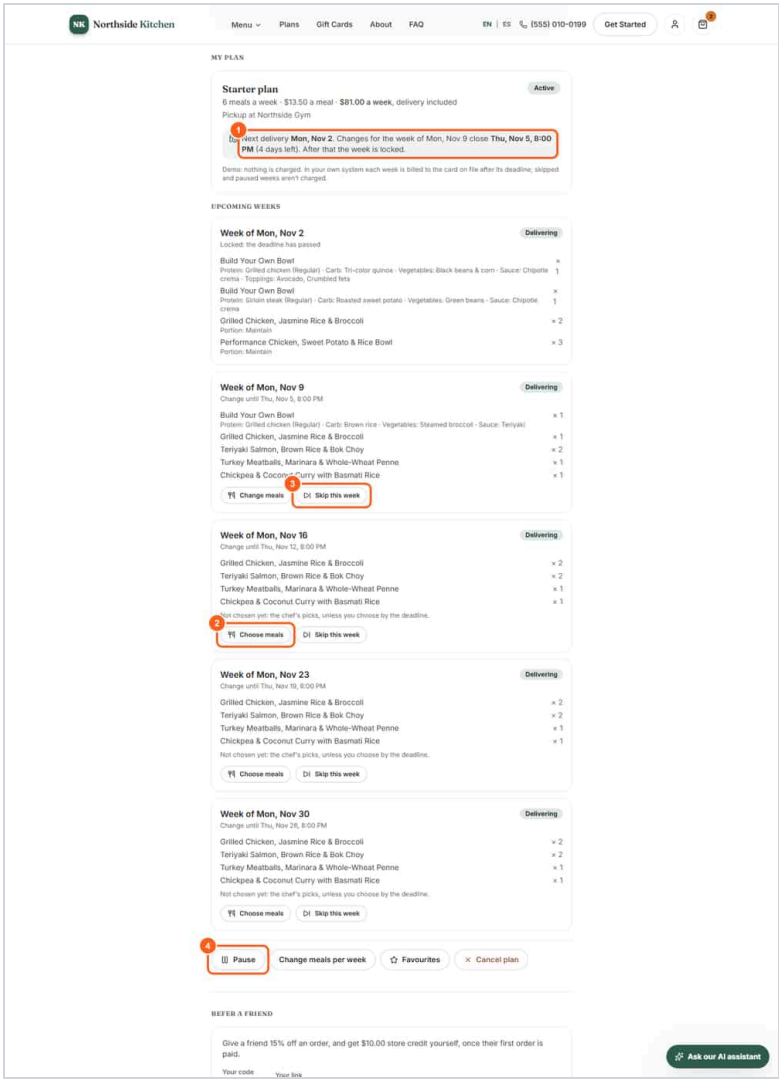


1. Delivery or pickup
2. Start the plan

My Plan: skip, pause, swap or cancel

On their account page, customers see their plan, their next delivery and the coming weeks, with the deadline for changes. Each week can be skipped (no delivery, no charge) or given different meals; the whole plan can be paused until a date, switched to more or fewer meals a week, or cancelled.

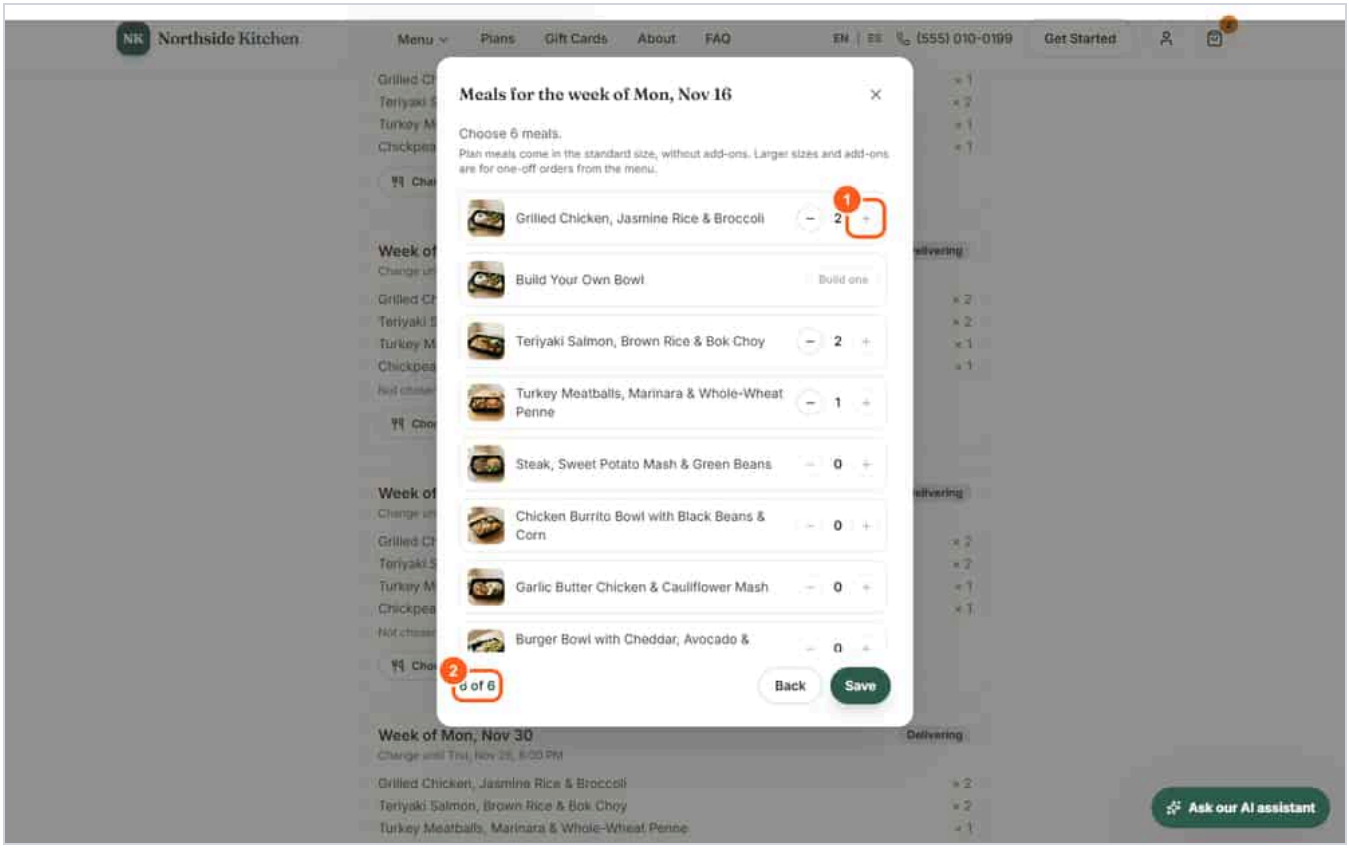
Once a week's deadline passes it's locked, and the kitchen plans around it.



1. The deadline for changes
2. Choose this week's meals
3. Skip this week
4. Pause, change or cancel the plan

Choose a week's meals

The customer picks exactly as many meals as their plan includes. A week they don't choose gets their saved favorites or the chef's picks, whichever you prefer.



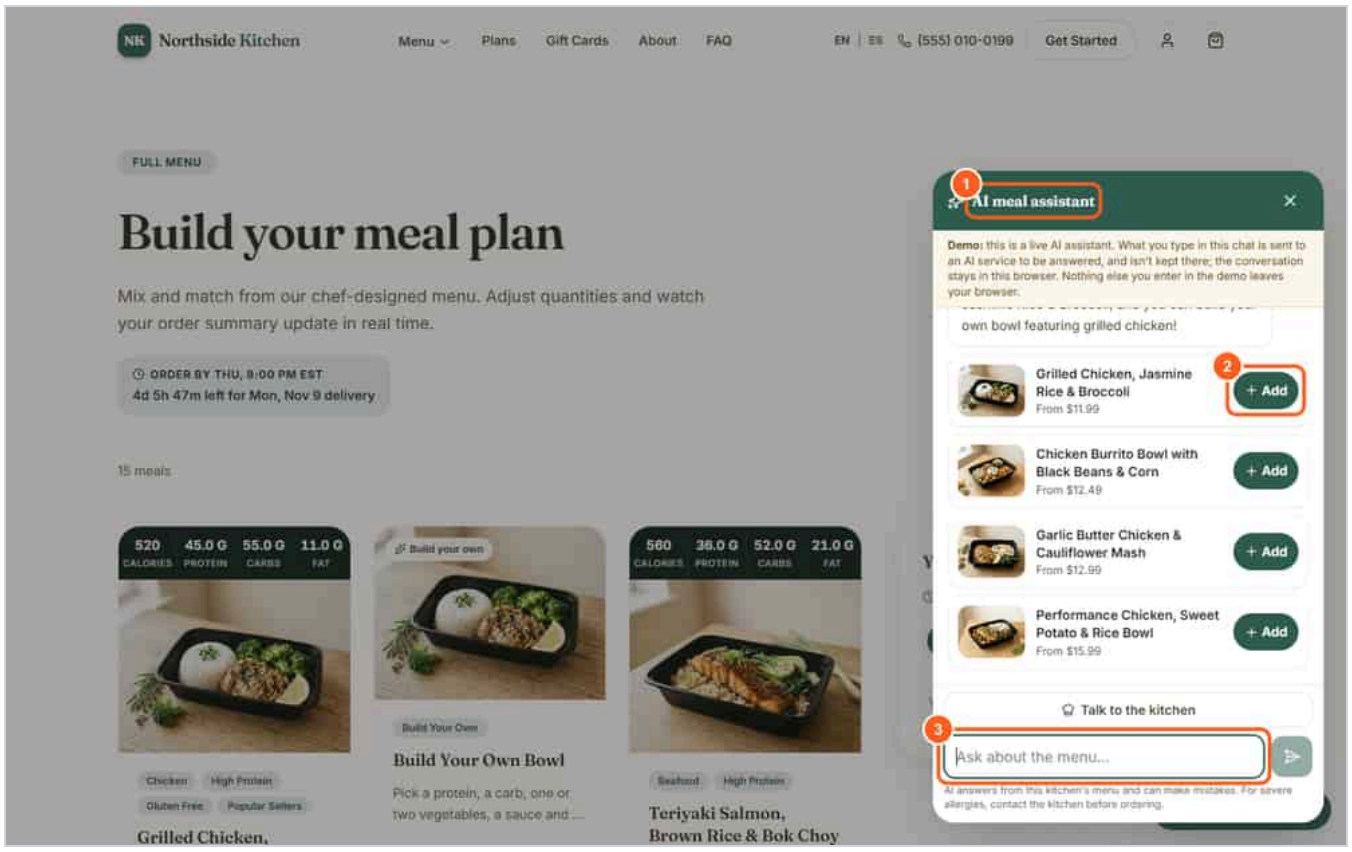
1. Add or remove a meal
2. Meals chosen out of the plan's

The AI meal assistant

A chat button, “Ask our AI assistant”, sits in the corner of every storefront page. Customers ask in their own words (“What chicken meals do you have?”) and it answers from your own menu: the meals that fit, with your prices and an Add button the customer presses themselves.

It answers in English or Spanish, following the storefront's language. It can't place orders, change a plan or promise a discount, and when it doesn't know something it says so and offers to pass the question to you.

In the demo it's a live AI assistant answering from the sample menu. Each visitor gets a few questions a day; at the limit it says so, and a walkthrough call shows more.

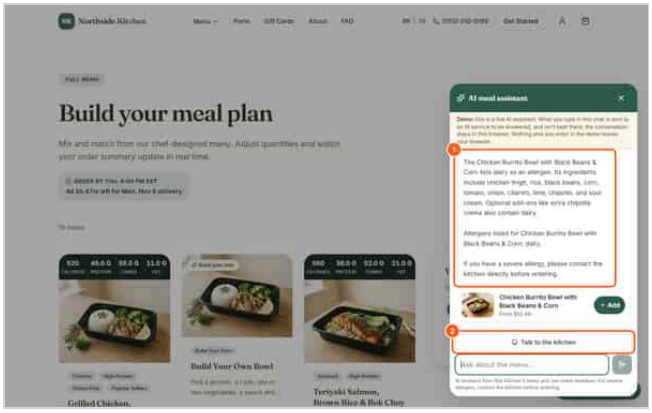


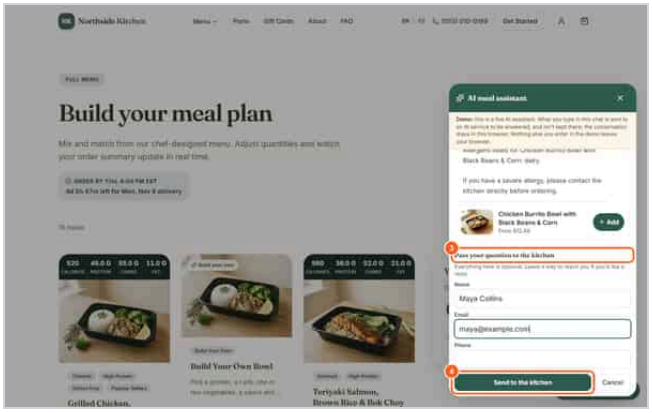
1. The AI assistant
2. Meals from your menu, with an Add button
3. Ask in your own words

Allergy questions, and passing a question to the kitchen

Any question that mentions allergies gets a plain reminder: “If you have a severe allergy, please contact the kitchen directly before ordering.” The assistant only repeats the allergens you've listed for a meal. It never says a meal is safe for an allergy, and it doesn't give medical or diet advice.

When it can't answer, or a customer would rather talk to a person, Talk to the kitchen passes the conversation to you. Name, email and phone are all optional, and the customer sees that it was sent.

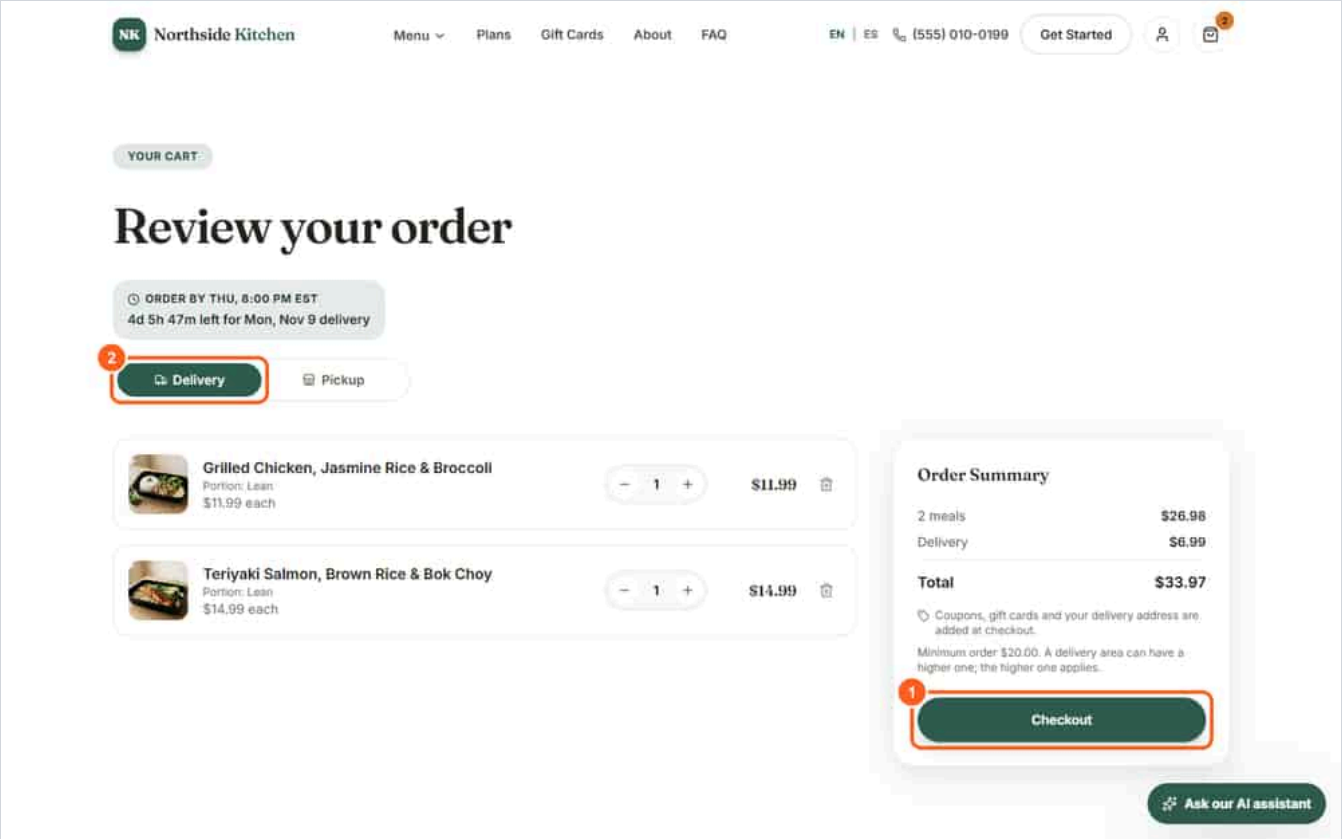




1. The contact-the-kitchen note
2. Talk to the kitchen
3. The form to pass it on
4. Send to the kitchen

Cart

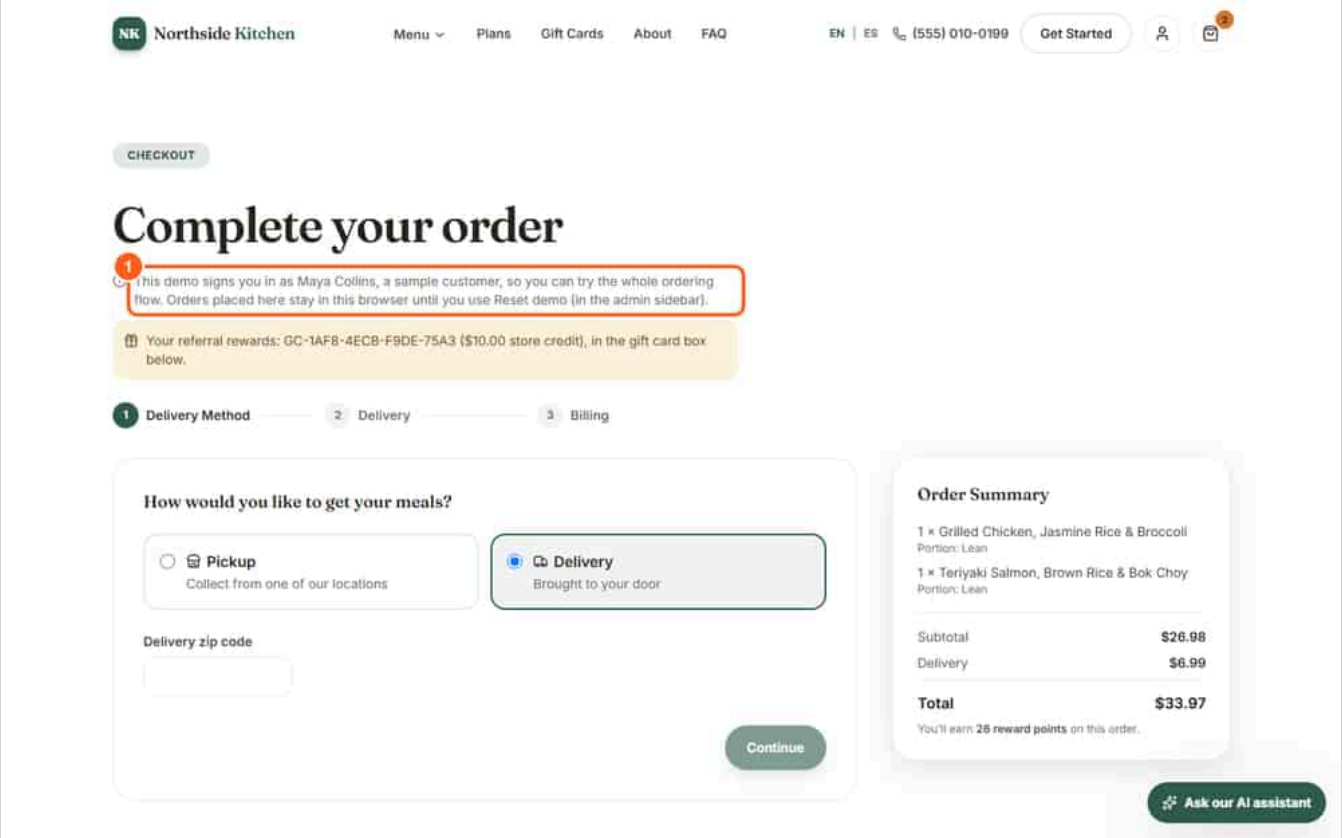
Customers review their order, choose delivery or pickup, and go to checkout.



1. Go to checkout
2. Delivery or pickup

Checkout (demo only, no real payment)

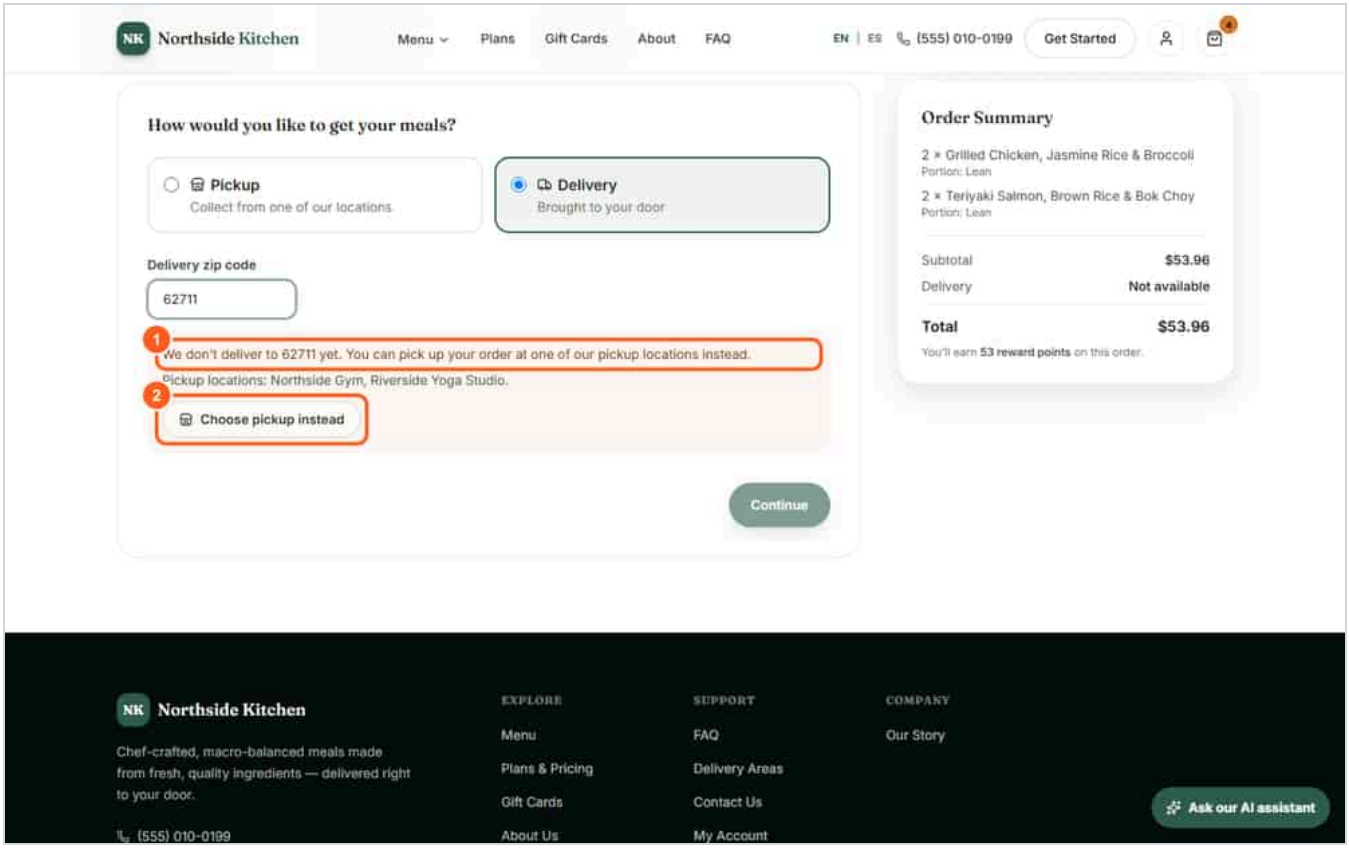
The demo signs you in as a sample customer so you can try the whole flow. No card is charged. In your own system, payments go to your own payment account.



1 This is a demo: nothing is charged

Delivery by ZIP code

At checkout the customer's ZIP code finds their delivery zone: its fee, its delivery day and its minimum order. Outside every zone, the customer is told so and offered your pickup locations instead.

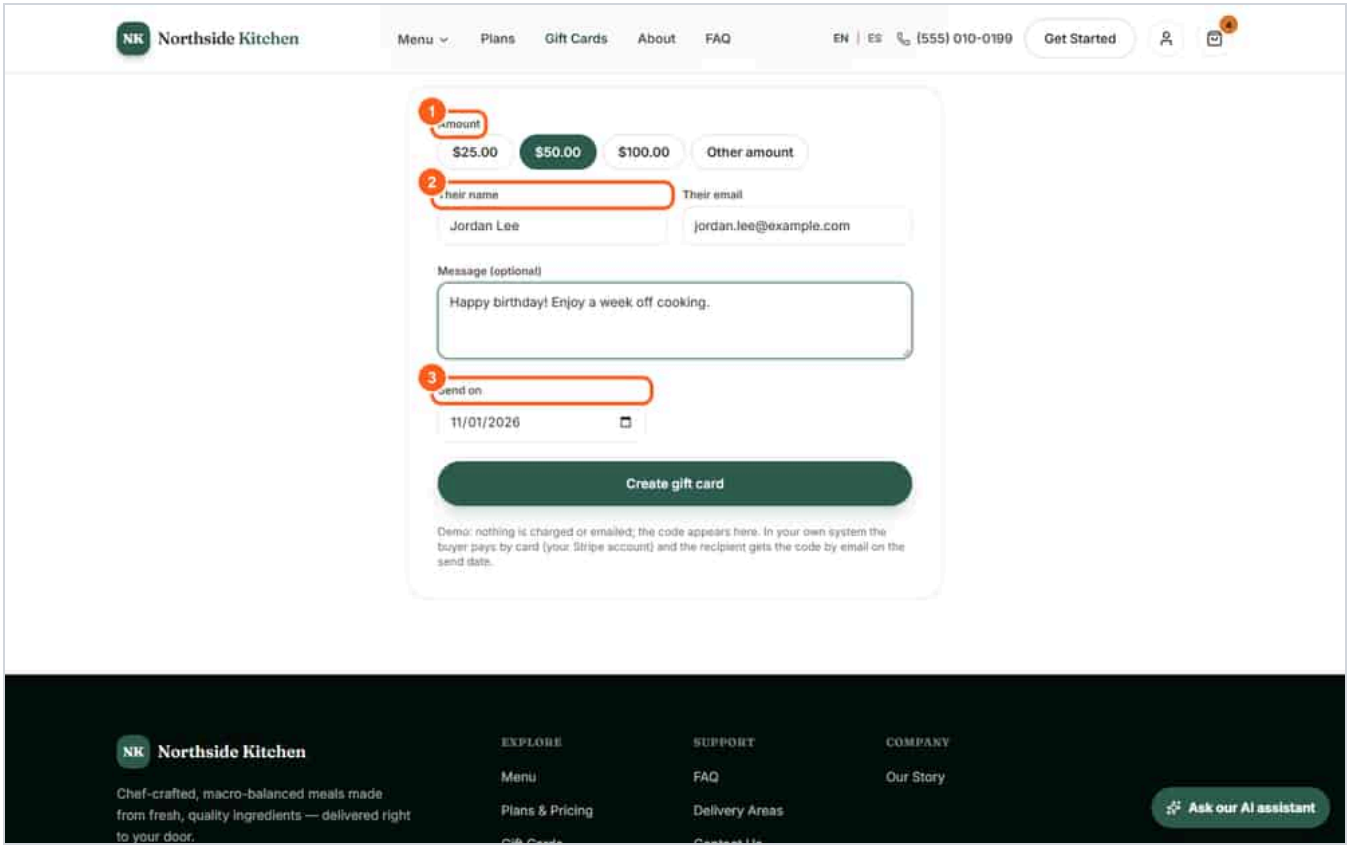


1. Outside the delivery area
2. Pickup instead

Gift cards

Customers buy a gift card for any amount, for someone else, with a message and a send date. It's redeemed at checkout, alone or with a coupon (your choice), and whatever isn't spent stays on the card.

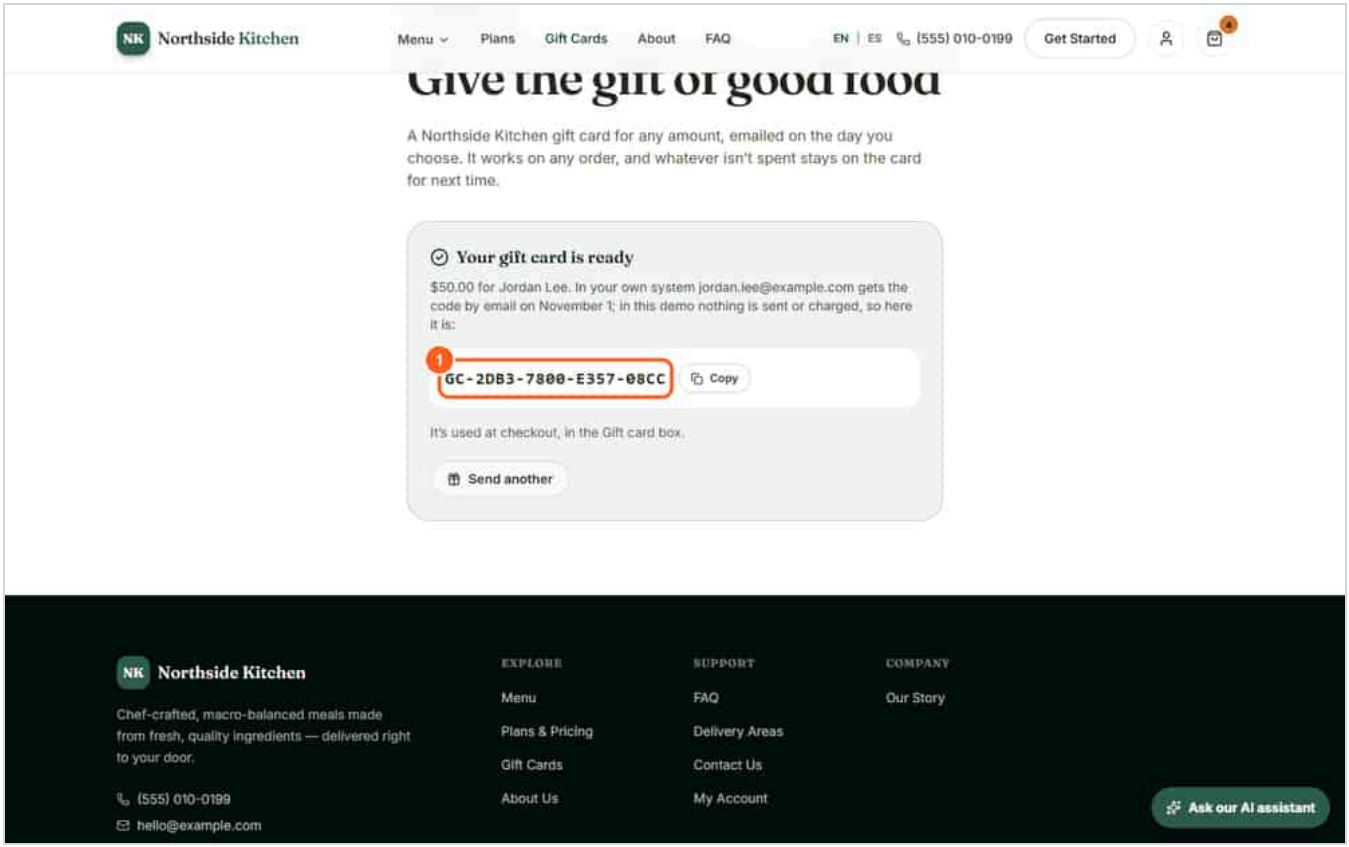
In your own system the buyer pays by card through Stripe and the recipient gets the code by email on the send date.



1. Amount
2. Who it's for
3. Send date

The gift card code (demo)

The demo sends no emails, so the code appears on screen. Try it at checkout in the Gift card box.

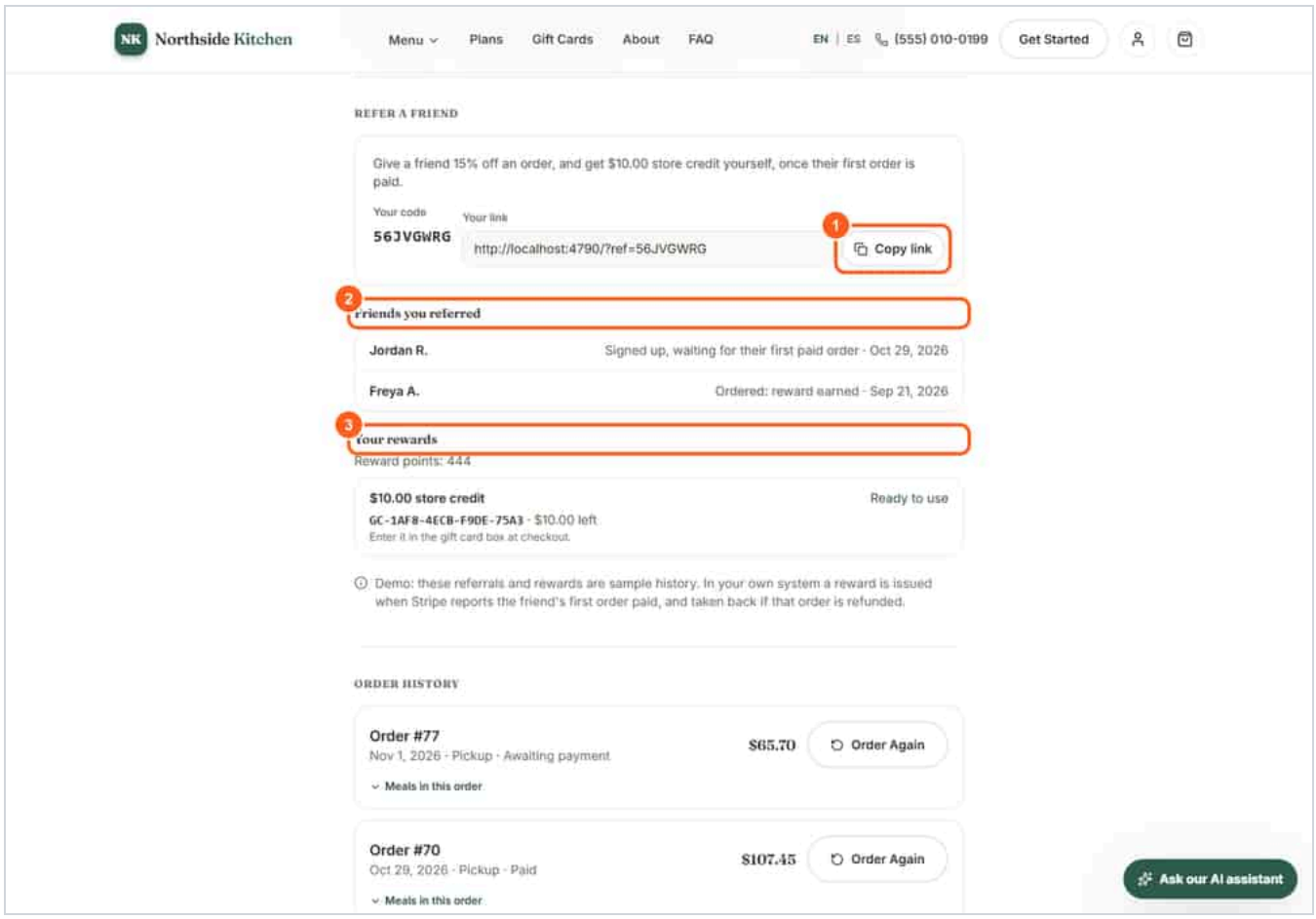


1 The code

Refer a friend

On their account page, each customer has a code and a link to share. A friend who signs up with it and pays for a first order earns a reward for both of them: a coupon, store credit or points, as you choose. If that order is refunded in full, both rewards are taken back.

Customers see the friends they referred and their rewards, ready to use at checkout. In the demo the referrals are sample history: nothing is paid, so no new referral is rewarded live.

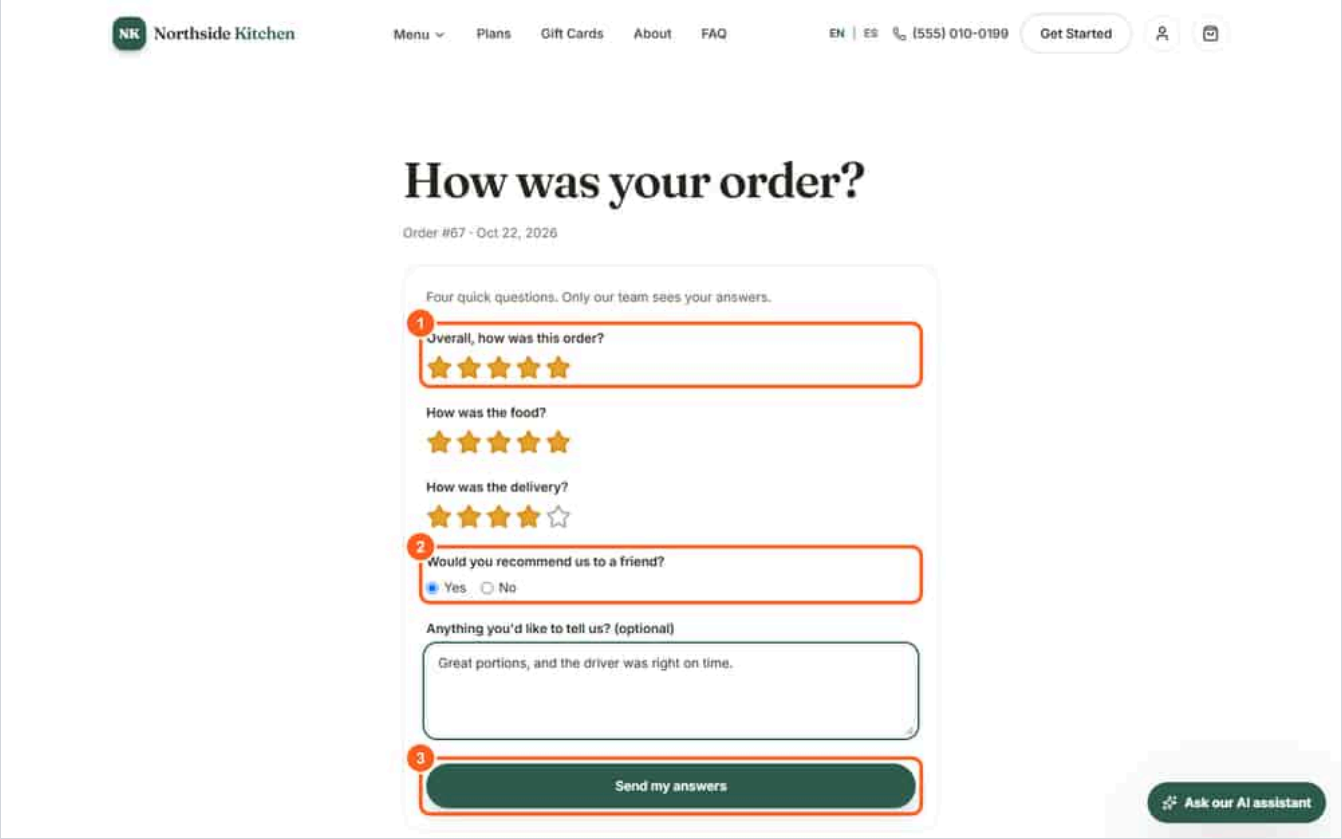


1. Share the link
2. Friends referred, and where each stands
3. Rewards ready to use

A short survey after delivery

Once an order is delivered or picked up, its customer can answer four quick questions: overall, the food, the delivery or pickup, and whether they'd recommend you, with an optional comment. One answer per order, and only you see it.

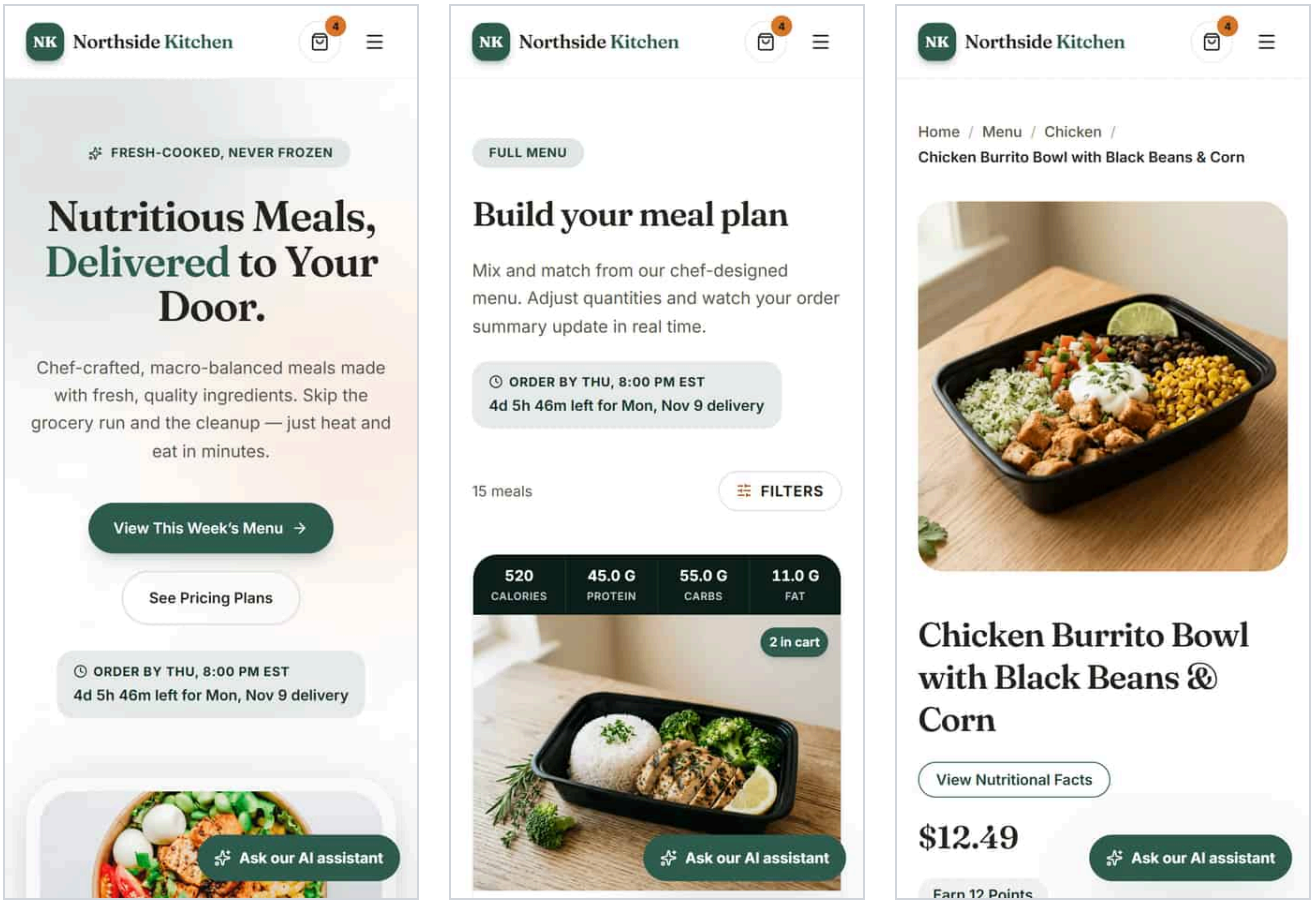
In the demo, open it from Maya's account: Order History, “How was this order?”. The link works only for the customer who placed the order. Emailing it after delivery is set up with your own system; customers also find it in their order history.



1. Star ratings
2. Would you recommend us?
3. Send

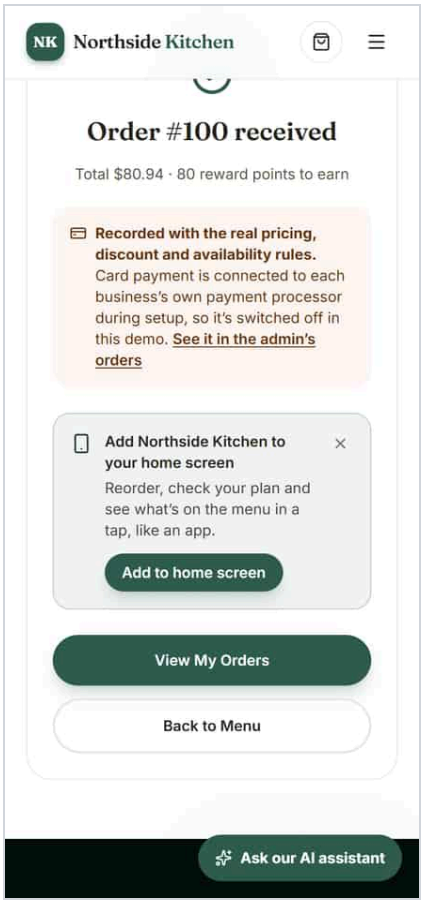
On mobile too

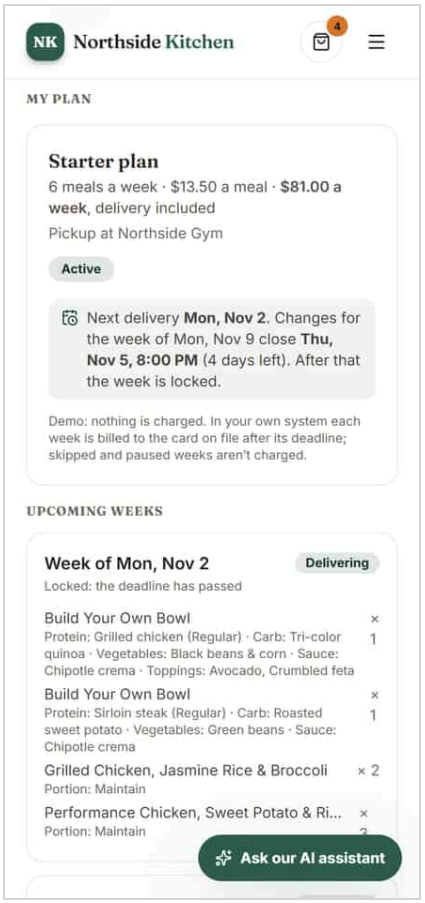
Most customers order from their phone. The whole storefront is built for small screens: menu, meal pages, cart and checkout.



Install it like an app

After their first order, customers are offered to add your store to their home screen. It opens like an app, with your name and icon, and loads fast on repeat visits. On iPhone, the two steps are shown (Share, then Add to Home Screen), since Safari has no install button. Checkout always needs a connection.

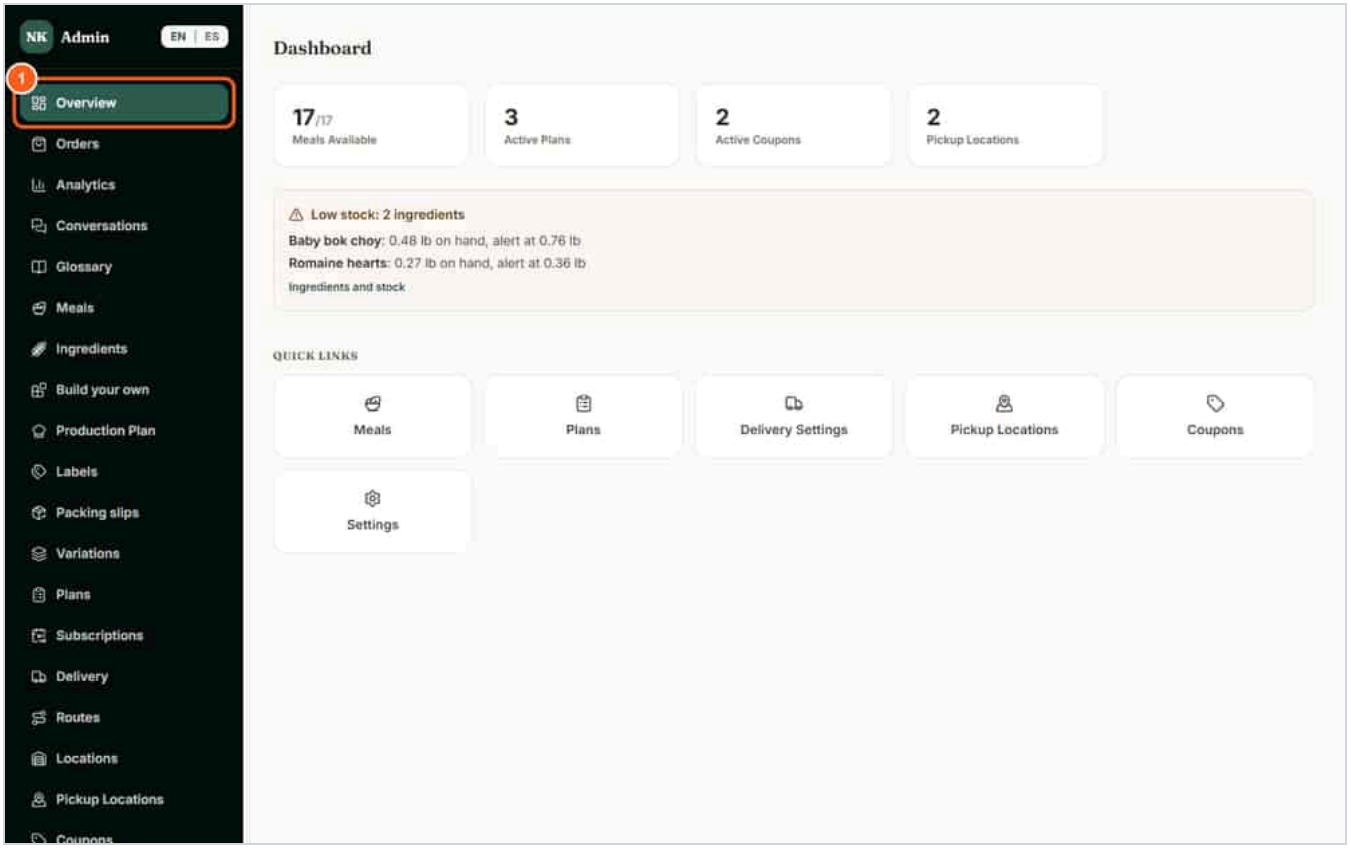




4. THE OWNER SIDE

Overview

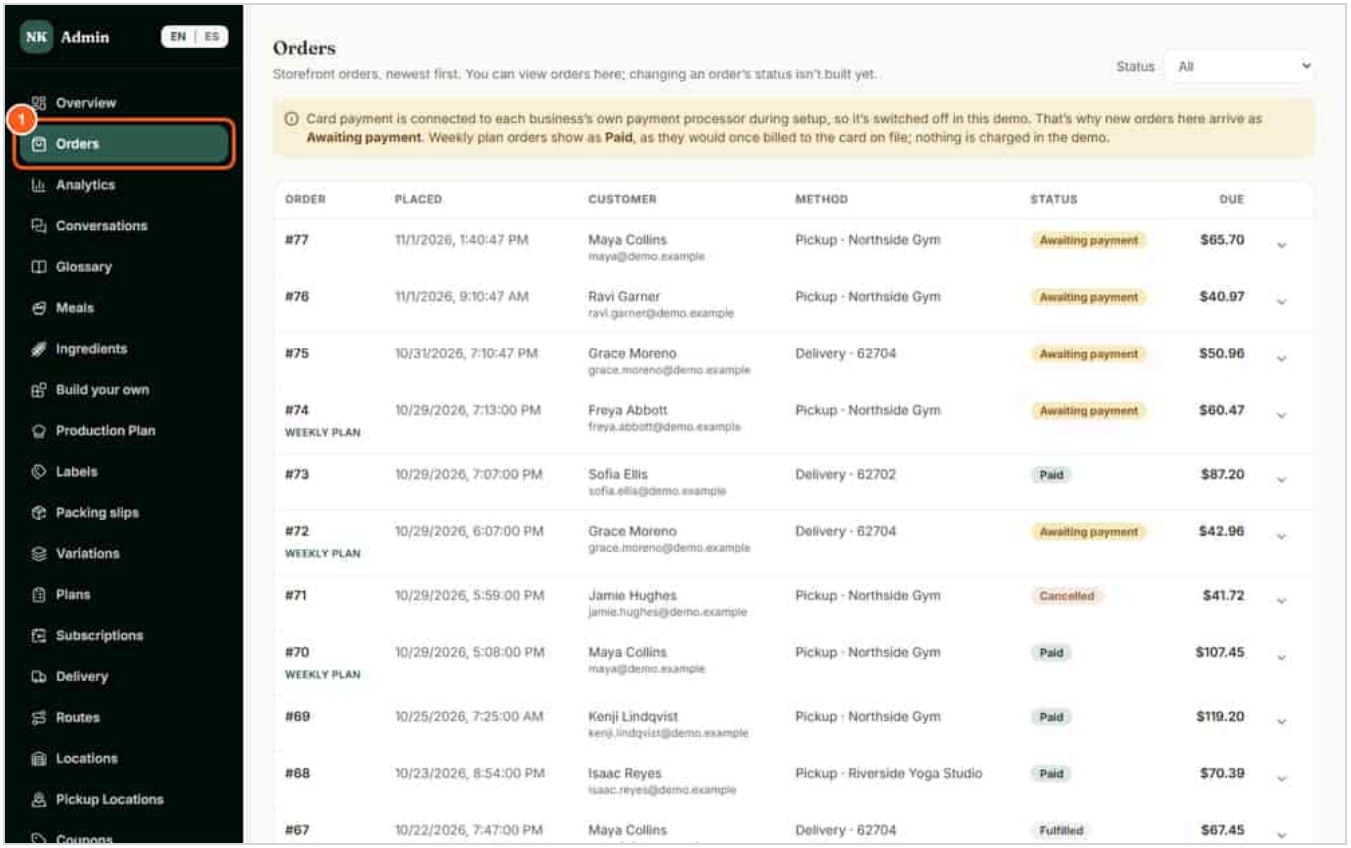
Your dashboard: meals on the menu, active plans, coupons and pickup locations, with quick links to each, and any ingredients running low.



1 Overview

Orders

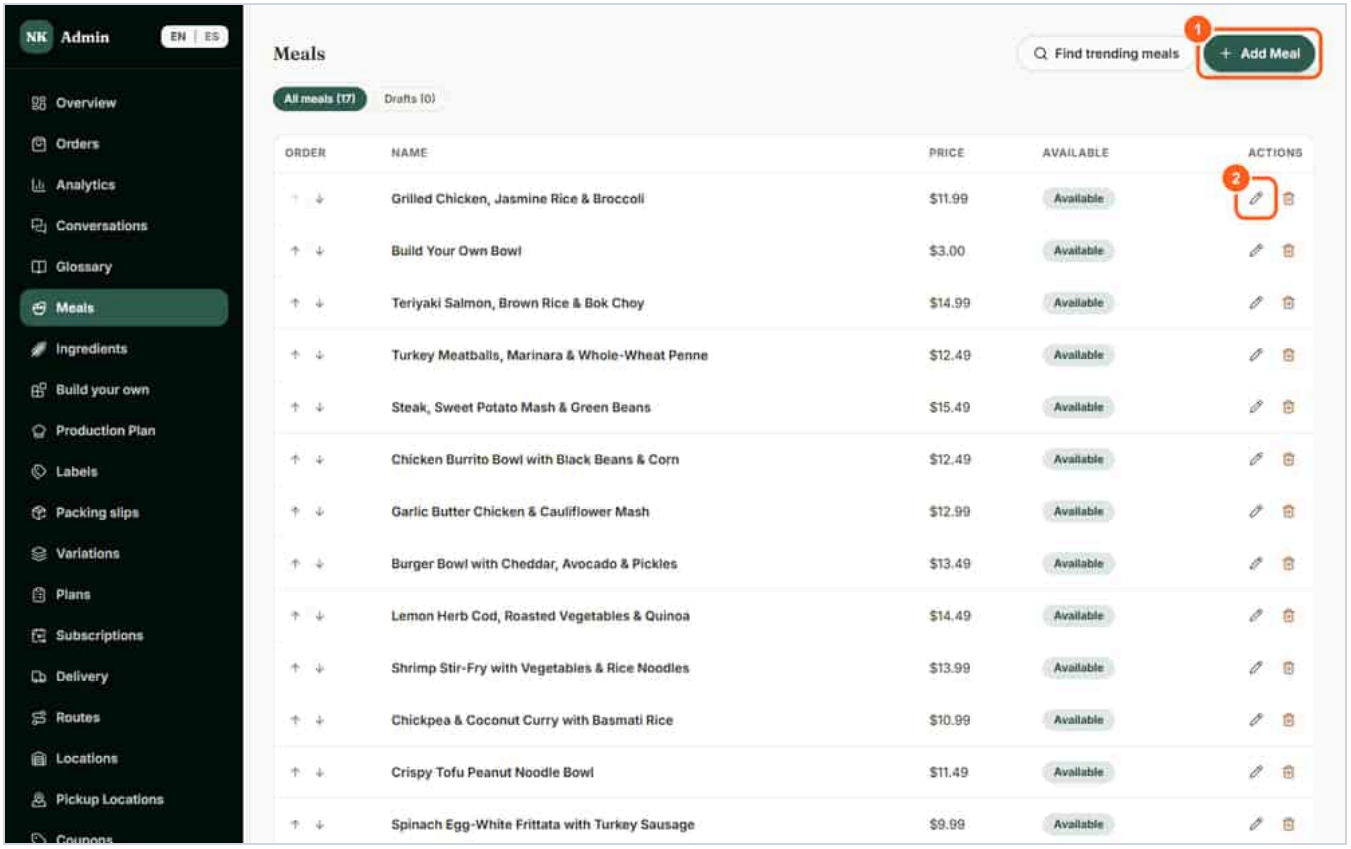
Every order, newest first: who, when, delivery or pickup, and its status. Orders from weekly plans are marked, and a failed card payment is flagged.



1 Orders

Meals

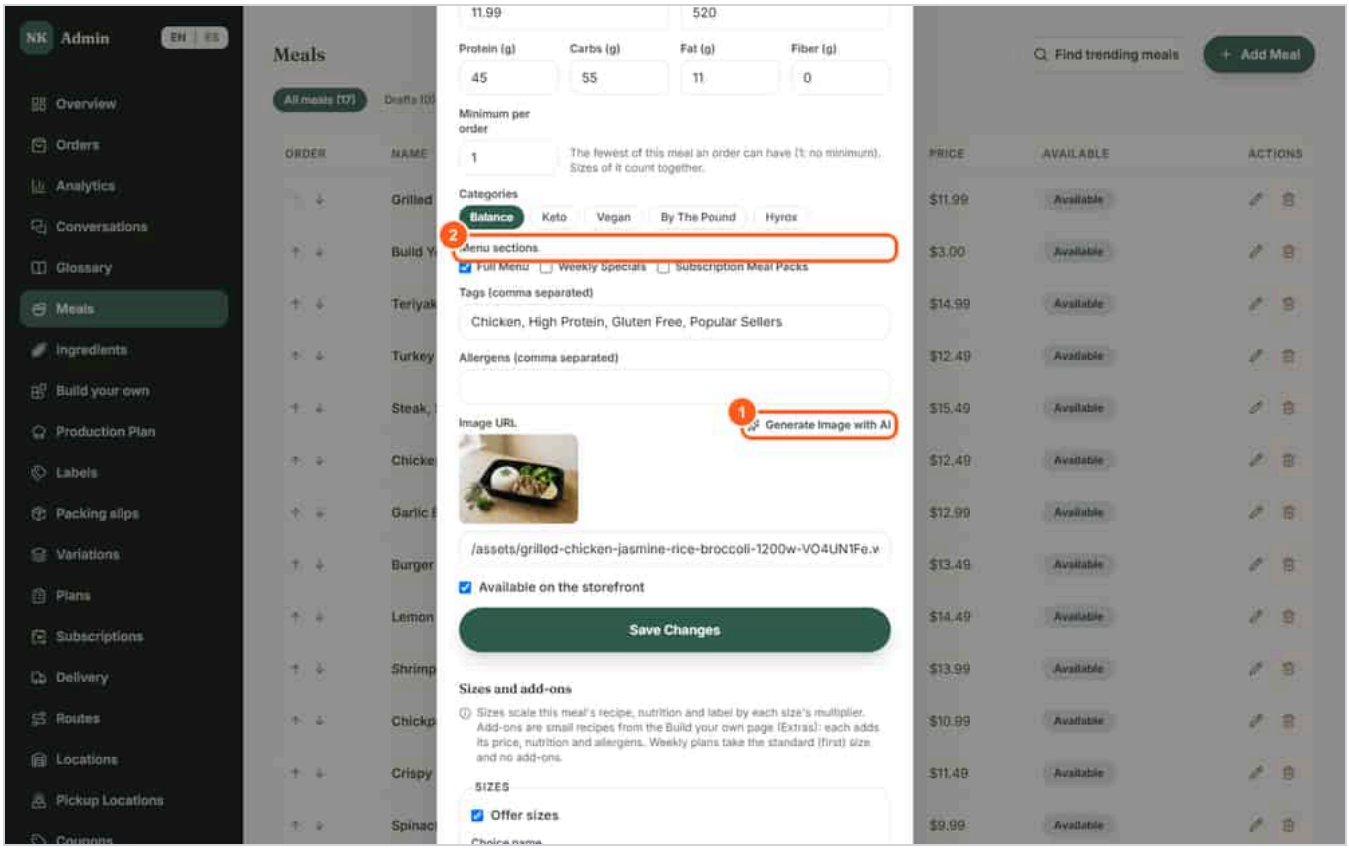
Your menu. Add a meal, edit one, change the order it appears in, or take it off the menu.



1. Add a meal
2. Edit a meal

Edit a meal and its photo

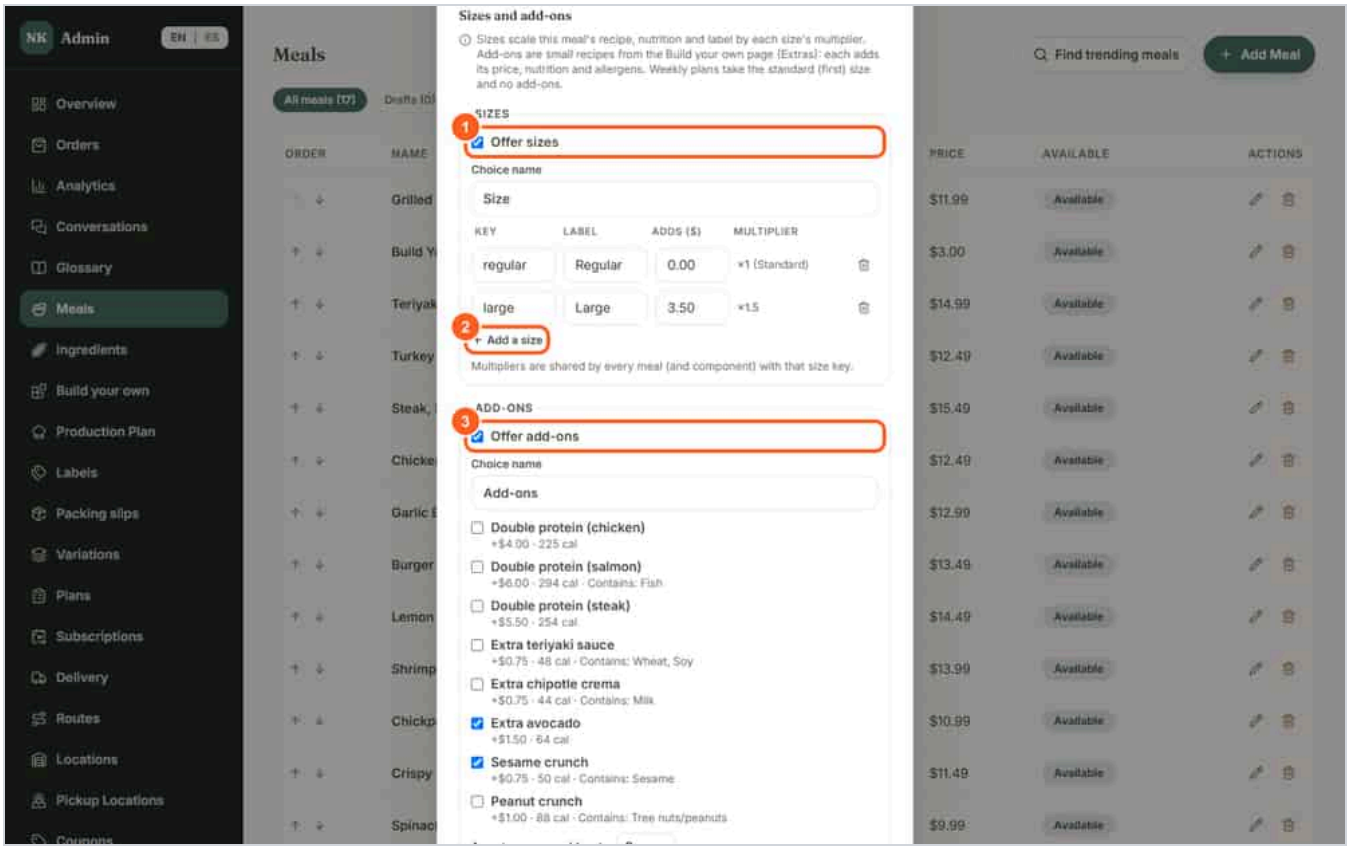
Change the name, price, nutrition, categories and which menu pages it appears on. In your own system, Generate Image with AI makes a photo of the dish in your menu's style, checks it against the dish's ingredients, and waits for your approval; in the public demo it's turned off for visitors, and we show it live on a walkthrough call.



1. Make a photo with AI
2. Where it appears on the menu

Sizes and add-ons on a meal

In a meal's editor, under Sizes and add-ons: tick Offer sizes and give each size its label and what it adds to the price (its multiplier scales the recipe and the nutrition). Tick Offer add-ons to choose the extras this meal offers and how many a customer can add. Apply sizes and add-ons saves them, and each change is in the Audit Log.

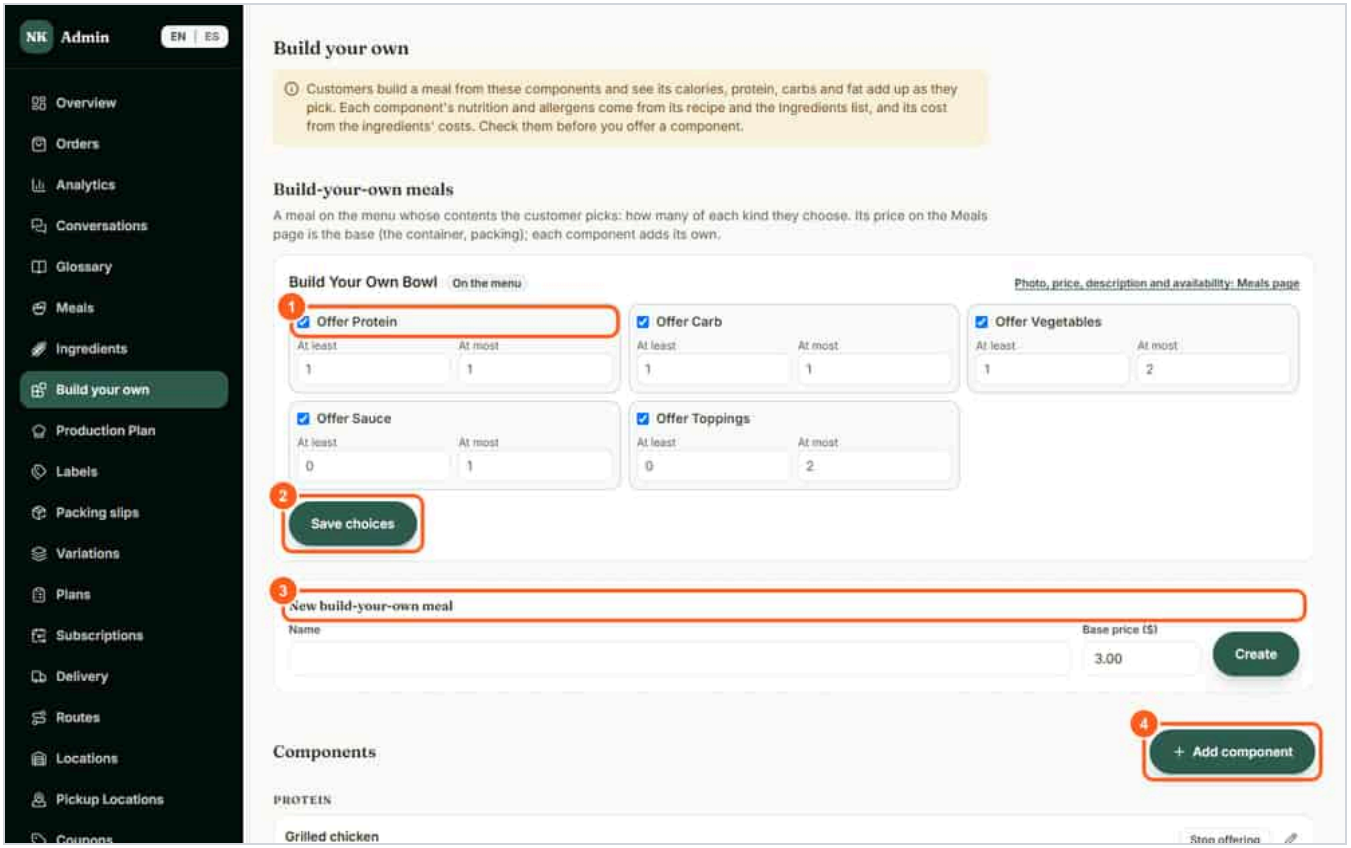


1. Offer sizes
2. Add a size
3. Offer add-ons

Build your own: choices and rules

On Build your own, set how many of each kind a customer picks (at least, at most) and save. Below, add the components: each with its sizes, the price it adds and its recipe. Calories, macros and allergens come from the recipe and your Ingredients list, so check them there before you offer a component.

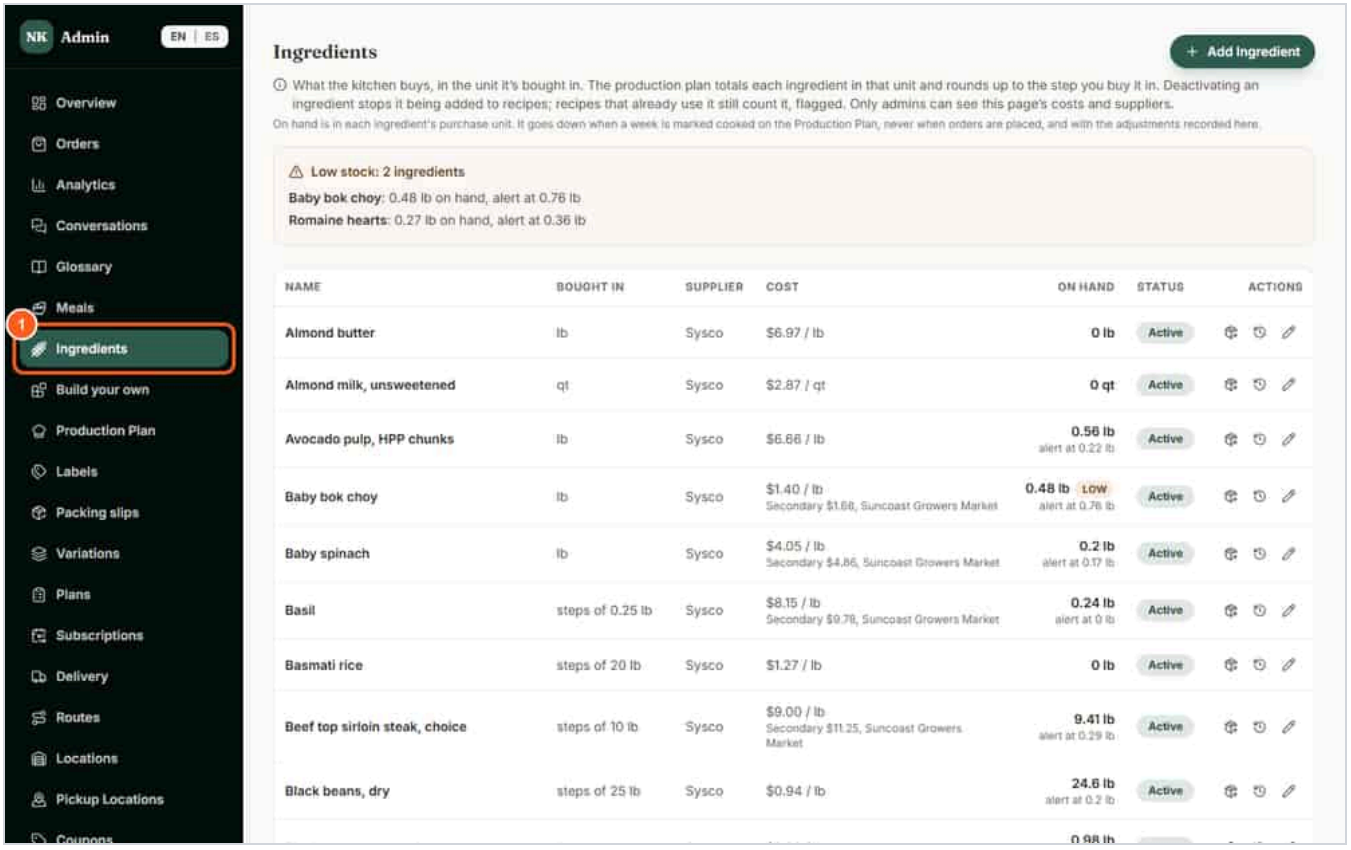
New build-your-own meal adds another one, hidden until you make it available on the Meals page. The Extras listed here are the add-ons you offer on other meals.



1. How many of each kind
2. Save the rules
3. A new build-your-own meal
4. Add a component

Ingredients

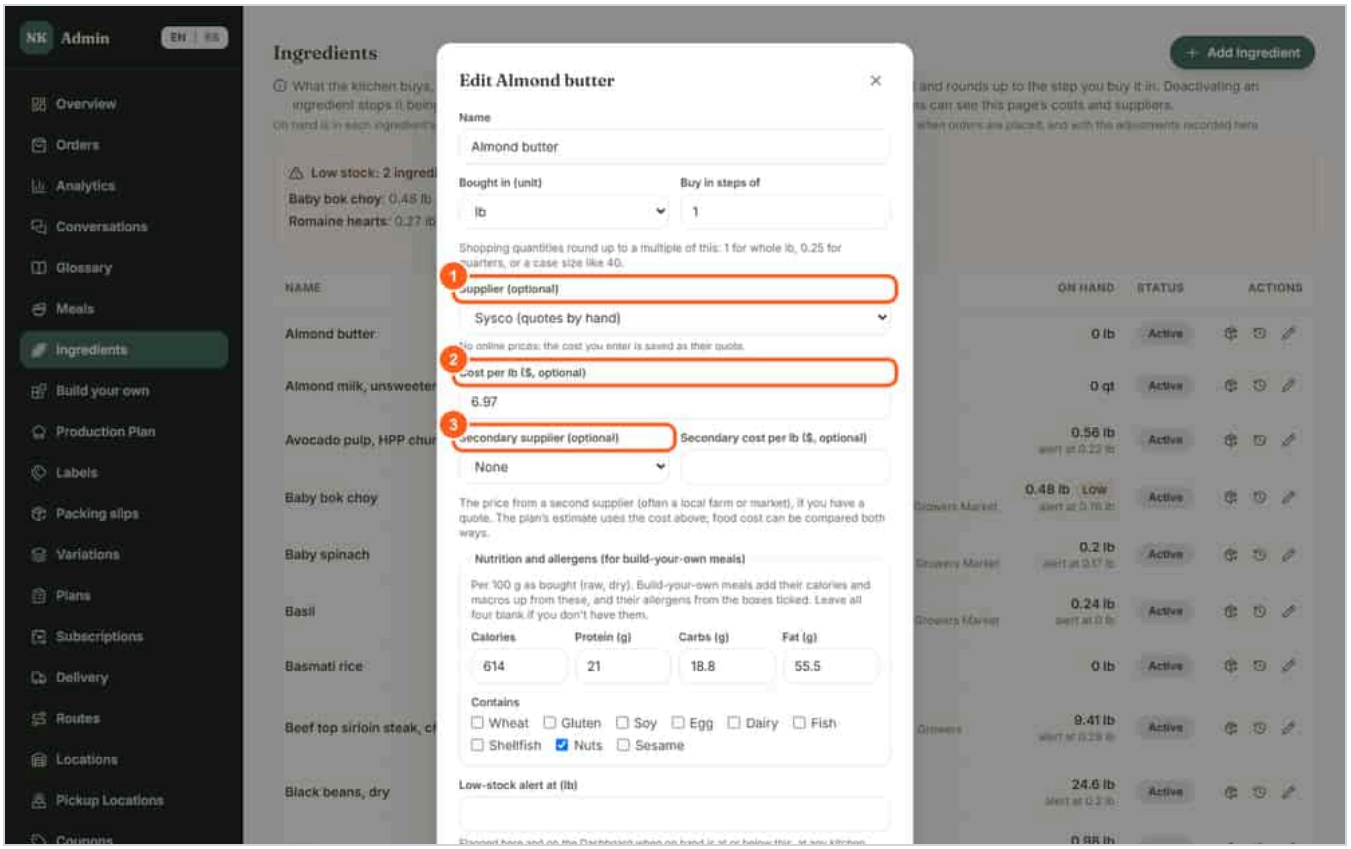
Everything you buy, how you buy it (by the pound, by the case), what it costs and how much you have on hand. Recipes and costs are worked out from this list.



1 Ingredients

Pick a supplier for each ingredient

Choose the supplier from your list, grouped by type, and enter the cost. If that supplier has no prices online (like Sysco), the cost you enter is saved as their quote. You can add a second supplier and price to compare.

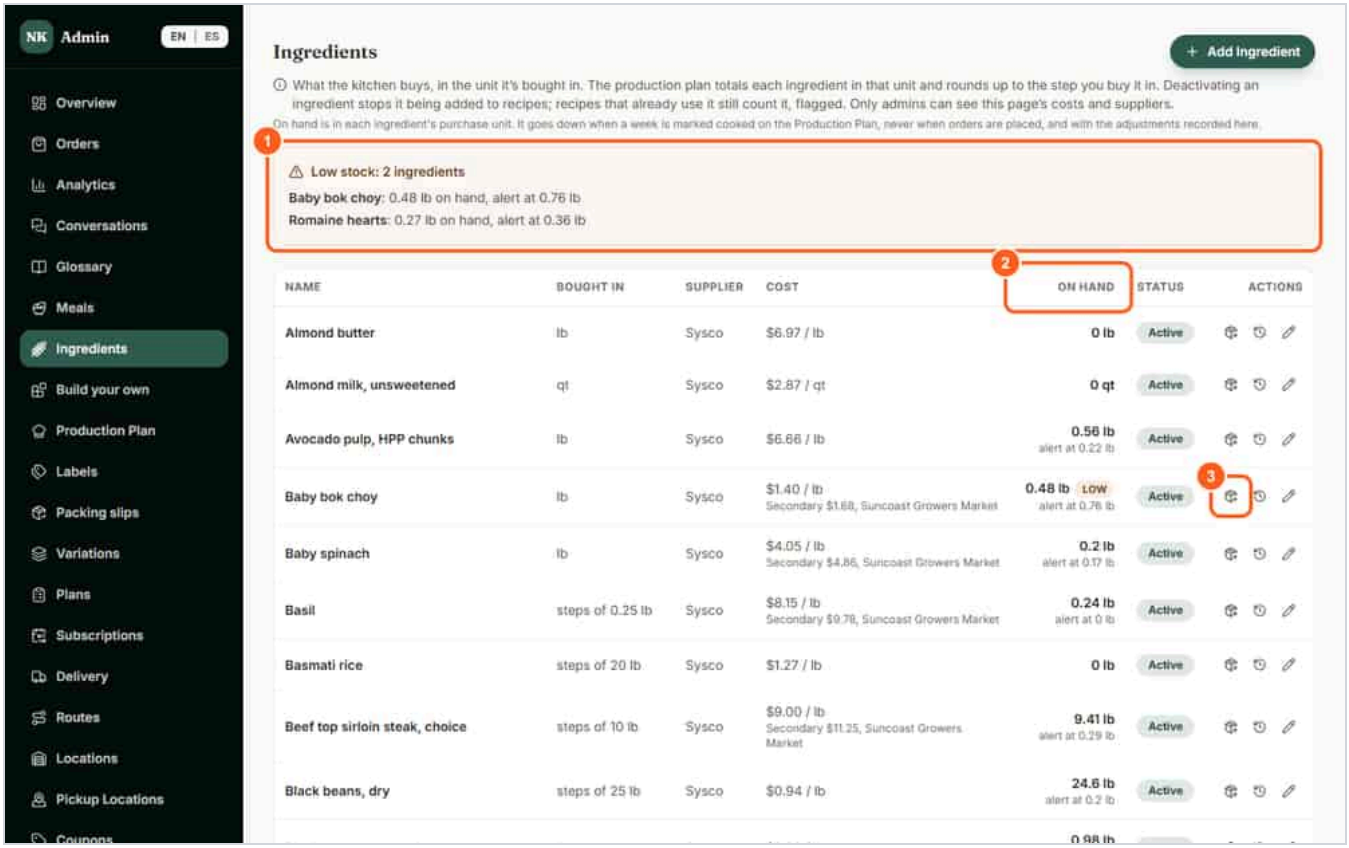


1. Supplier
2. Cost
3. Second supplier

Inventory: stock on hand

Ingredients shows how much of each you have on hand, in the unit you buy it in. Anything at or below its alert level (set in the ingredient's edit form) is listed at the top and marked Low. Stock goes down when a week is marked cooked, never when orders are placed.

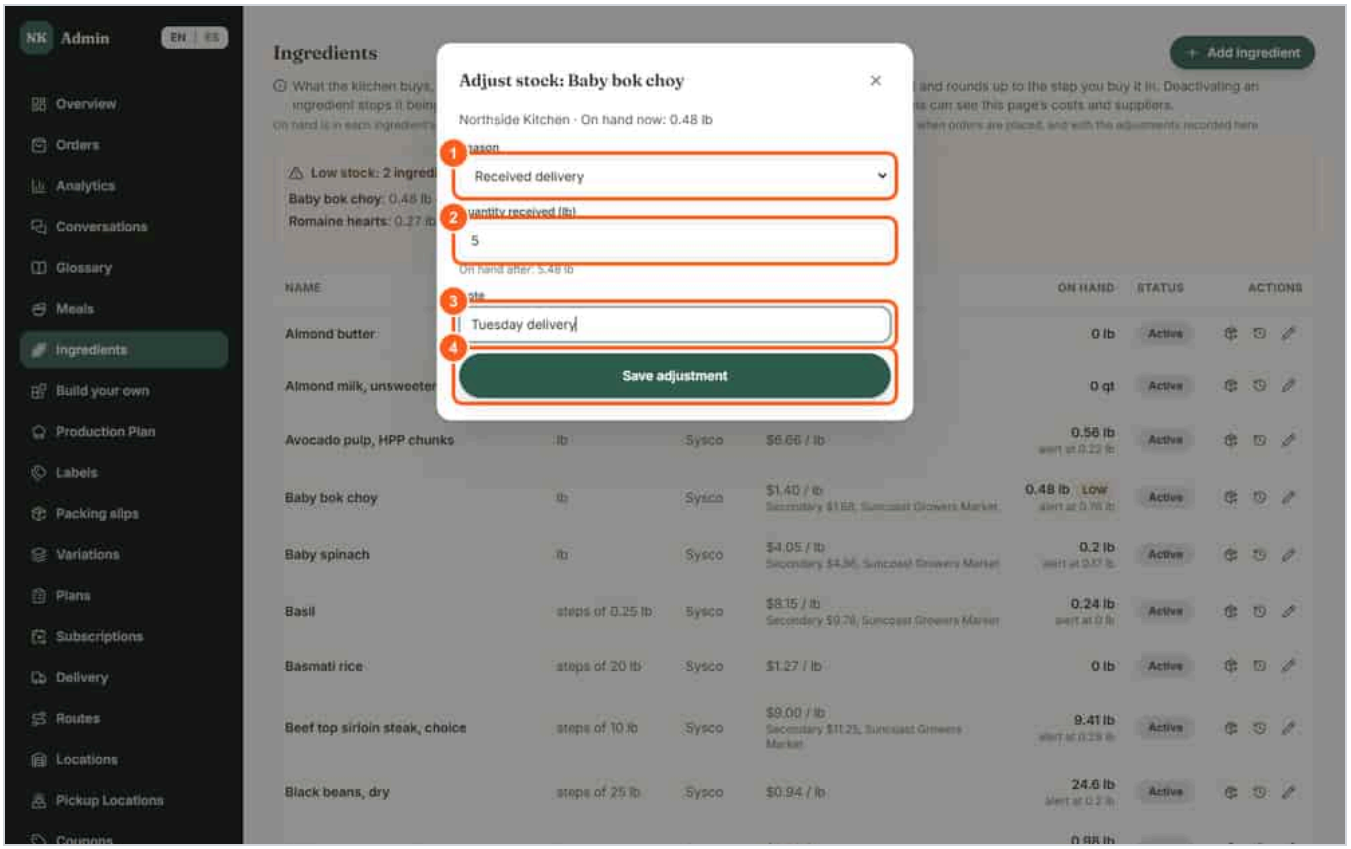
The box icon adjusts stock; the clock icon shows every movement. With more than one kitchen, each keeps its own stock.



1. Low-stock alerts
2. On hand
3. Adjust stock (the clock beside it: its history)

Adjust stock, with a reason

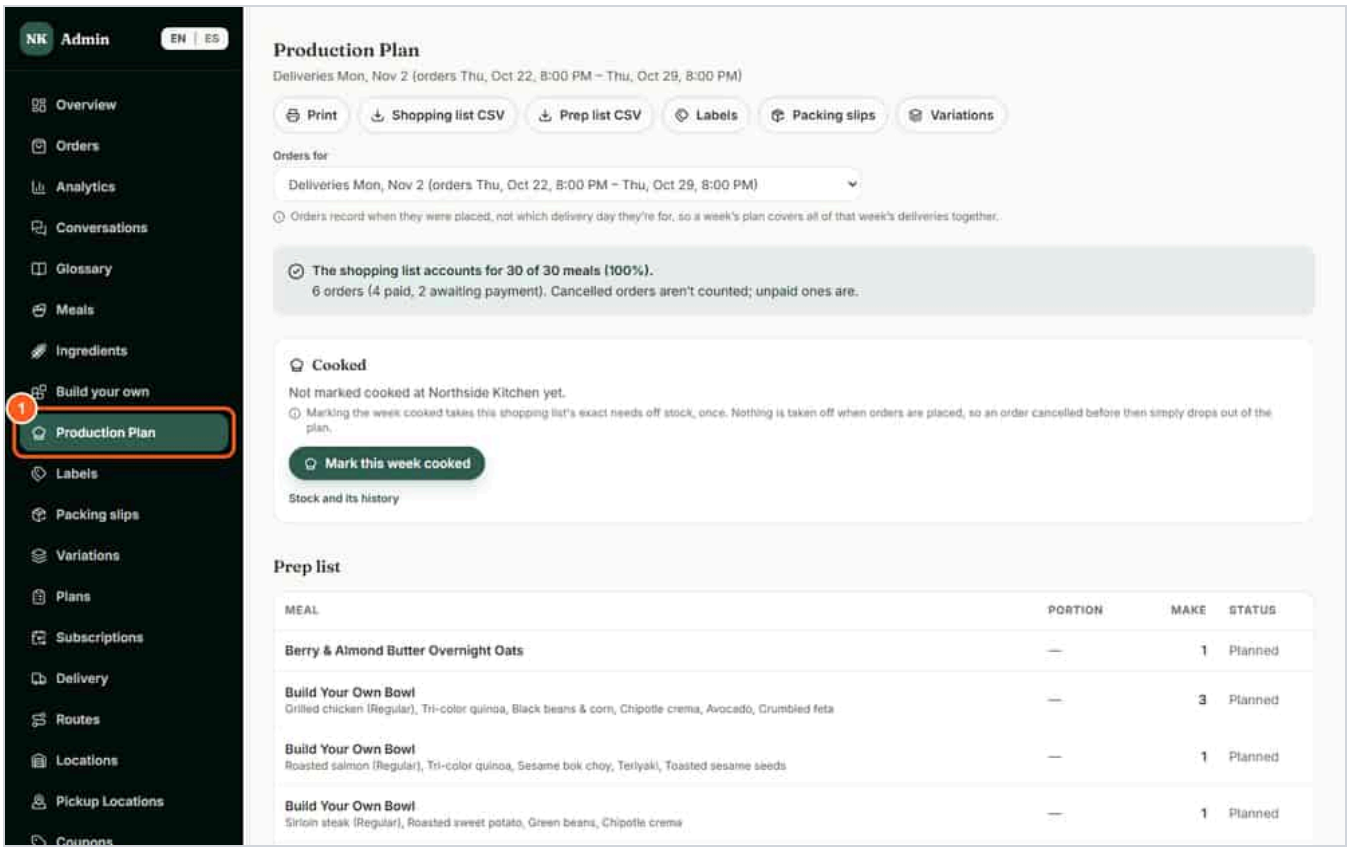
Choose the reason (a delivery received, a count correction, waste or spoilage, or other, which needs a note), enter the quantity and save. Each adjustment is kept in the stock history, with who made it, and in the Audit Log.



1. Reason
2. Quantity
3. Note
4. Save

Production Plan: what to cook

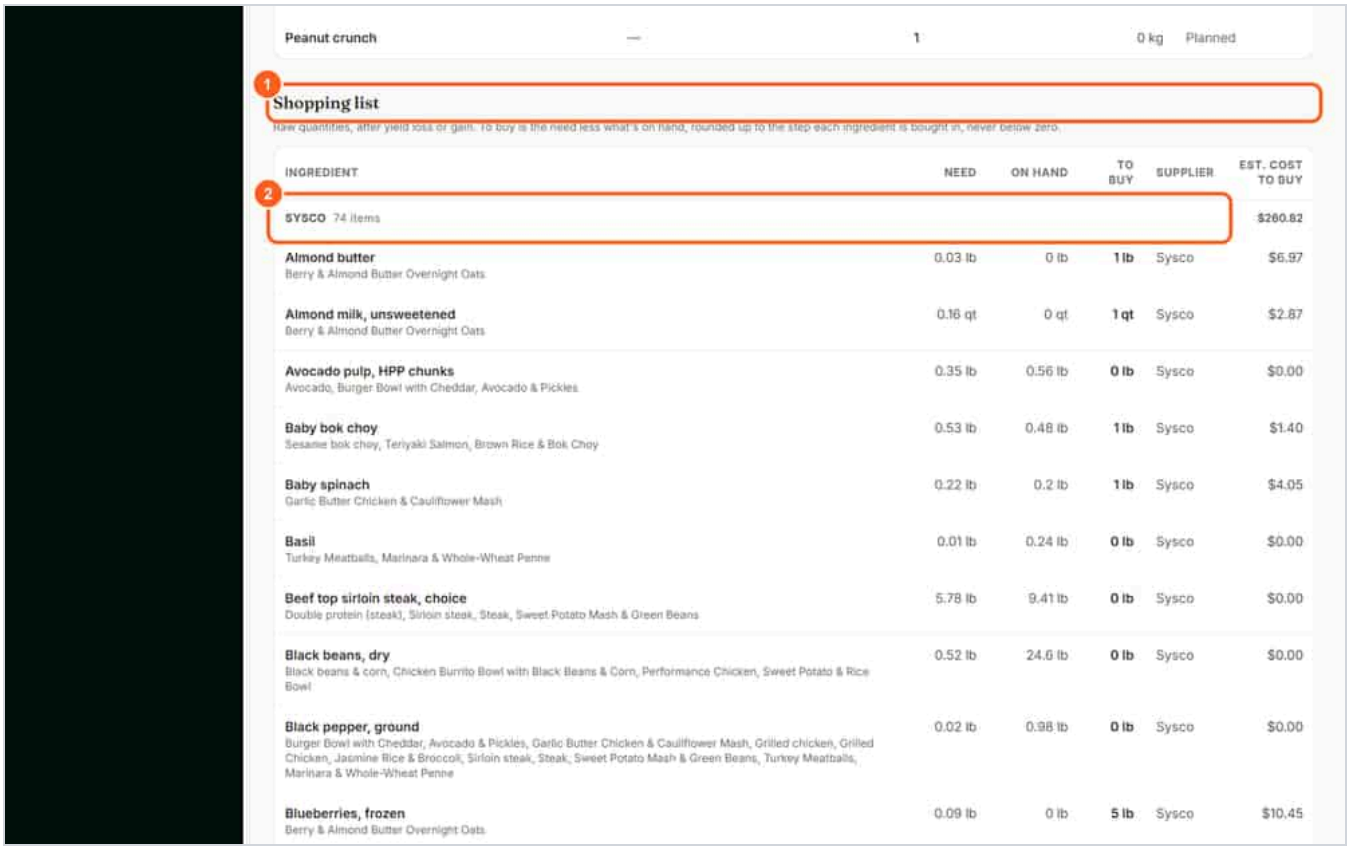
Pick a delivery week and get the prep list: how many of each meal and portion to make, from that week's orders and weekly plans. Skipped and paused weeks are left out.



1 Production Plan

Shopping lists by supplier

Further down: everything to buy, rounded to how you buy it, with one list per supplier and its estimated cost. With stock recorded, each row shows what the week needs, what's on hand and what to buy. Print it or download it as a spreadsheet.

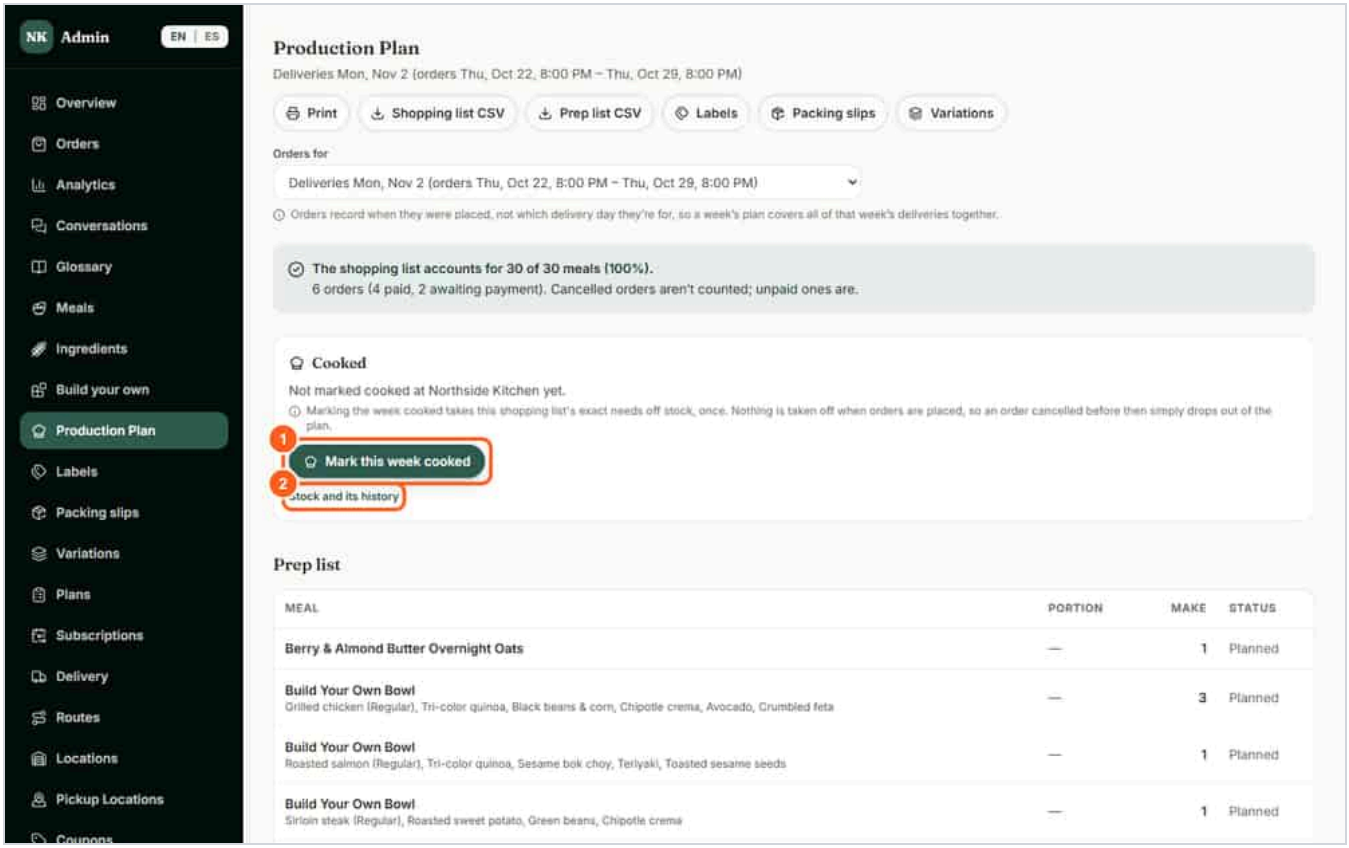


1. Shopping list
2. One list per supplier

Mark a week cooked

Once the kitchen has cooked a week, click Mark this week cooked on the Production Plan: the exact amounts on that week's shopping list come off stock, once. Undo cooked puts them back. A week still taking orders can't be marked yet.

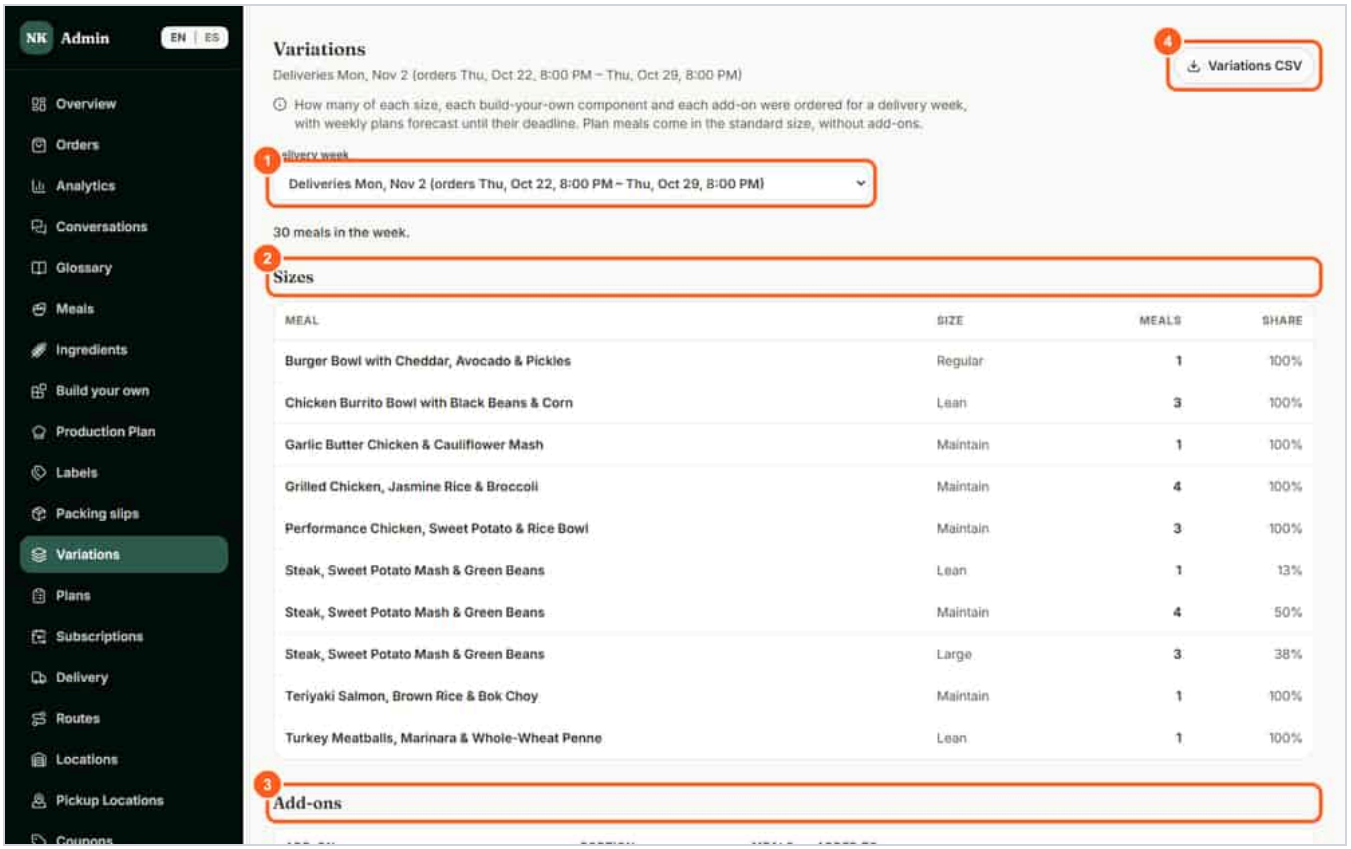
An order cancelled before then simply drops out of the plan. After, no stock comes back, since the food was made; record anything thrown away as waste.



1. Mark this week cooked
2. Stock and its history

Variations: sizes, add-ons and choices ordered

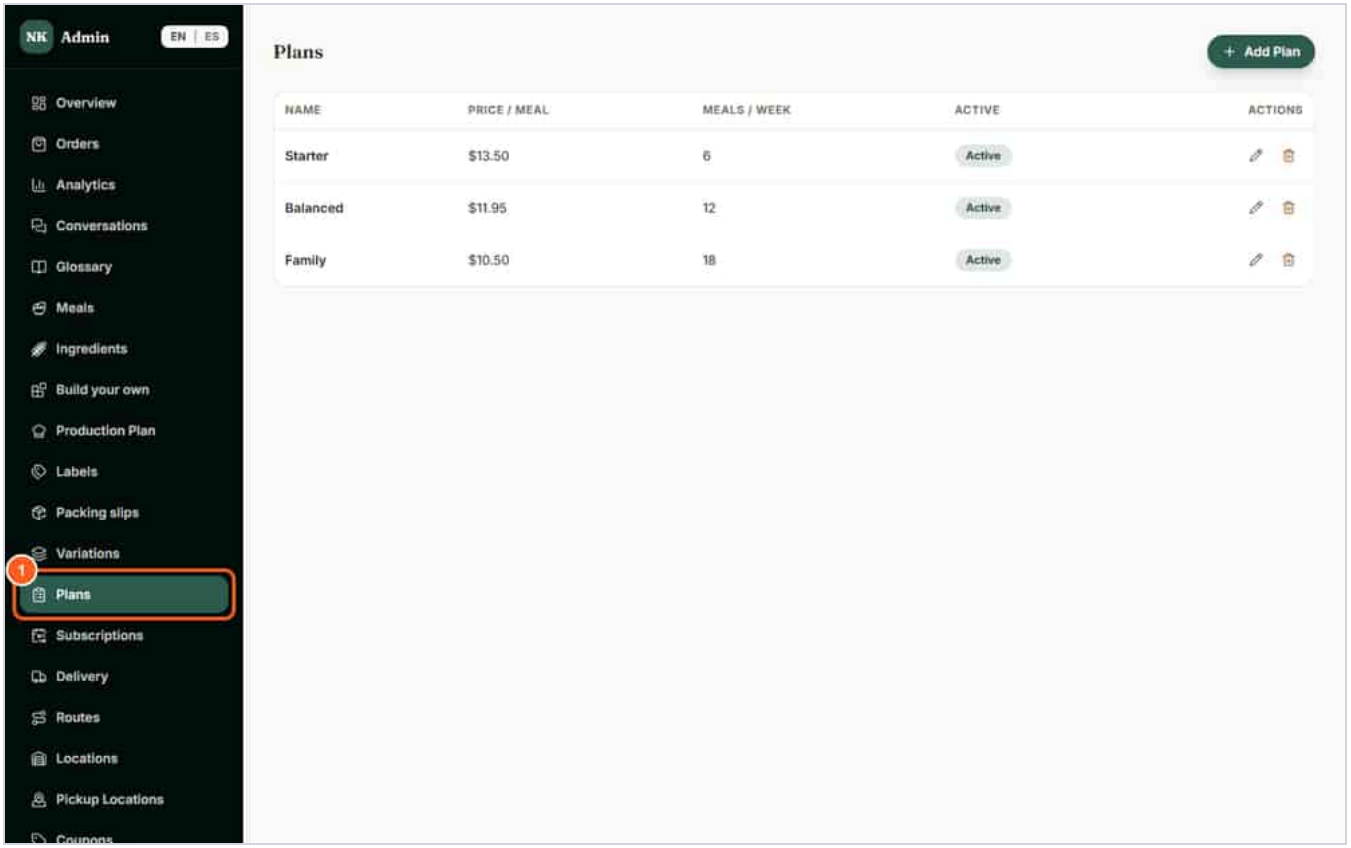
Pick a delivery week: how many of each size, each add-on (and the meals it was added to) and each build-your-own component were ordered, from the same orders and weekly-plan forecast as the Production Plan. Variations CSV downloads all three tables.



1. Choose the week
2. Sizes
3. Add-ons
4. Download as CSV

Plans

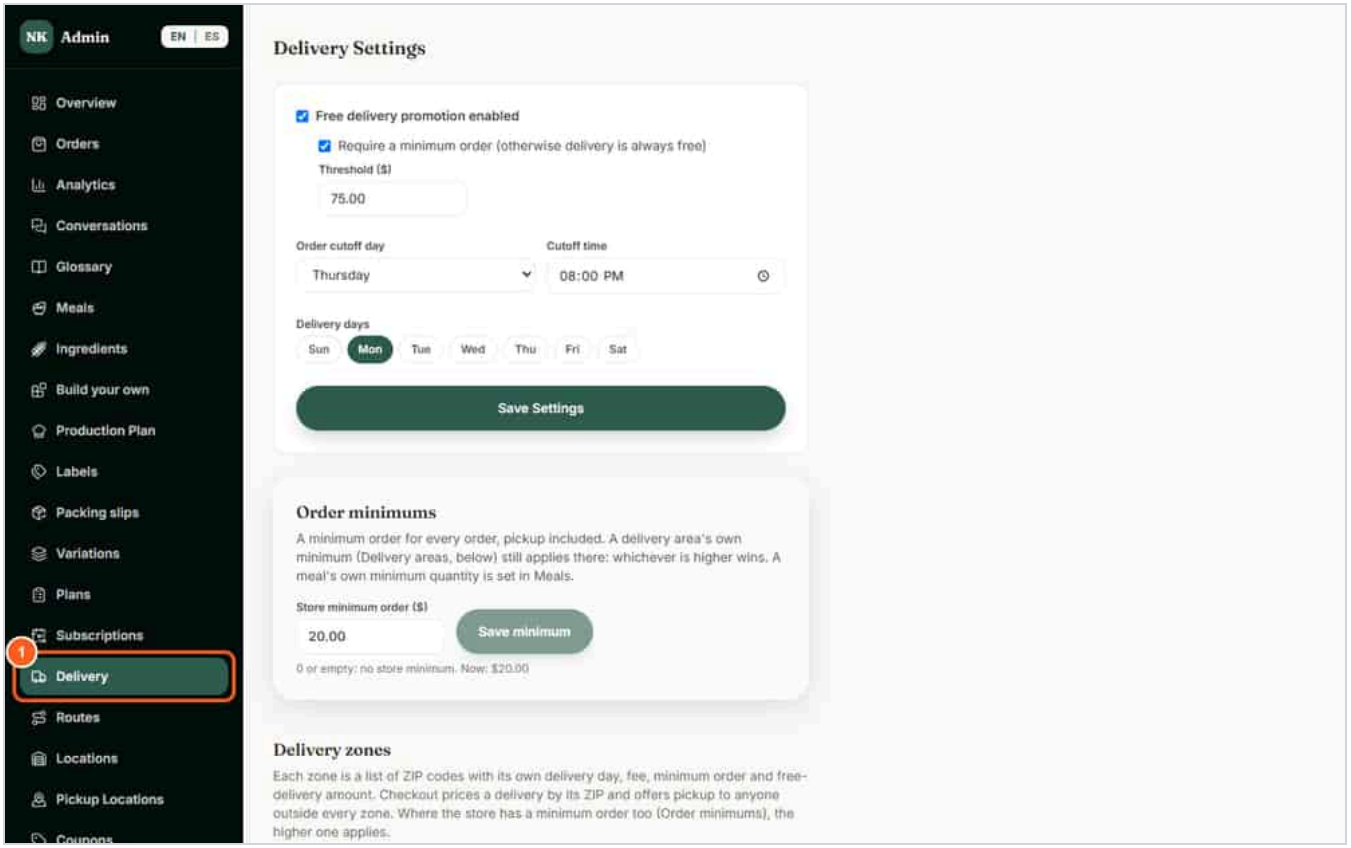
The weekly plans customers can choose: meals per week and price per meal. Who is on which plan is under Subscriptions (section 5).



1 Plans

Delivery

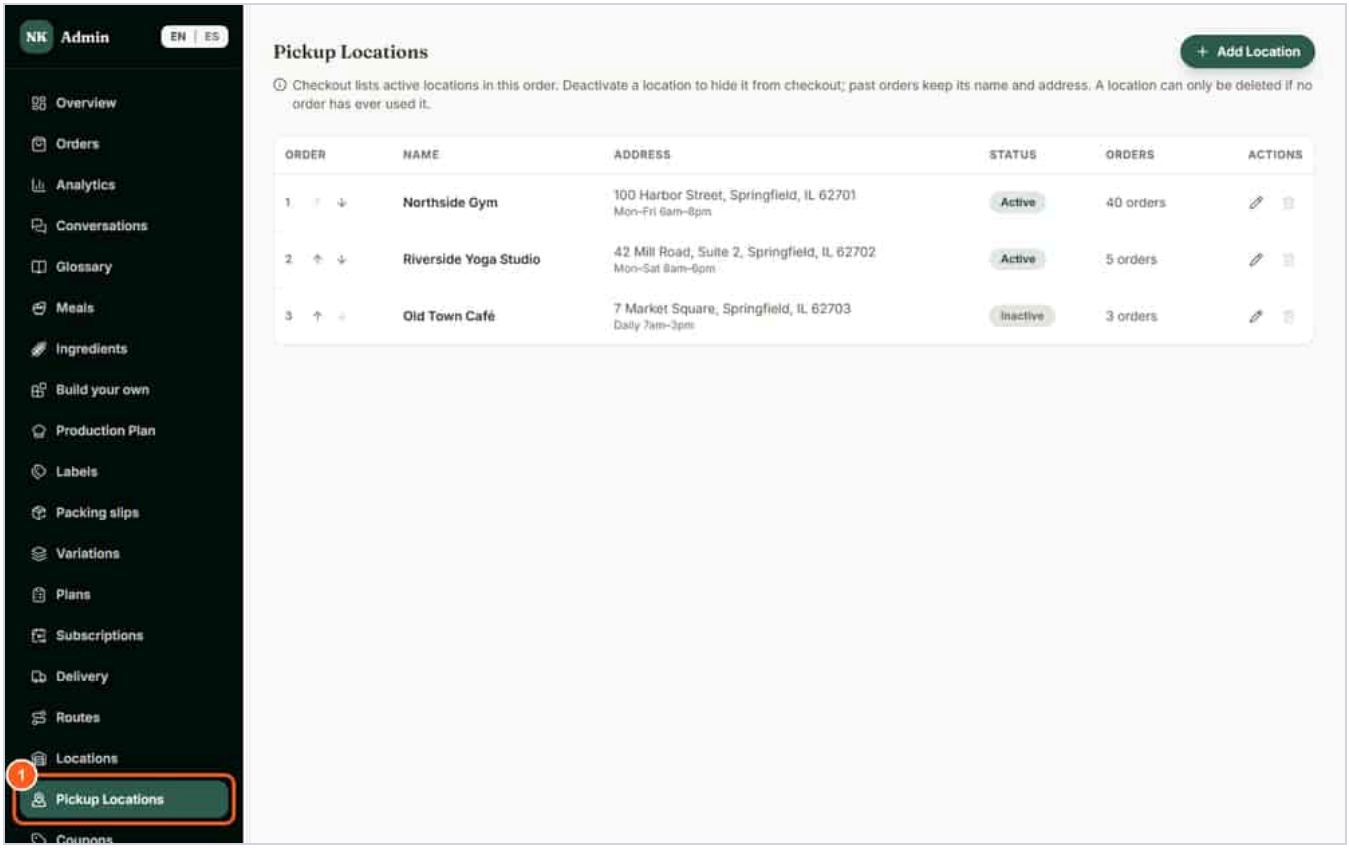
Your ordering deadline, delivery days and free-delivery threshold. Delivery zones are further down this page (section 5).



1 Delivery

Pickup locations

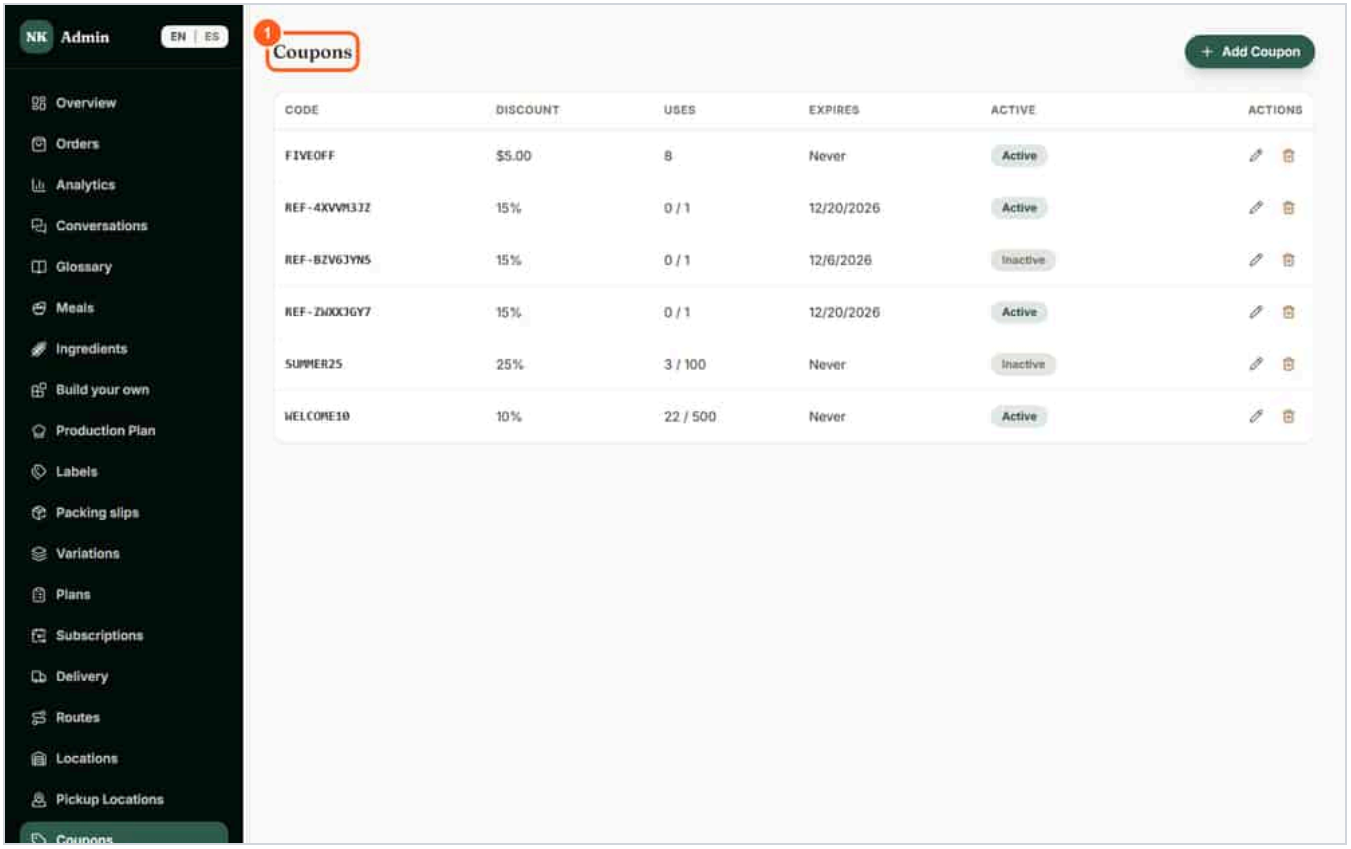
The places customers can collect their meals, like a gym or a studio. Turn one off to hide it at checkout.



1 Pickup Locations

Coupons

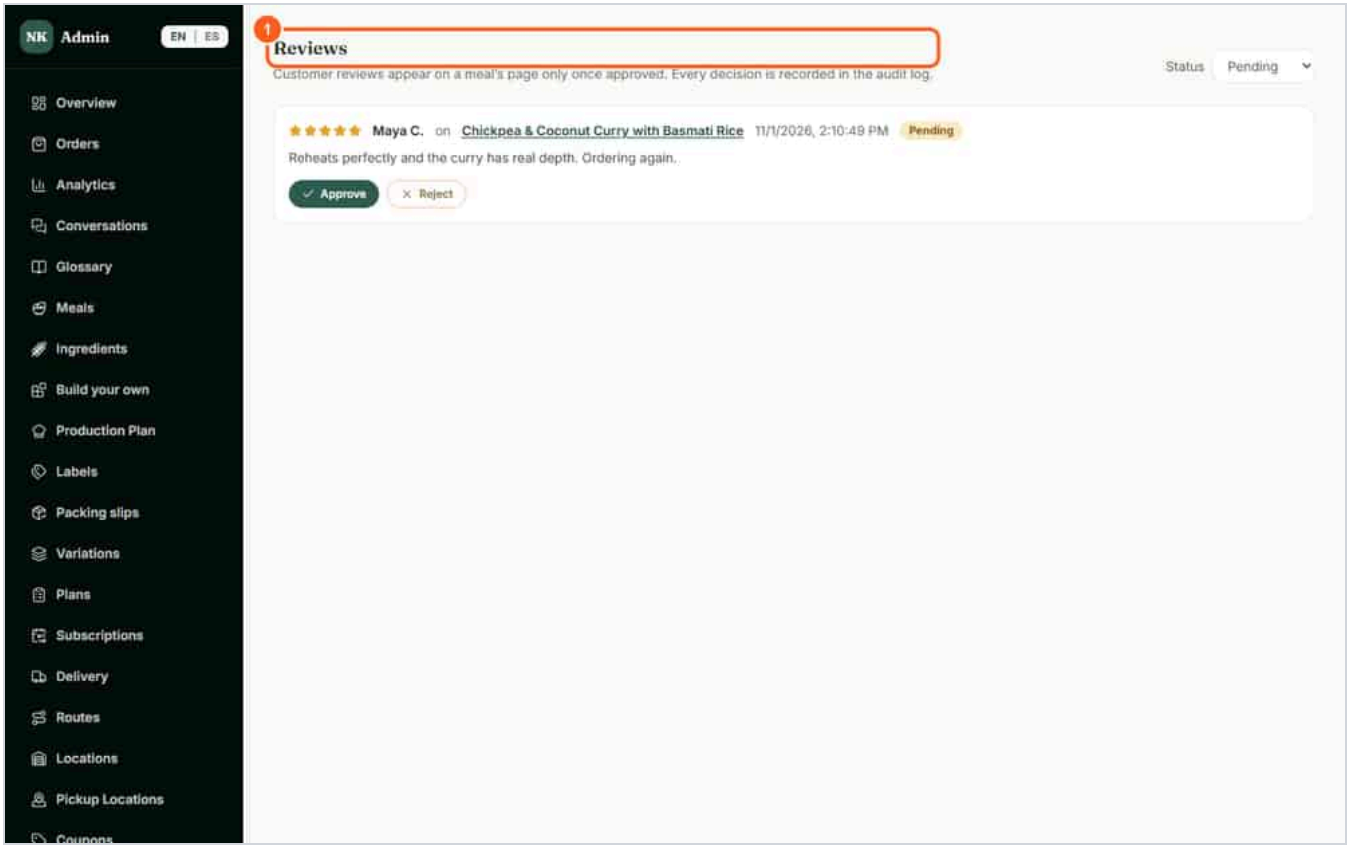
Discount codes: a percentage or an amount off, with a limit on uses and an end date.



1 Coupons

Reviews

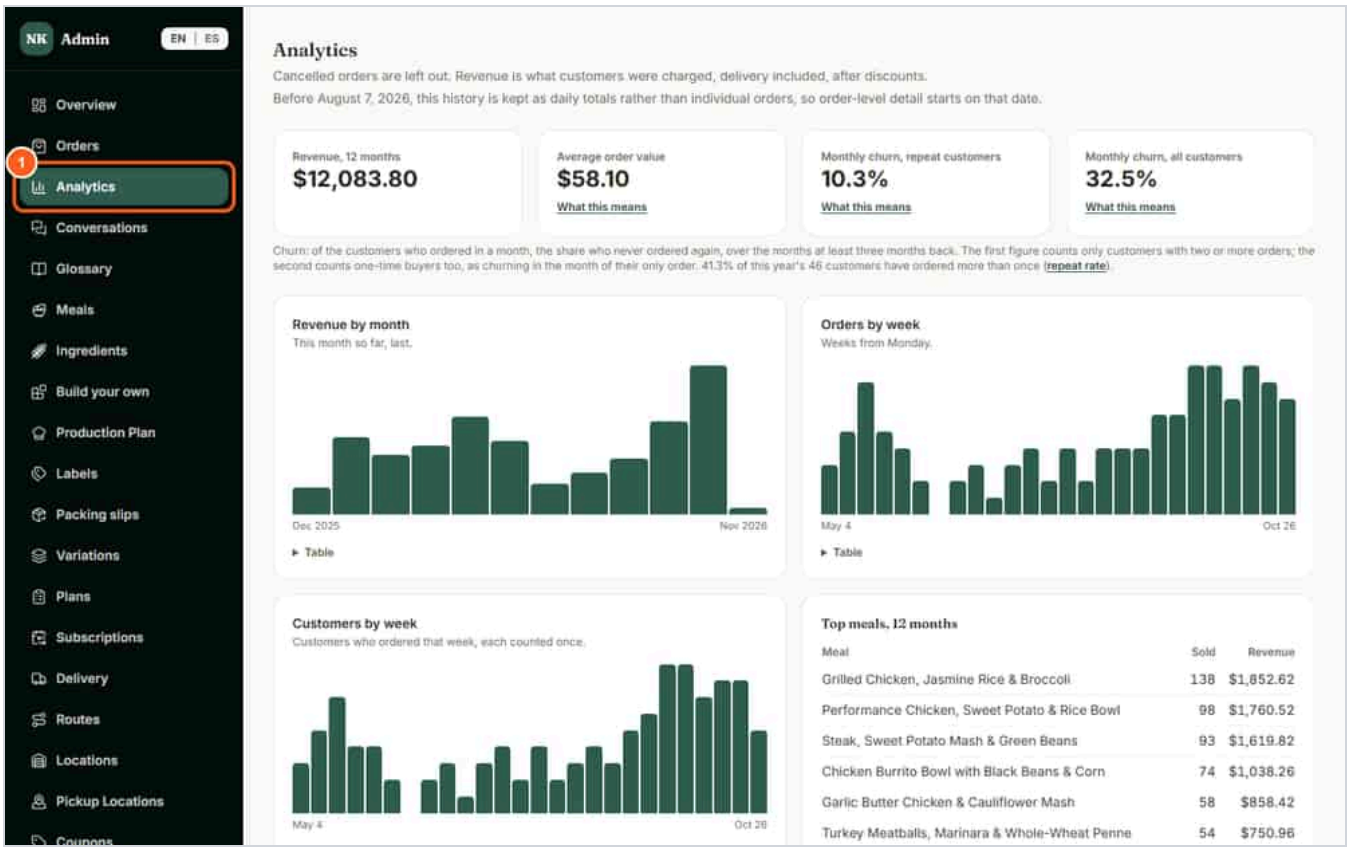
Customer reviews appear on a meal's page only after you approve them.



1 Reviews

Analytics

Revenue, orders, customers and your best-selling meals, week by week and month by month. Further down: weekly plan subscribers, skips, pauses and cancellations by week.

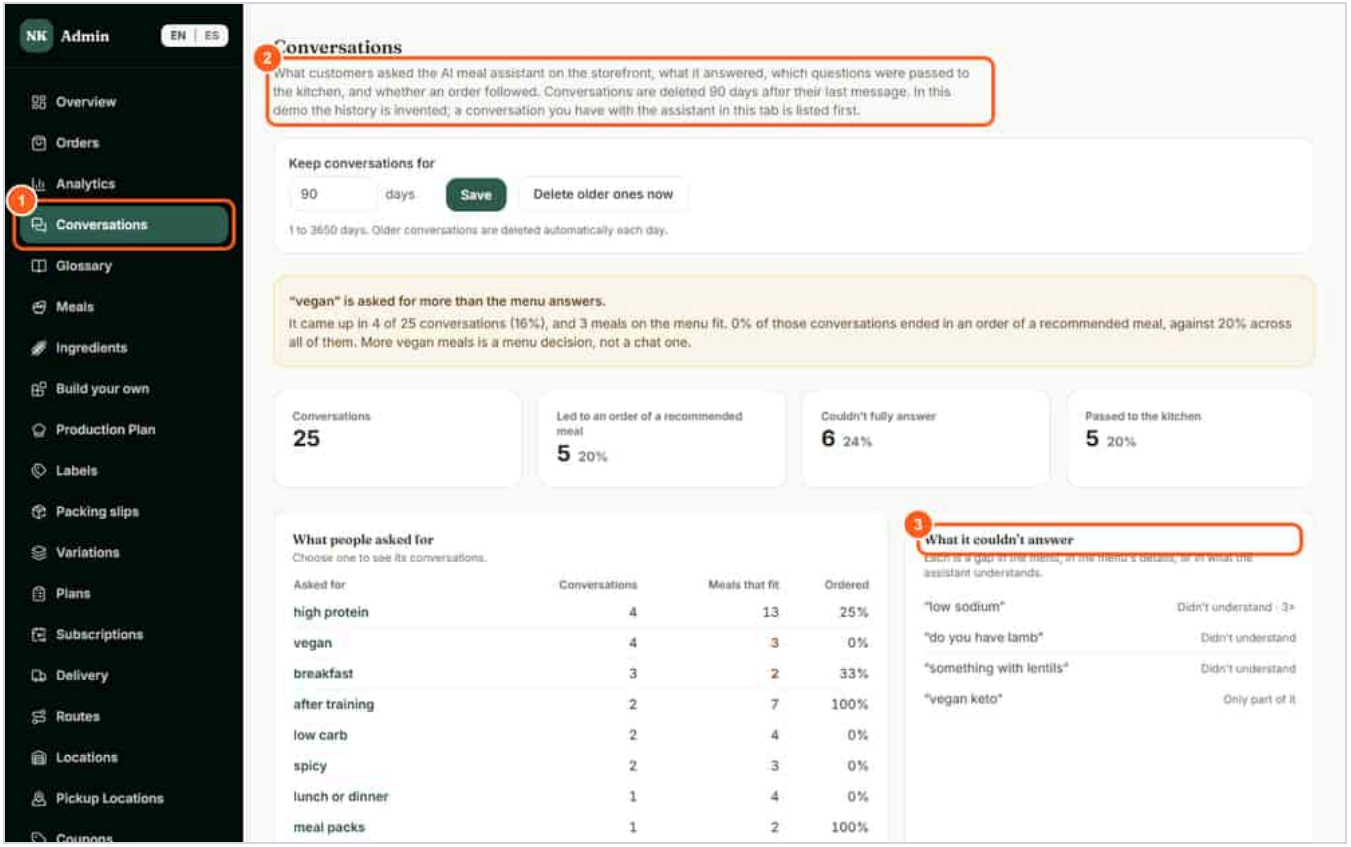


1 Analytics

Conversations

Every chat with the AI assistant is saved here, so you can see what customers ask and what it answered. The tiles count the conversations, how many led to an order of a recommended meal, how many it couldn't fully answer, and how many were passed to the kitchen.

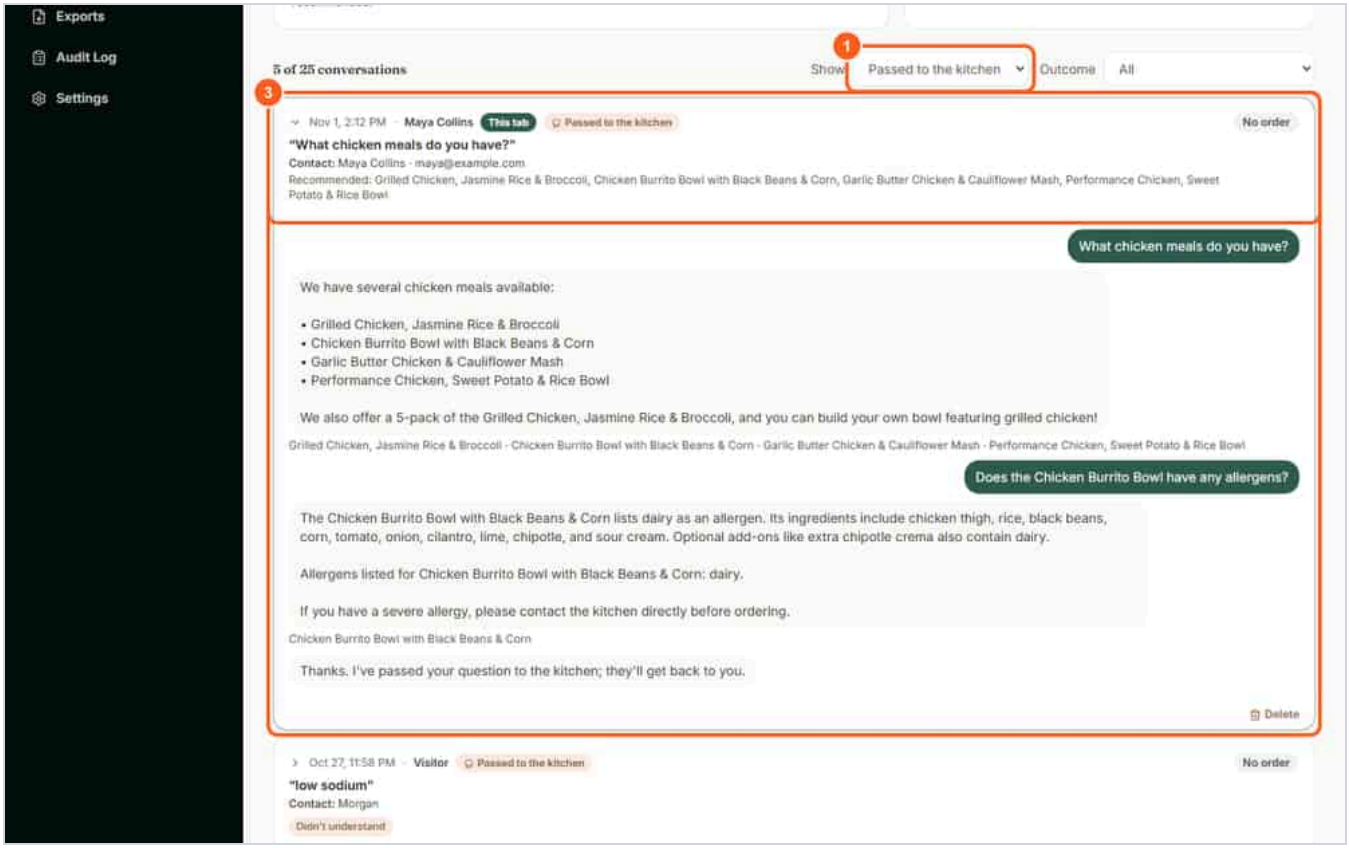
Below, what people asked for most and what it couldn't answer: a quick read on what to add to your menu. Conversations are deleted after the number of days you choose, 90 by default. In the demo the history is invented; a conversation you have in this tab is listed first.



1. Conversations
2. Passed to the kitchen
3. What it couldn't answer

Conversations passed to the kitchen

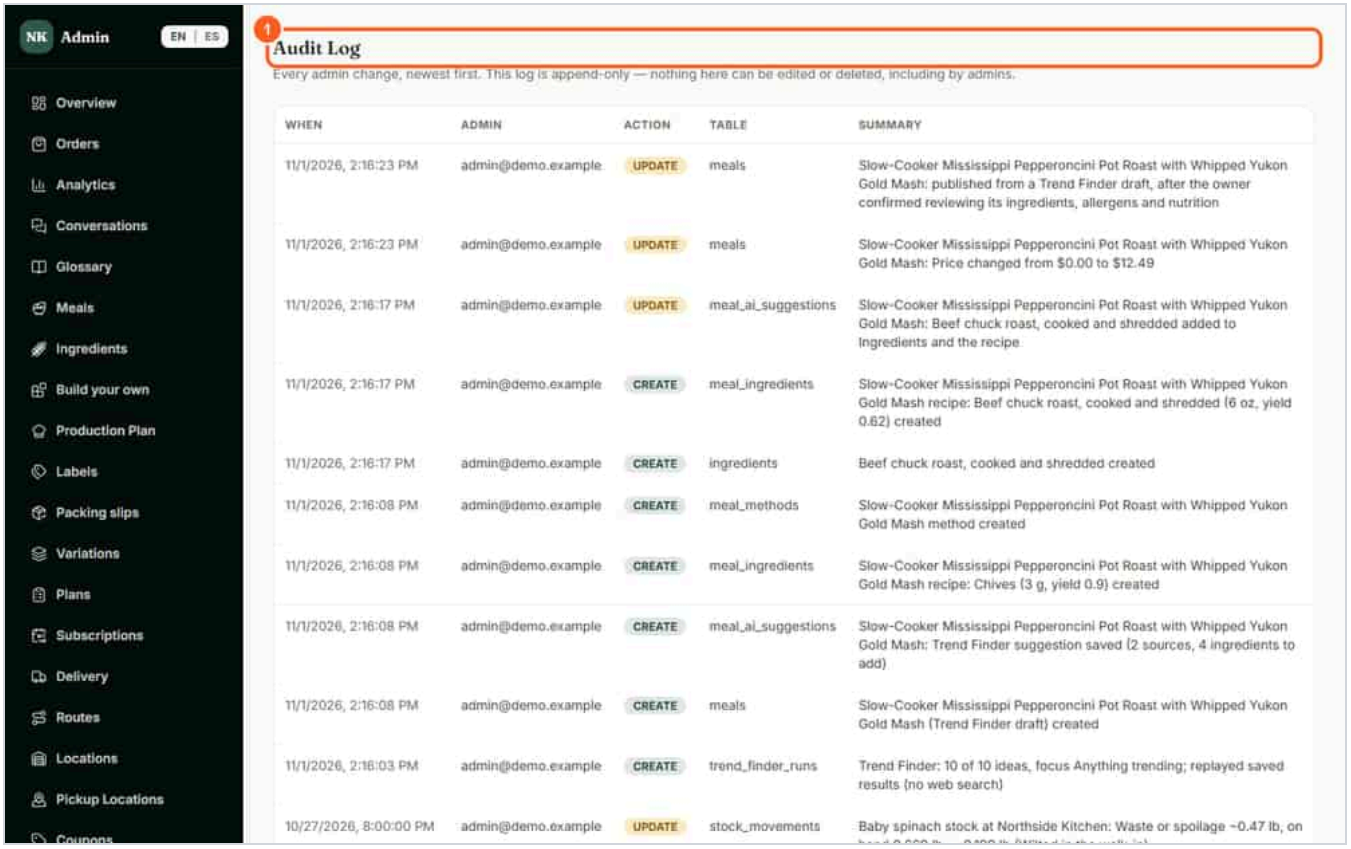
Show only the questions customers passed to you. Open one to read the whole chat, the language, the contact details they left and whether an order followed within a week. You can delete any conversation.



1. Show: all, or passed to the kitchen
2. A conversation
3. The whole chat and the contact details

Audit Log

Every change made in the admin, who made it and when. Nothing here can be edited or deleted.

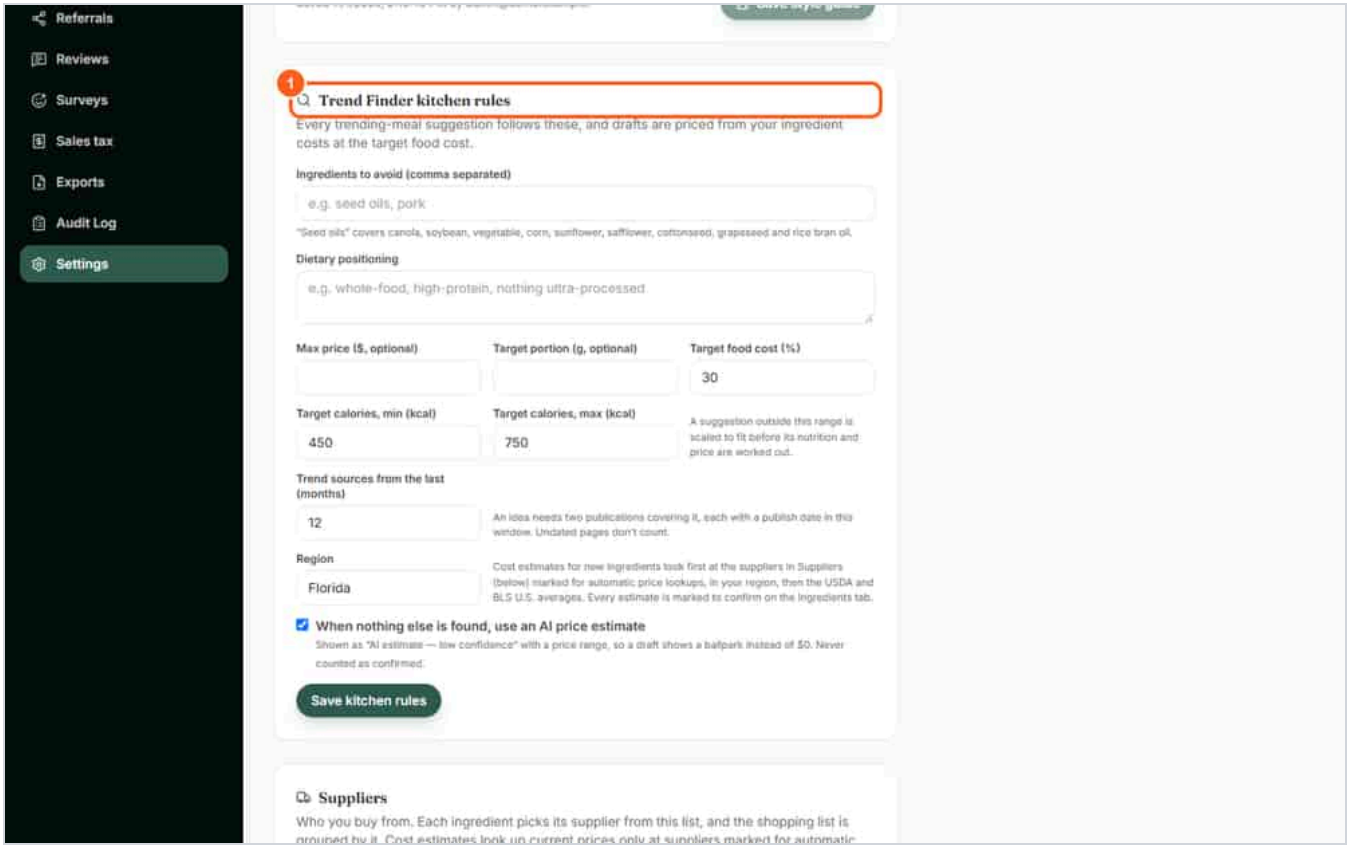


1 Audit Log

Settings: kitchen rules

Settings has three tabs: General (these kitchen rules, your suppliers and the photo style guide), Features (section 8) and Security (two-factor authentication for your account).

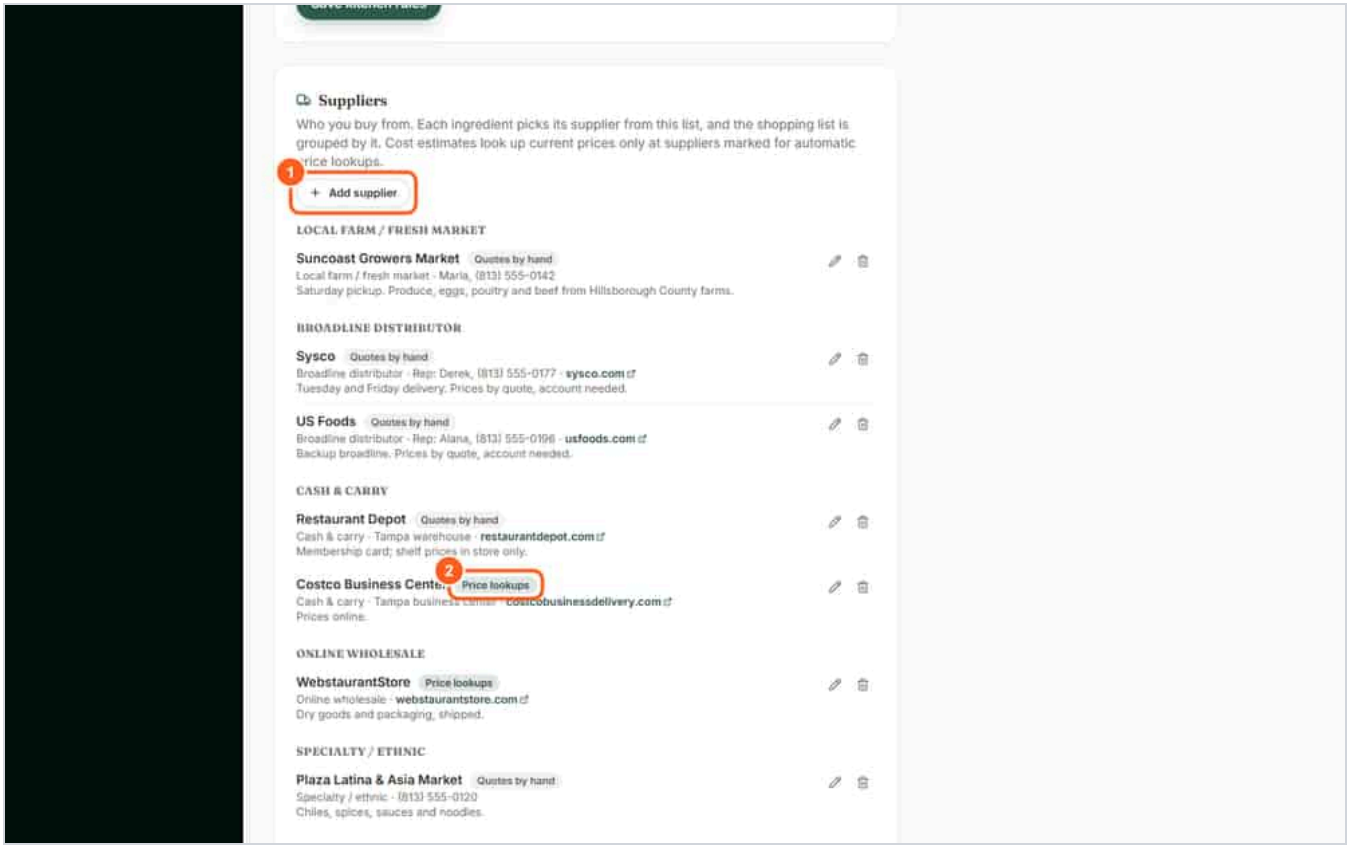
Tell Trend Finder what every new meal must follow: ingredients to avoid, your style, target price, portion, calories and food cost.



1 Kitchen rules

Settings: your suppliers

Your list of suppliers: local farms and markets, distributors, cash & carry, online and specialty stores. Mark the ones with public online prices so cost estimates can look them up.

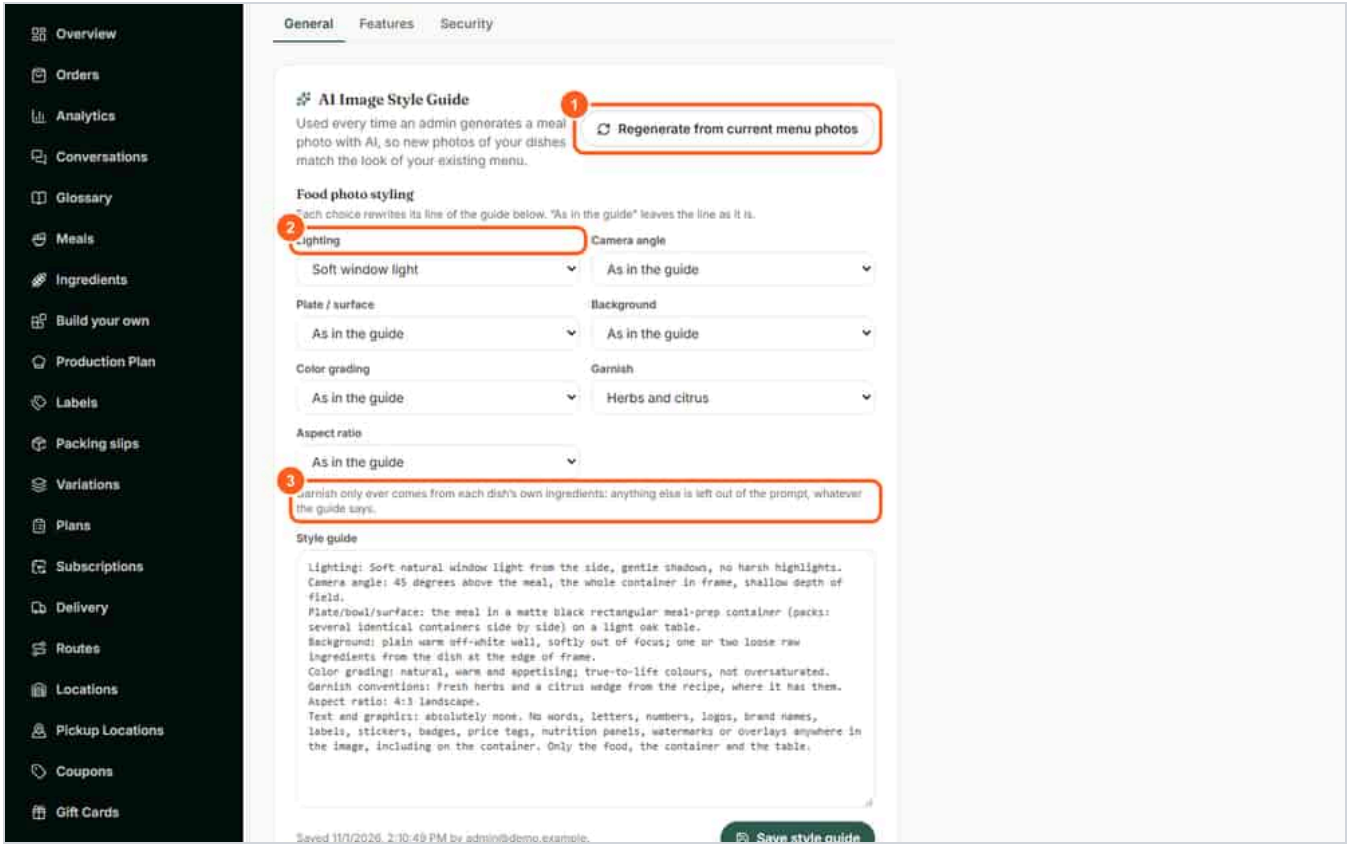


1. Add a supplier
2. Looked up for prices

Food photo styling

Styling options that make your real dishes look their best in every AI photo, matched to your existing menu photos. Start from a style guide written from your own photos, then choose the lighting, camera angle, plate or surface, background, color grading (from true to life up to natural, never oversaturated), garnish and shape.

Garnish only ever comes from each dish's own ingredients: anything else is left out before the photo is made.

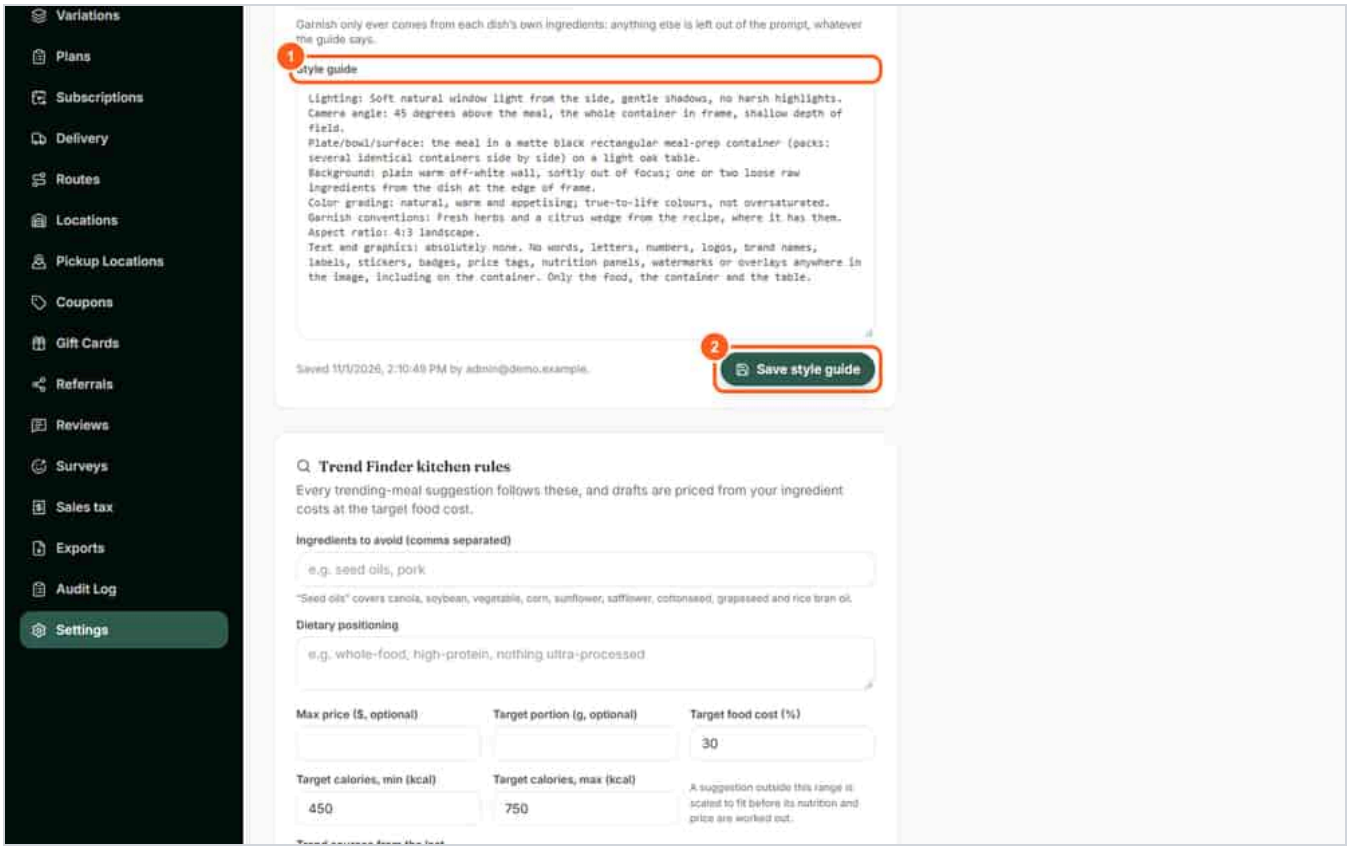


1. Start from your menu's photos
2. Styling options
3. Garnish from each dish's ingredients

Food photo styling: check and approve

Each choice rewrites its line of the style guide, and you can edit the text yourself. Saving keeps the earlier versions and records the change in the Audit Log.

Every AI photo is then checked against the dish's ingredients and allergens: a photo that shows anything that isn't in the recipe isn't used, and you see why. A photo that passes waits for your approval before it appears on your menu. The check catches visible extras only; you stay responsible for your menu and labels. In the public demo the styling options work; making photos (and writing the style guide from your menu's photos) is turned off for visitors, since each is a paid call, and we show it live on a walkthrough call.



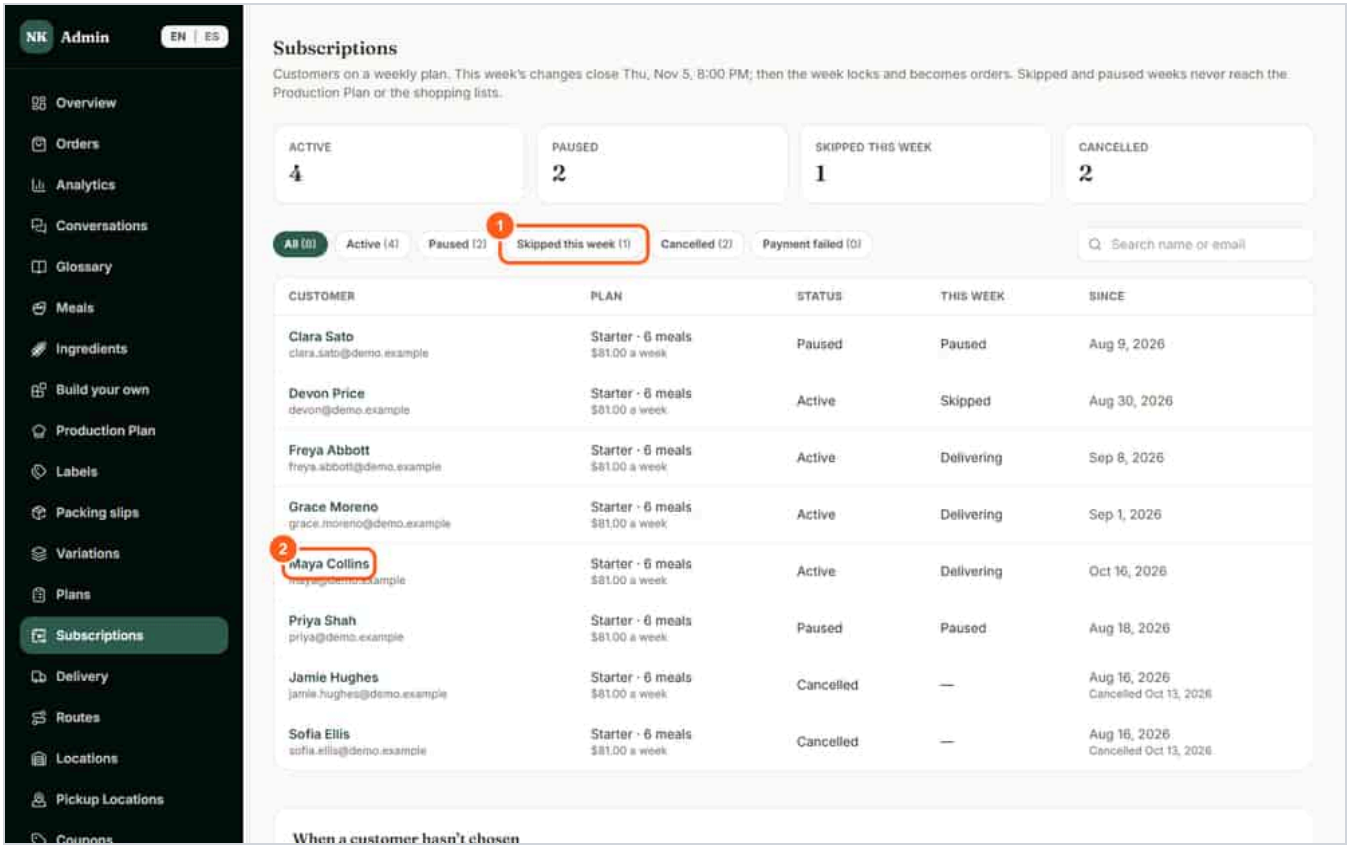
1. The style guide, editable
2. Save

5. PLANS, DELIVERY, LABELS, PACKING SLIPS AND LOCATIONS

Subscriptions: everyone on a weekly plan

Every subscriber, with their plan and what they're doing this week: delivering, skipping or paused. Filter by active, paused, skipping this week, cancelled or failed payment, and search by name.

Below the list you choose what a customer gets when they don't pick their meals: their favorites or your chef's picks.

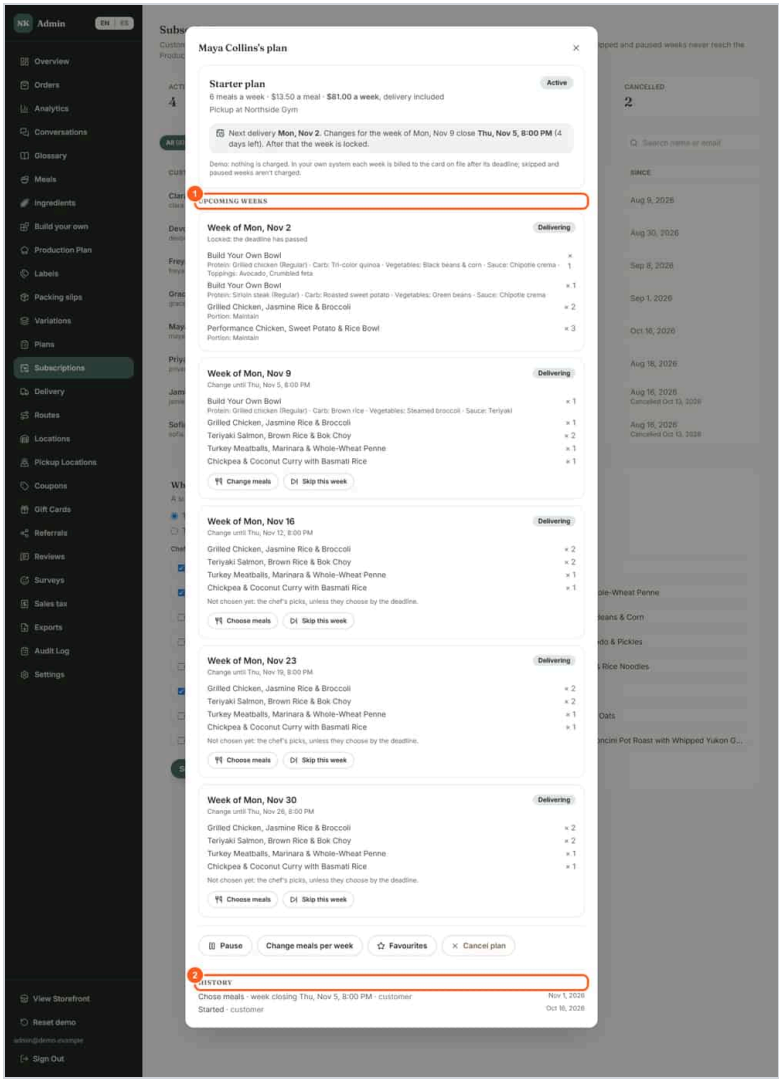


1. Filter the list
2. Open a customer's plan

Change a plan for a customer

Open a customer to see exactly what they see, and make changes for them: skip a week, choose meals, pause, change meals per week or cancel. Every change you make is in the Audit Log, and the plan keeps its own history.

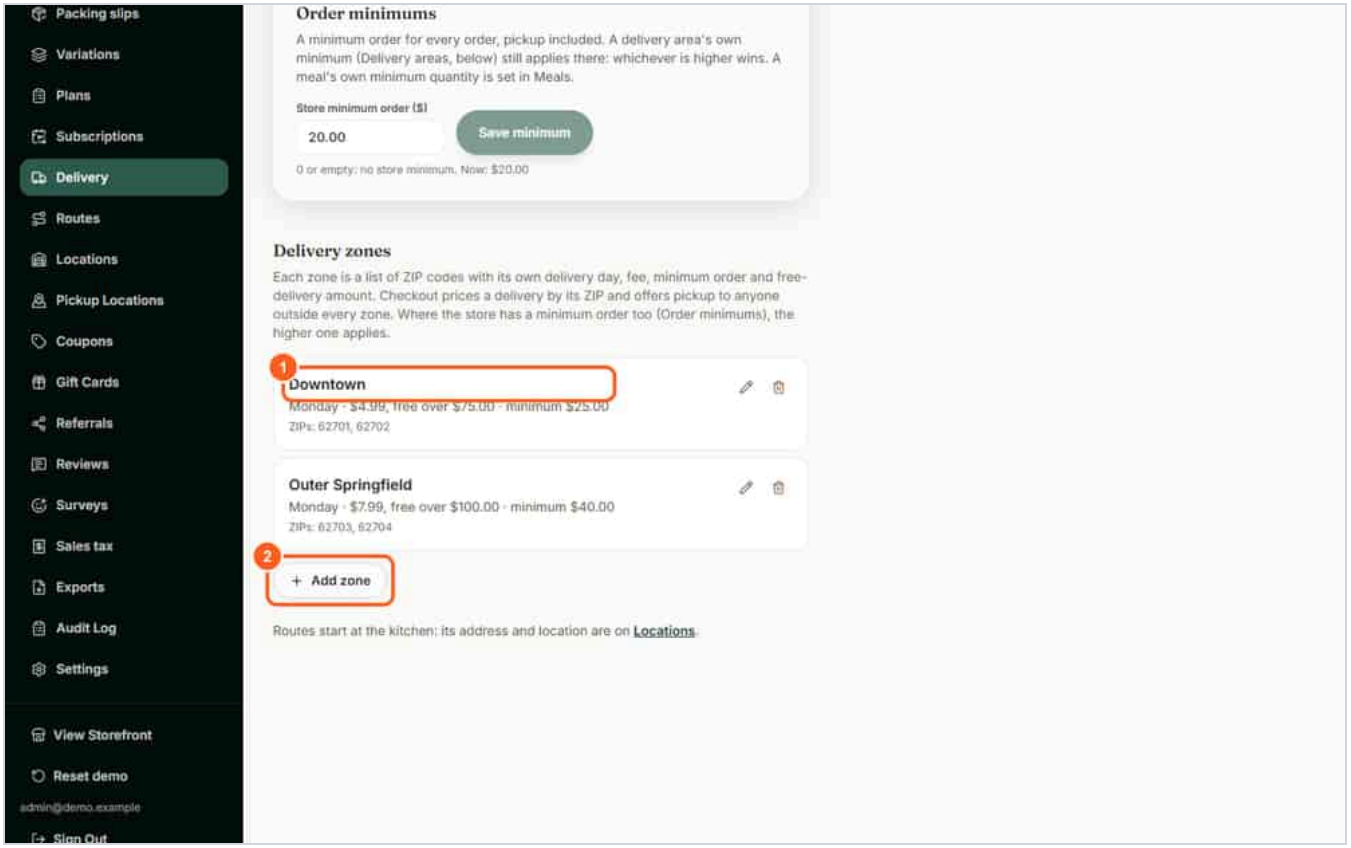
In your own system a declined weekly payment is flagged here and on Orders, and the customer is emailed a link to update their card.



1. The customer's weeks
2. The plan's history

Delivery zones

On the Delivery page, each zone is a list of ZIP codes with its own delivery day, fee, minimum order and free-delivery amount. Checkout uses them automatically.

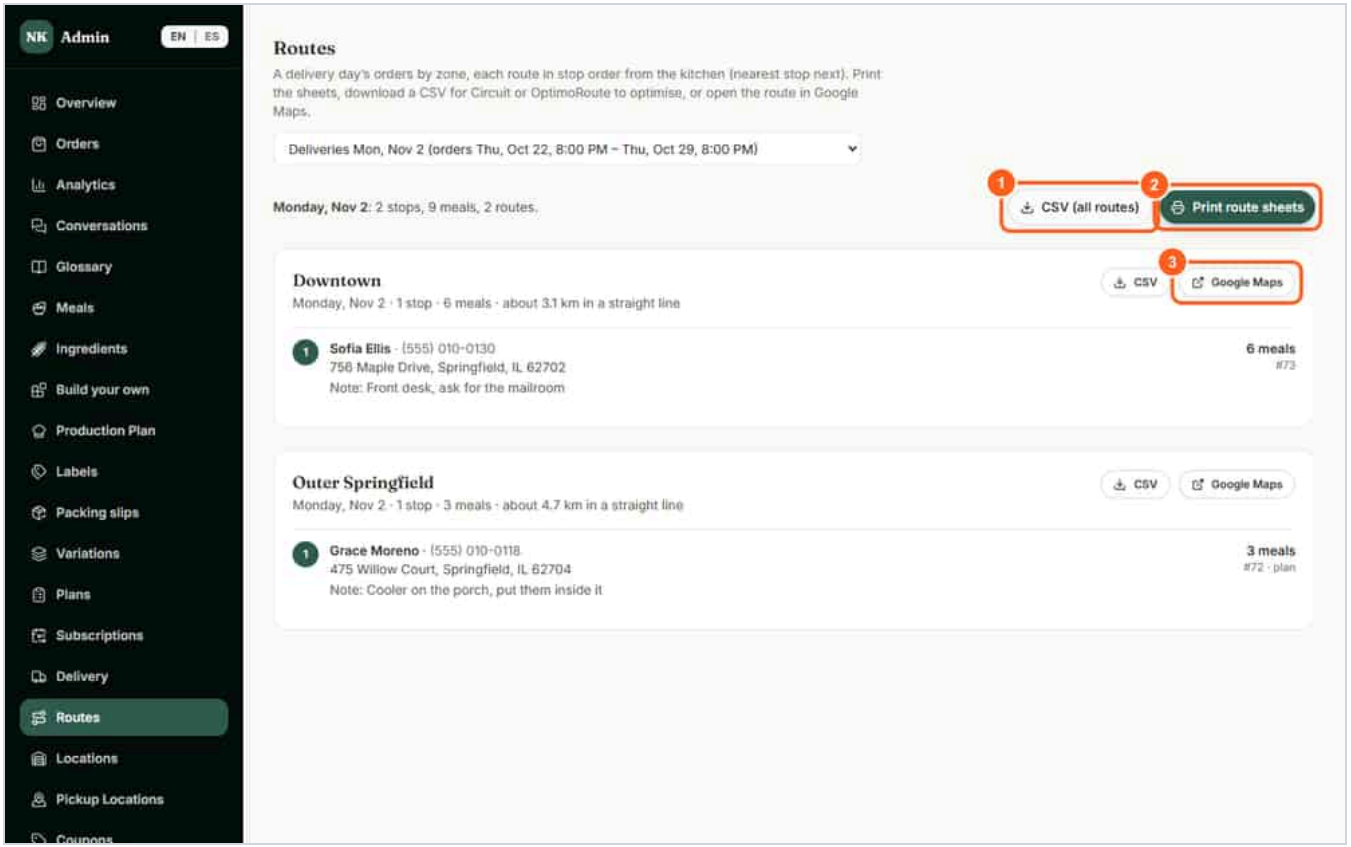


1. A zone: its day, fee and minimum
2. Add a zone

Routes: the delivery day's stops

Pick a delivery day: its orders are grouped by zone, and each route's stops are in order from your kitchen (nearest stop next), with name, phone, address, delivery notes and meal count.

Print the route sheets, download a CSV for Circuit or OptimoRoute to optimize further, or open the route in Google Maps (long routes are split into parts, as Google allows).

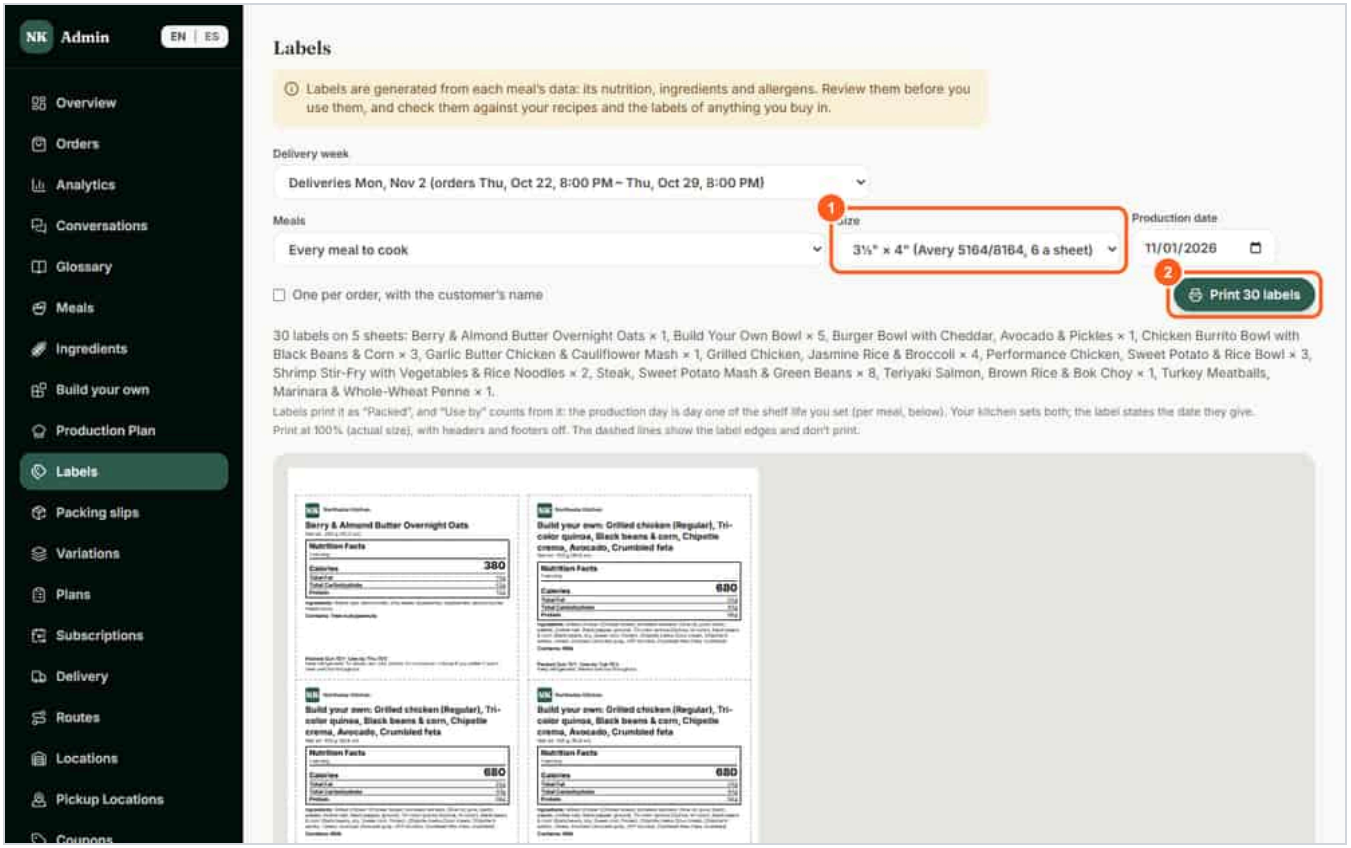


1. Download for Circuit or OptimoRoute
2. Print the route sheets
3. Open in Google Maps

Labels for every meal

From the Production Plan, print a label for every meal to cook that week, or one meal's, or one per order with the customer's name. Choose 2" × 4" or 3⅓" × 4" Avery sheets or 4" × 6" thermal labels, and see the print preview first.

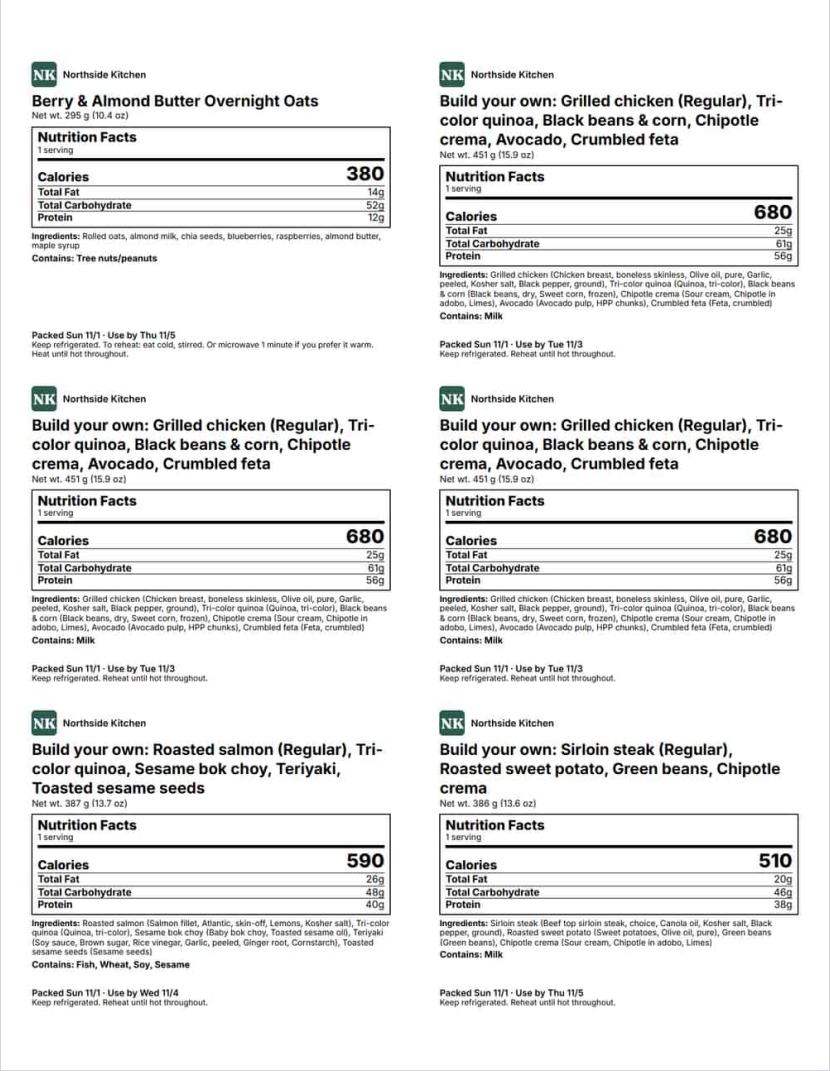
Labels are generated from each meal's data (nutrition, ingredients, allergens); review them before you use them. You set each meal's shelf life, and a footer for every label.



1. Label size
2. Print

A sample label sheet

Each label has your name and logo, the meal and portion, a nutrition panel, ingredients, a Contains line for the major allergens (and Possible lines for sauces you buy in), packed and use-by dates, and storage and reheating.



NK Northside Kitchen

Berry & Almond Butter Overnight Oats

Net wt. 295 g (10.4 oz)

Nutrition Facts	
1 serving	
Calories	**380**
Total Fat	14g
Total Carbohydrate	52g
Protein	12g

Ingredients: Rolled oats, almond milk, chia seeds, blueberries, raspberries, almond butter, maple syrup

Contains: Tree nuts/peanuts

Packed Sun 11/1 · Use by Thu 11/5

Keep refrigerated. To reheat: eat cold, stirred. Or microwave 1 minute if you prefer it warm. Heat until hot throughout.

NK Northside Kitchen

Build your own: Grilled chicken (Regular), Tri-color quinoa, Black beans & corn, Chipotle crema, Avocado, Crumbled feta

Net wt. 451 g (15.9 oz)

Nutrition Facts	
1 serving	
Calories	**680**
Total Fat	25g
Total Carbohydrate	61g
Protein	56g

Ingredients: Grilled chicken (Chicken breast, boneless skinless, Olive oil, pure, Garlic, peeled, Kosher salt, Black pepper, ground), Tri-color quinoa (Quinoa, tri-color), Black beans & corn (Black beans, dry, Sweet corn, frozen), Chipotle crema (Sour cream, Chipotle in adobo, Limes), Avocado (Avocado pulp, HPP chunks), Crumbled feta (Feta, crumbled)

Contains: Milk

Packed Sun 11/1 · Use by Tue 11/3

Keep refrigerated. Reheat until hot throughout.

NK Northside Kitchen

Build your own: Grilled chicken (Regular), Tri-color quinoa, Black beans & corn, Chipotle crema, Avocado, Crumbled feta

Net wt. 451 g (15.9 oz)

Nutrition Facts	
1 serving	
Calories	**680**
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Contains: Milk

Packed Sun 11/1 · Use by Tue 11/3

Keep refrigerated. Reheat until hot throughout.

NK Northside Kitchen

Build your own: Grilled chicken (Regular), Tri-color quinoa, Black beans & corn, Chipotle crema, Avocado, Crumbled feta

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Contains: Milk

Packed Sun 11/1 · Use by Tue 11/3

Keep refrigerated. Reheat until hot throughout.

NK Northside Kitchen

Build your own: Roasted salmon (Regular), Tri-color quinoa, Sesame bok choy, Teriyaki, Toasted sesame seeds

Net wt. 387 g (13.7 oz)

Nutrition Facts	
1 serving	
Calories	**590**
Total Fat	26g
Total Carbohydrate	48g
Protein	40g

Ingredients: Roasted salmon (Salmon fillet, Atlantic, skin-off, Lemons, Kosher salt), Tri-color quinoa (Quinoa, tri-color), Sesame bok choy (Baby bok choy, Toasted sesame oil), Teriyaki (Soy sauce, Brown sugar, Rice vinegar, Garlic, peeled, Ginger root, Cornstarch), Toasted sesame seeds (Sesame seeds)

Contains: Fish, Wheat, Soy, Sesame

Packed Sun 11/1 · Use by Wed 11/4

Keep refrigerated. Reheat until hot throughout.

NK Northside Kitchen

Build your own: Sirloin steak (Regular), Roasted sweet potato, Green beans, Chipotle crema

Net wt. 386 g (13.6 oz)

Nutrition Facts	
1 serving	
Calories	**510**
Total Fat	20g
Total Carbohydrate	46g
Protein	38g

Ingredients: Sirloin steak (Beef top sirloin steak, choice, Canola oil, Kosher salt, Black pepper, ground), Roasted sweet potato (Sweet potatoes, Olive oil, pure), Green beans (Green beans), Chipotle crema (Sour cream, Chipotle in adobo, Limes)

Contains: Milk

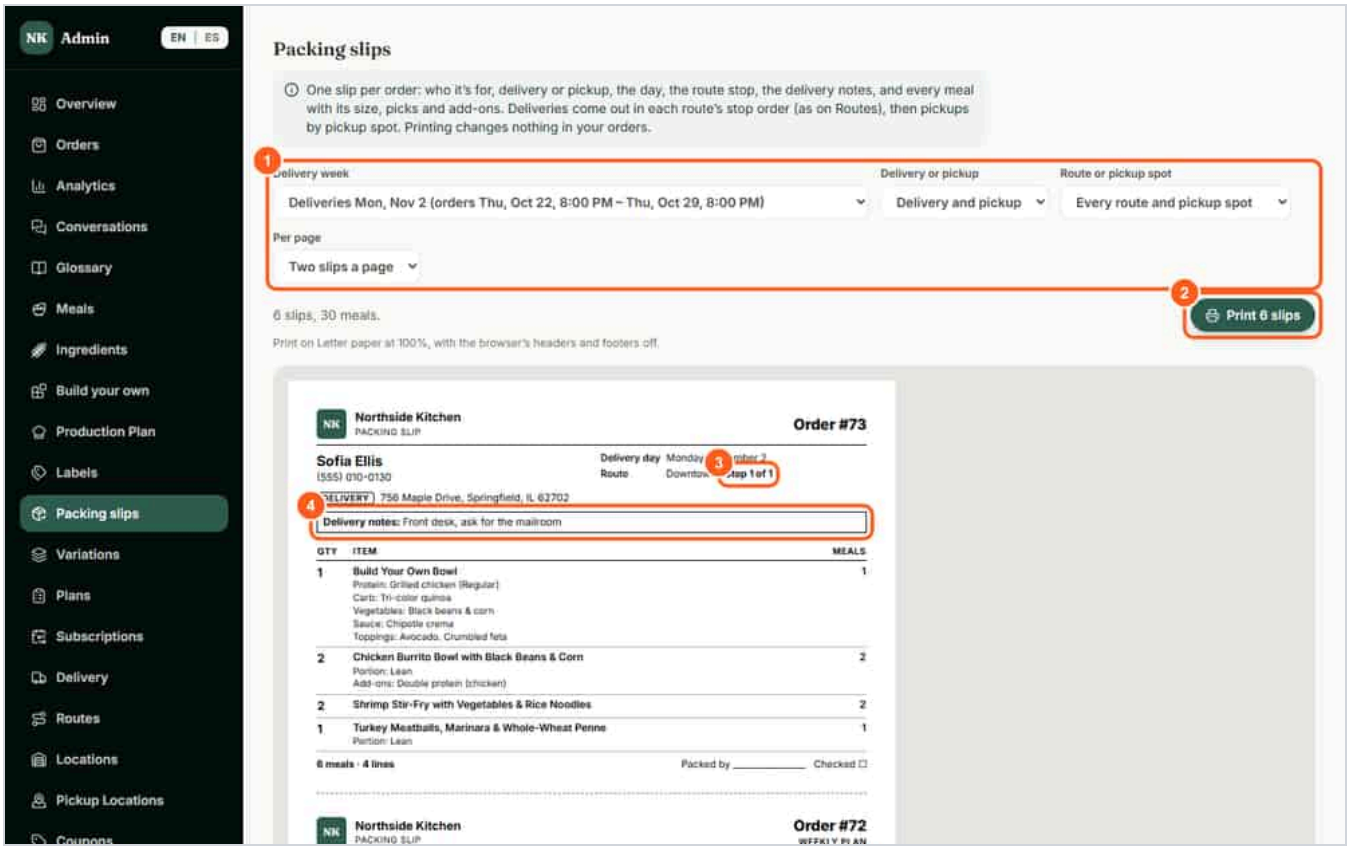
Packed Sun 11/1 · Use by Thu 11/5

Keep refrigerated. Reheat until hot throughout.

Packing slips

One slip per order, for whoever packs the bag and the driver: the customer and phone, the delivery address or pickup spot, the day, the route and stop number (in the same order as Routes), the delivery notes, and every meal with its size, choices and add-ons.

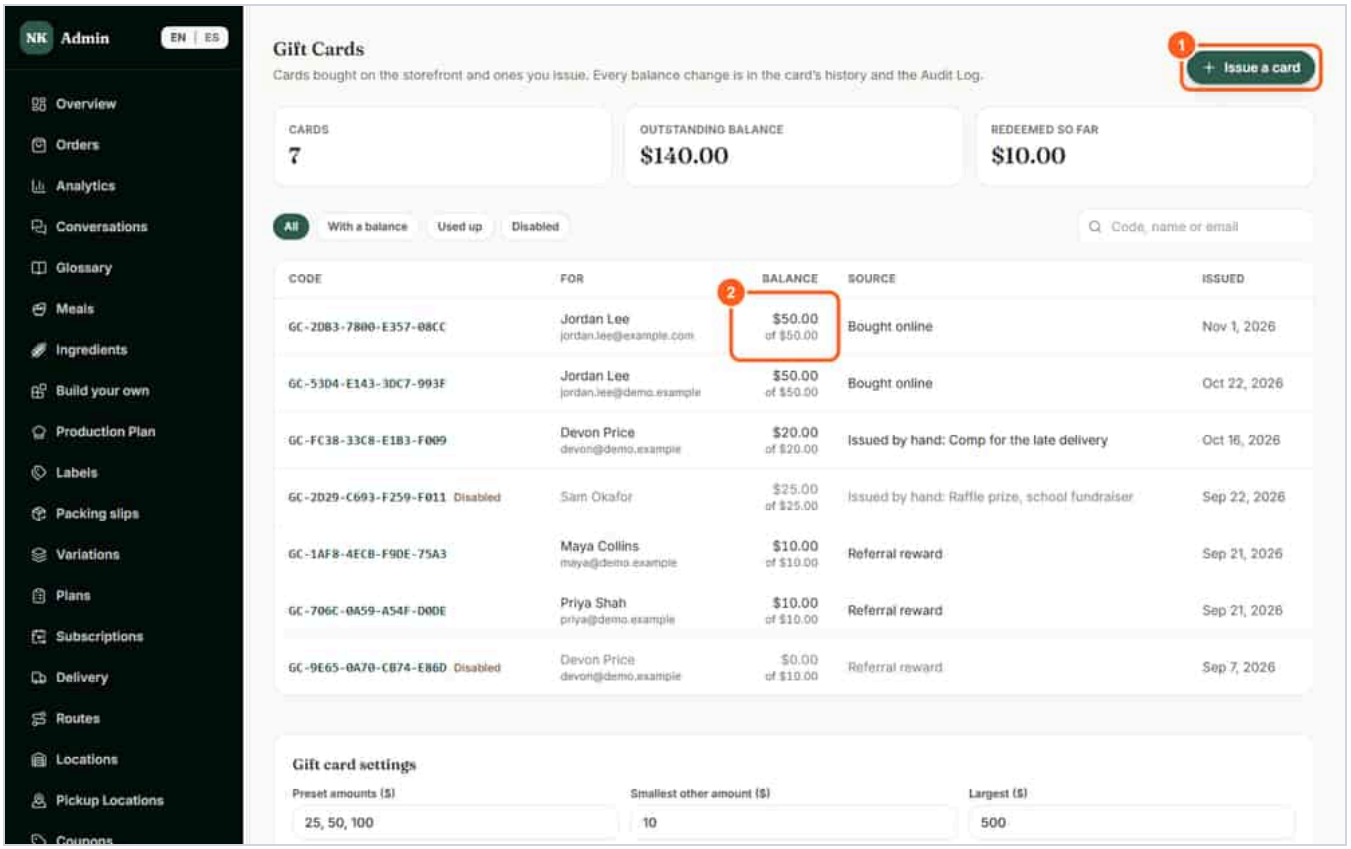
Choose the week, filter by day, delivery or pickup, or route, and print two slips or one per page. Open them from the Production Plan, or from an order's details on Orders for that order alone. Printing changes nothing in your orders.



1. Choose the week, and filter
2. Print
3. The route stop
4. Delivery notes

Gift Cards

Every gift card: who it's for, its balance and its history (issued, each order it paid for, adjustments). Issue a card by hand (a comp, a prize), change a balance or disable a lost card, each with a note, all in the Audit Log.

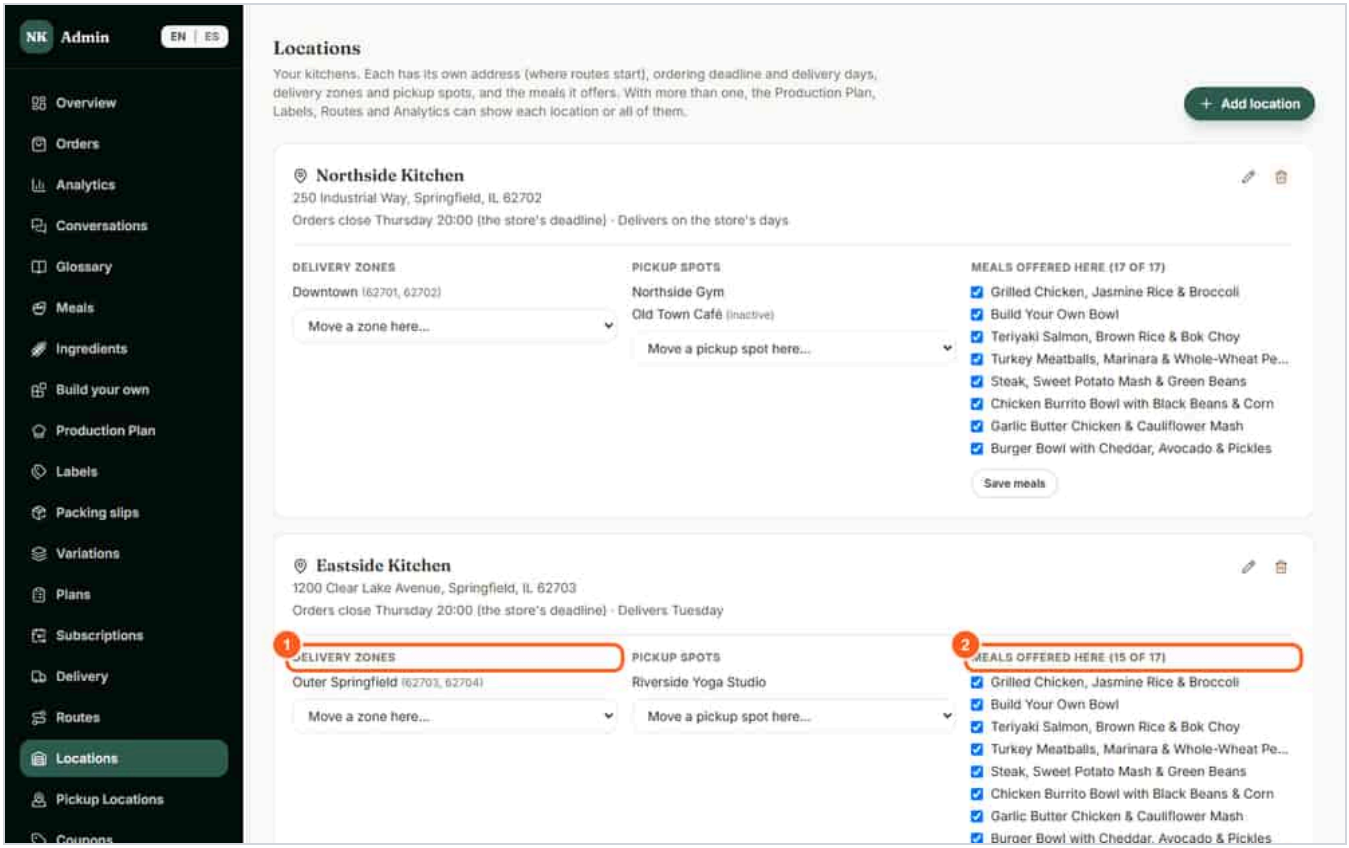


1. Issue a card
2. A card's balance

More than one kitchen: Locations

Each kitchen has its own address (where its routes start), ordering deadline and delivery days, delivery zones, pickup spots and the meals it offers. Customers are matched to a kitchen by their address or pickup spot.

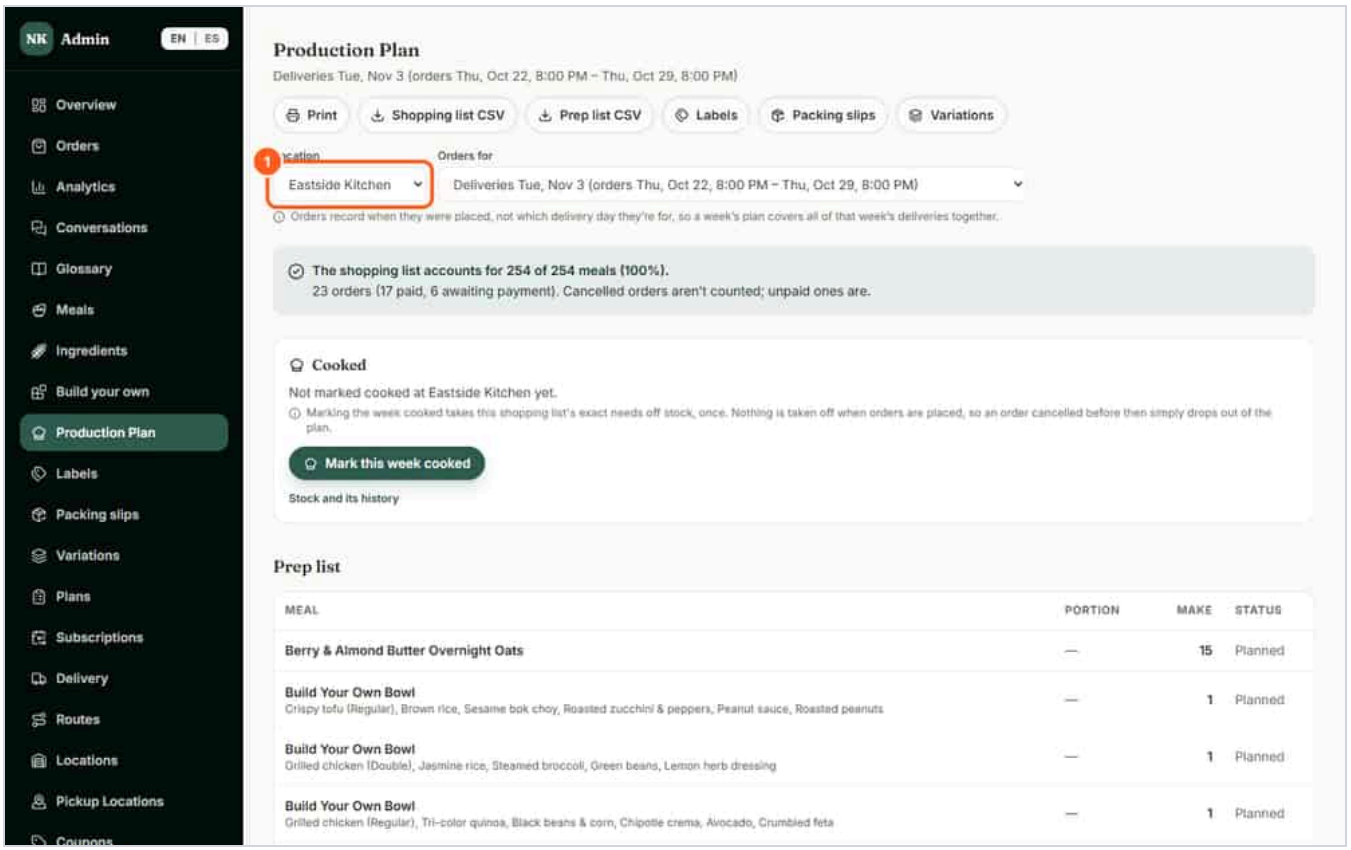
With one kitchen you see none of this. This page is from the demo's “Established” sample business (choose it in the brand panel), which has two.



1. A kitchen's zones and pickup spots
2. The meals it offers

One kitchen at a time

With two or more kitchens, the Production Plan, shopping lists, labels, routes and analytics each show one location or all of them.



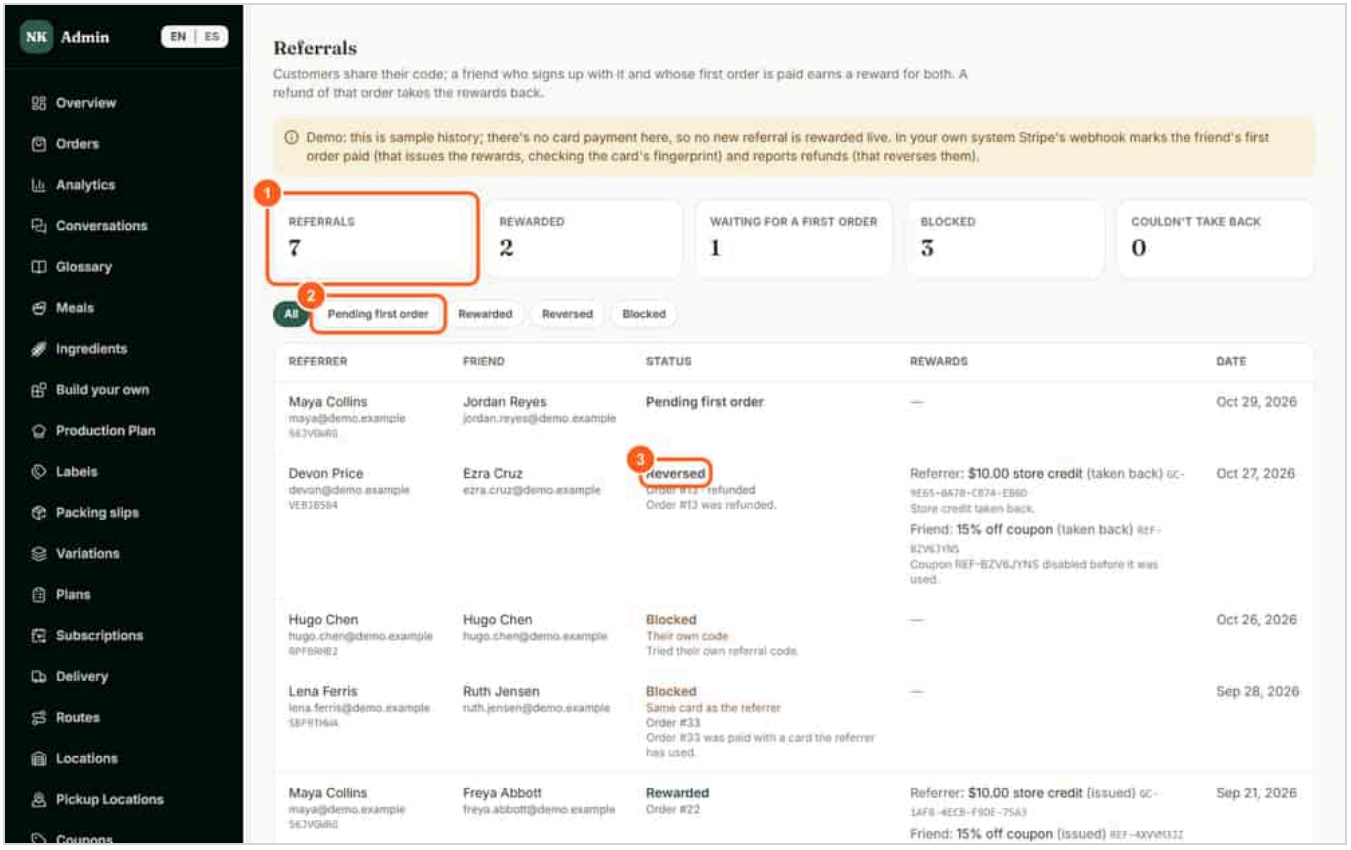
1 Choose a location

6. REFERRALS, SURVEYS AND REPORTS

Referrals

Every referral: who referred whom, where it stands (waiting for a first order, rewarded, reversed after a refund, or blocked) and each reward with its code. A referral is blocked when a customer tries their own code, or the friend uses the referrer's email, card or delivery address; the reason is shown.

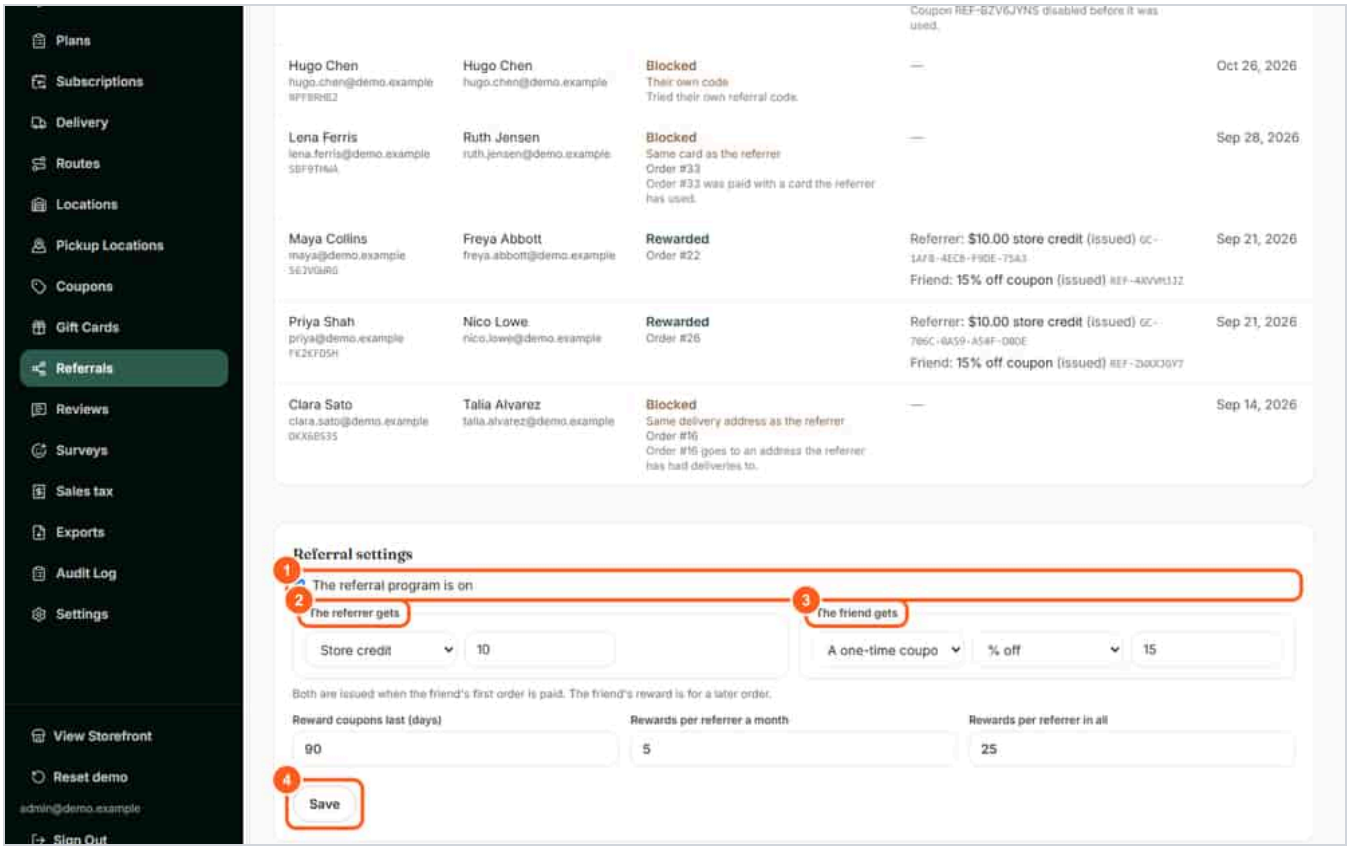
Your system never stores card details: for the same-card check it keeps only Stripe's own fingerprint of the card. In the demo these are sample history.



1. Totals
2. Filter by status
3. Reversed after a refund: its rewards taken back

Referral settings

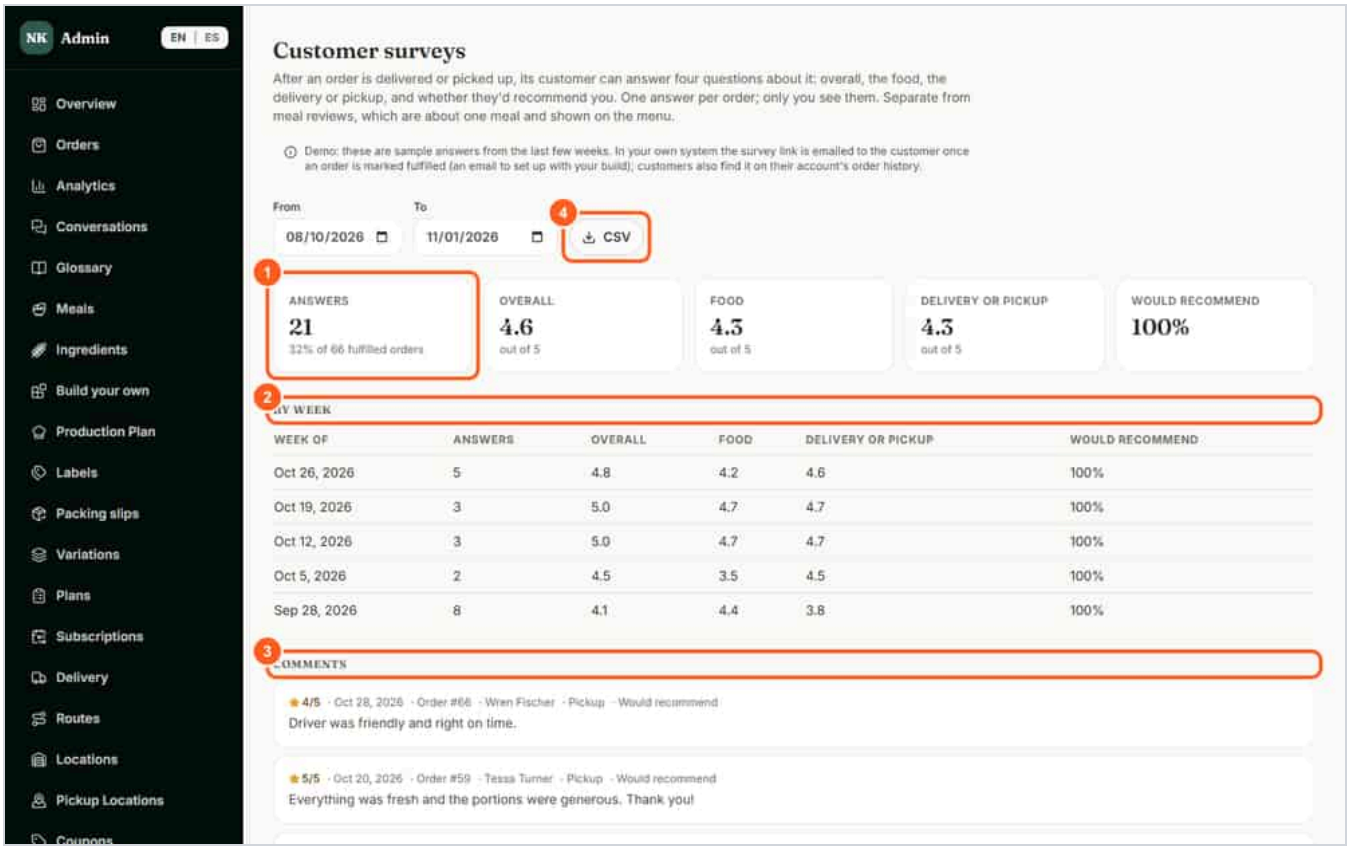
Turn the program on or off, and choose what the referrer and the friend each get (a one-time coupon, % or $ off; store credit; or points), how long reward coupons last, and limits per referrer a month and in all. Both rewards are issued when the friend's first order is paid, and each save is in the Audit Log.



1. Program on or off
2. The referrer's reward
3. The friend's reward
4. Save

Customer surveys

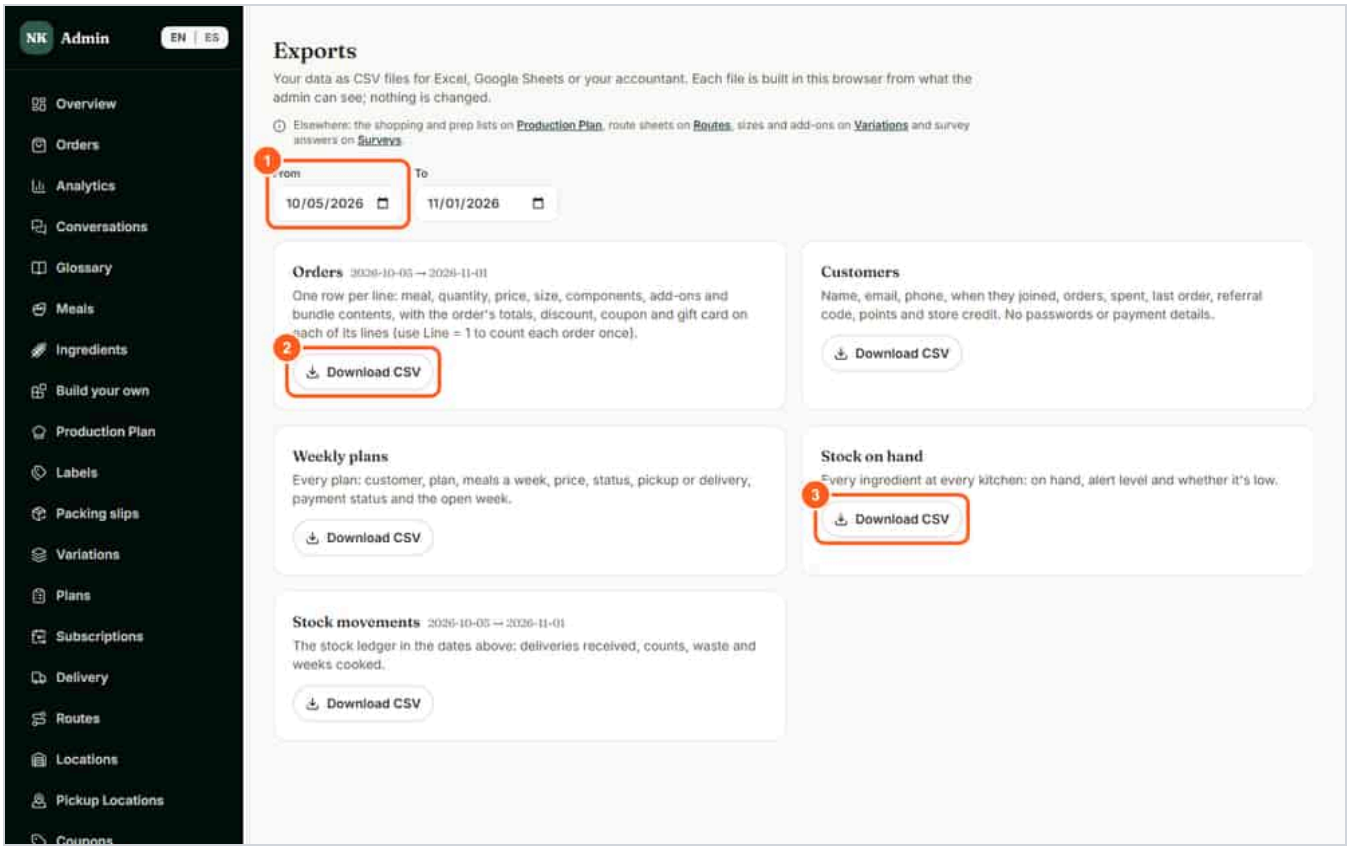
The answers in the dates you choose: how many and the response rate, the average ratings for overall, food and delivery or pickup, the share who'd recommend you, the same by week, and every comment with its order and customer. CSV downloads one row per answer. They're separate from meal reviews, and only you see them.



1. Answers and response rate
2. By week
3. Comments
4. Download as CSV

Exports

Your data as CSV files for Excel, Google Sheets or your accountant: orders (one row per meal line), customers, weekly plans, stock on hand and stock movements. Choose the dates for orders and stock movements, then click Download CSV. Exporting changes nothing, and the customers file has no passwords or payment details.

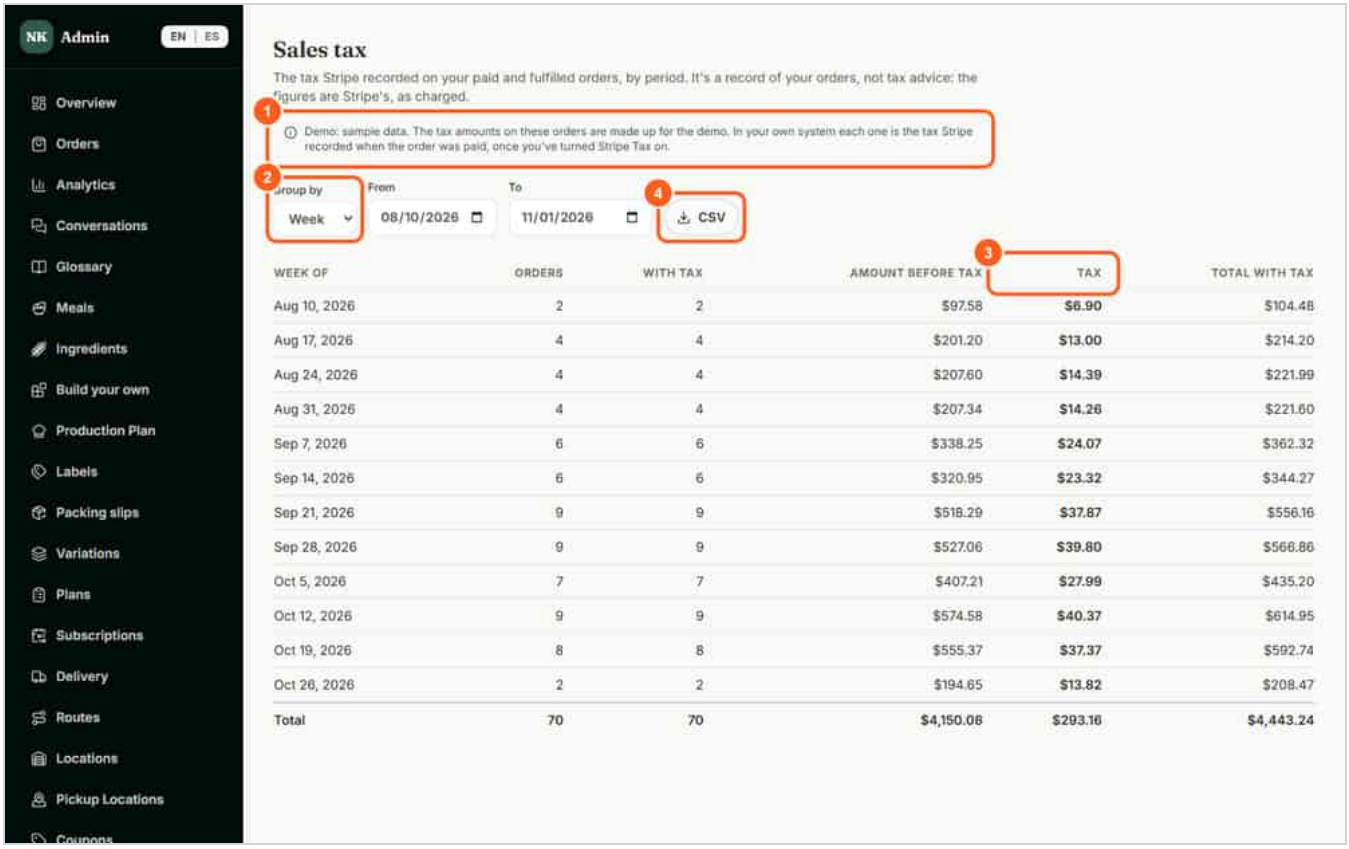


1. The dates
2. Orders
3. Stock on hand

Sales tax report

A record of the tax Stripe recorded on your paid and fulfilled orders, by day, week or month, with totals and a CSV. The app doesn't work out tax itself: with Stripe Tax turned on in your Stripe account, each order's tax is kept as Stripe charged it. It's a record of your orders, not tax advice.

In the demo the tax amounts are made-up sample data.



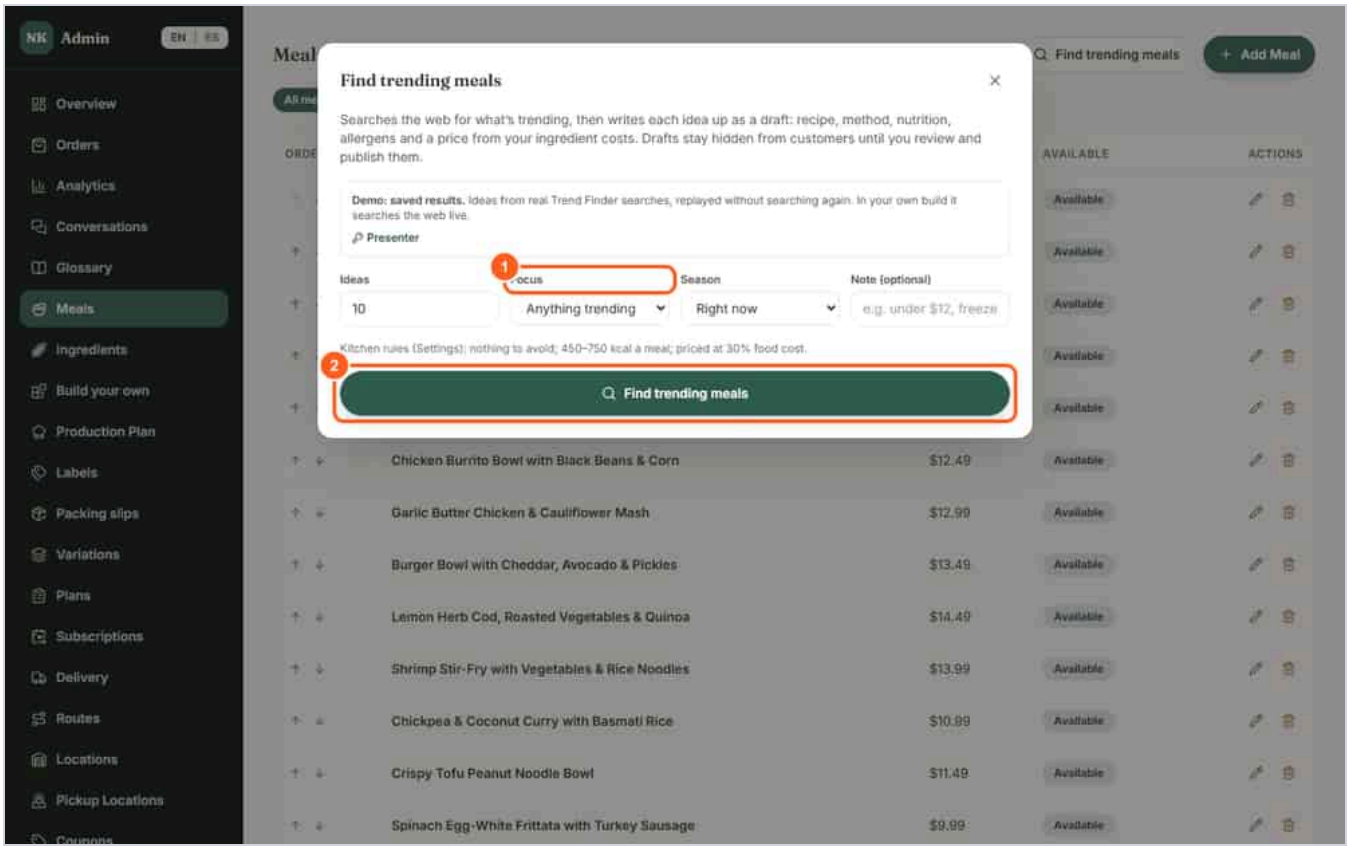
1. Sample data in the demo
2. By day, week or month
3. The tax, as Stripe recorded it
4. Download as CSV

7. TREND FINDER, STEP BY STEP

Find trending meals

On the Meals page, click Find trending meals. Choose how many ideas, a focus (high-protein, vegan, comfort food…) and a season, then search.

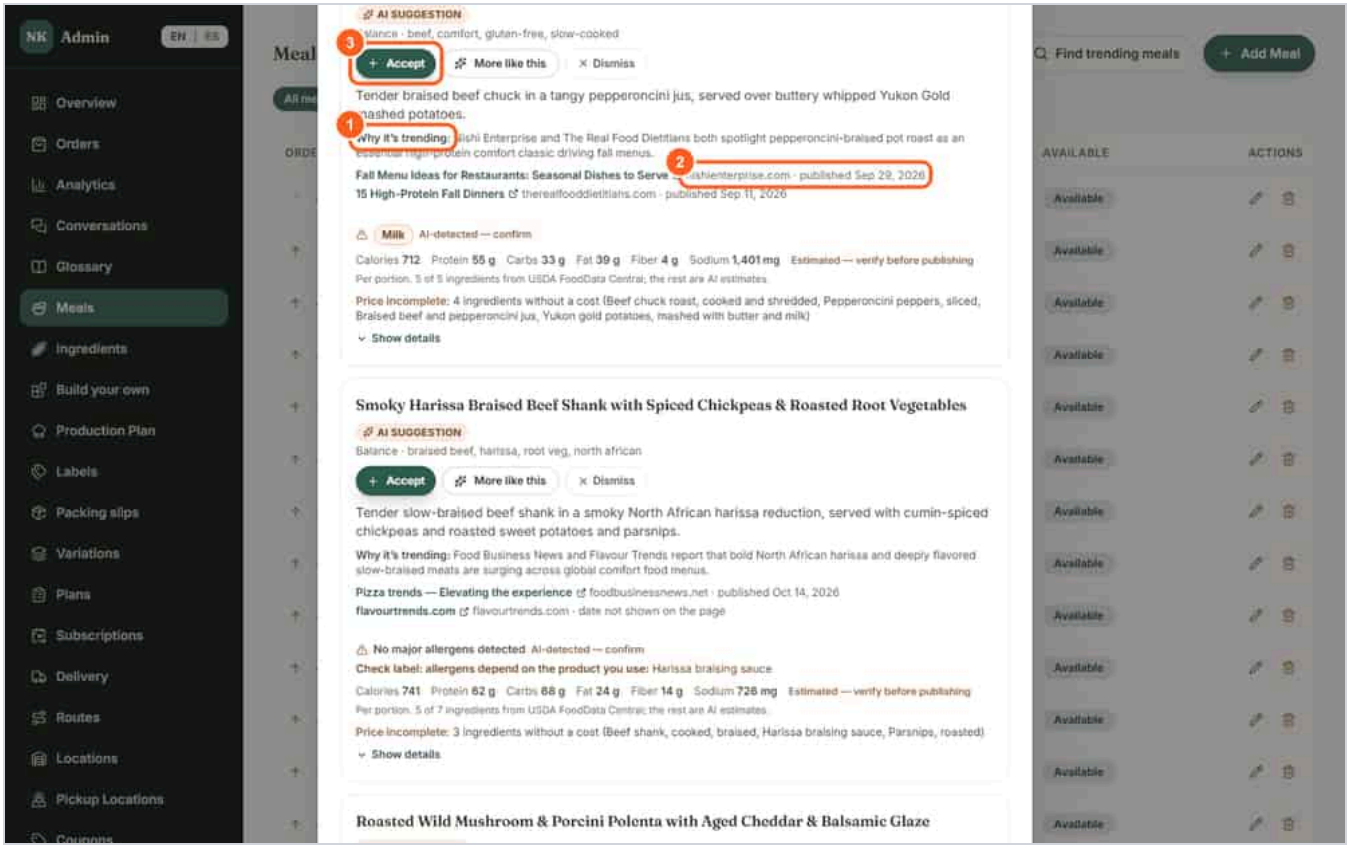
In the demo you see saved results from real searches. In your own system it searches the web live.



1. Choose a focus
2. Search

Read why it's trending, and its sources

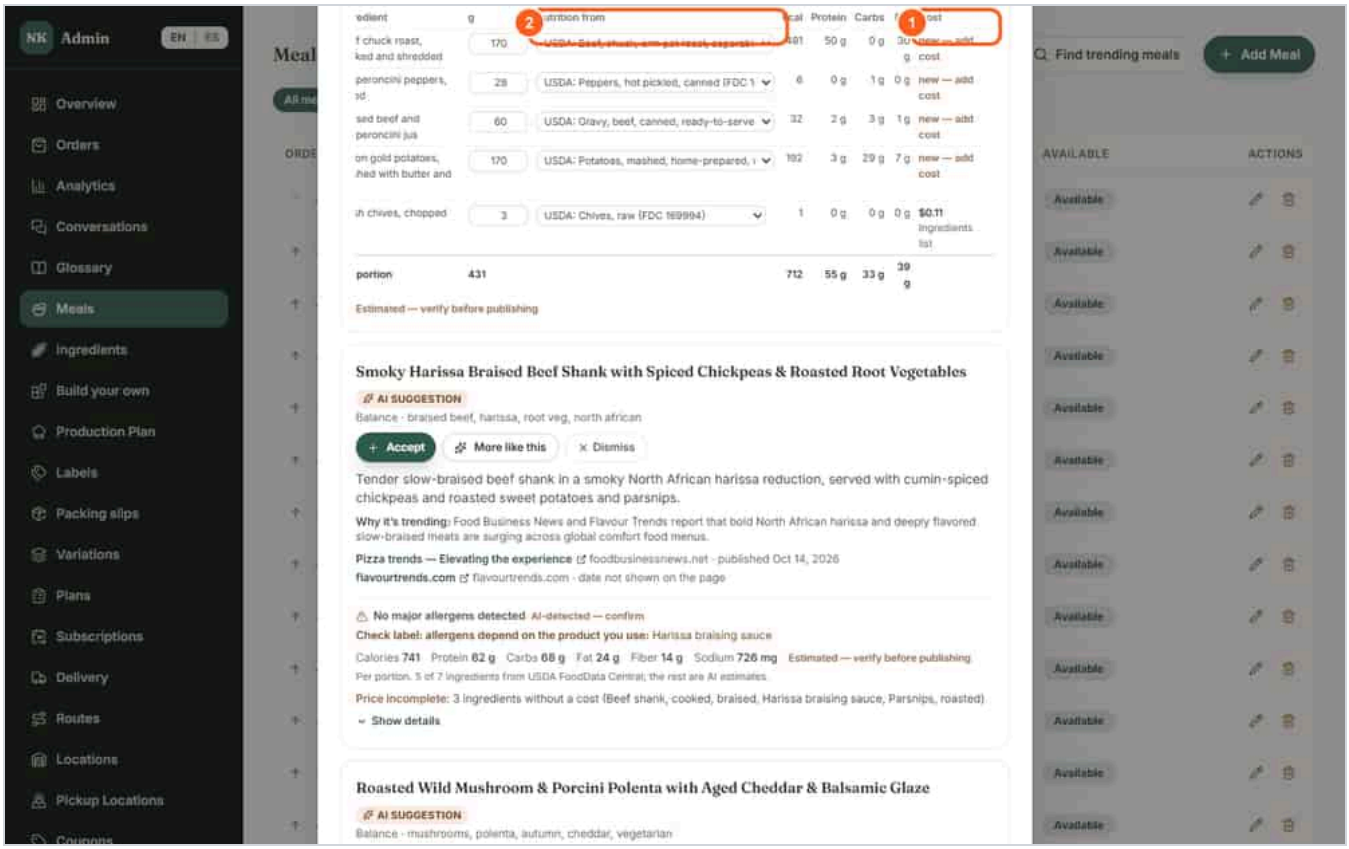
Each idea says why it's trending and links the articles that show it, with their publish dates. Only recent articles from at least two different publications count.



1. Why it's trending
2. Its sources and dates
3. Accept it as a draft

Ingredients, nutrition and costs

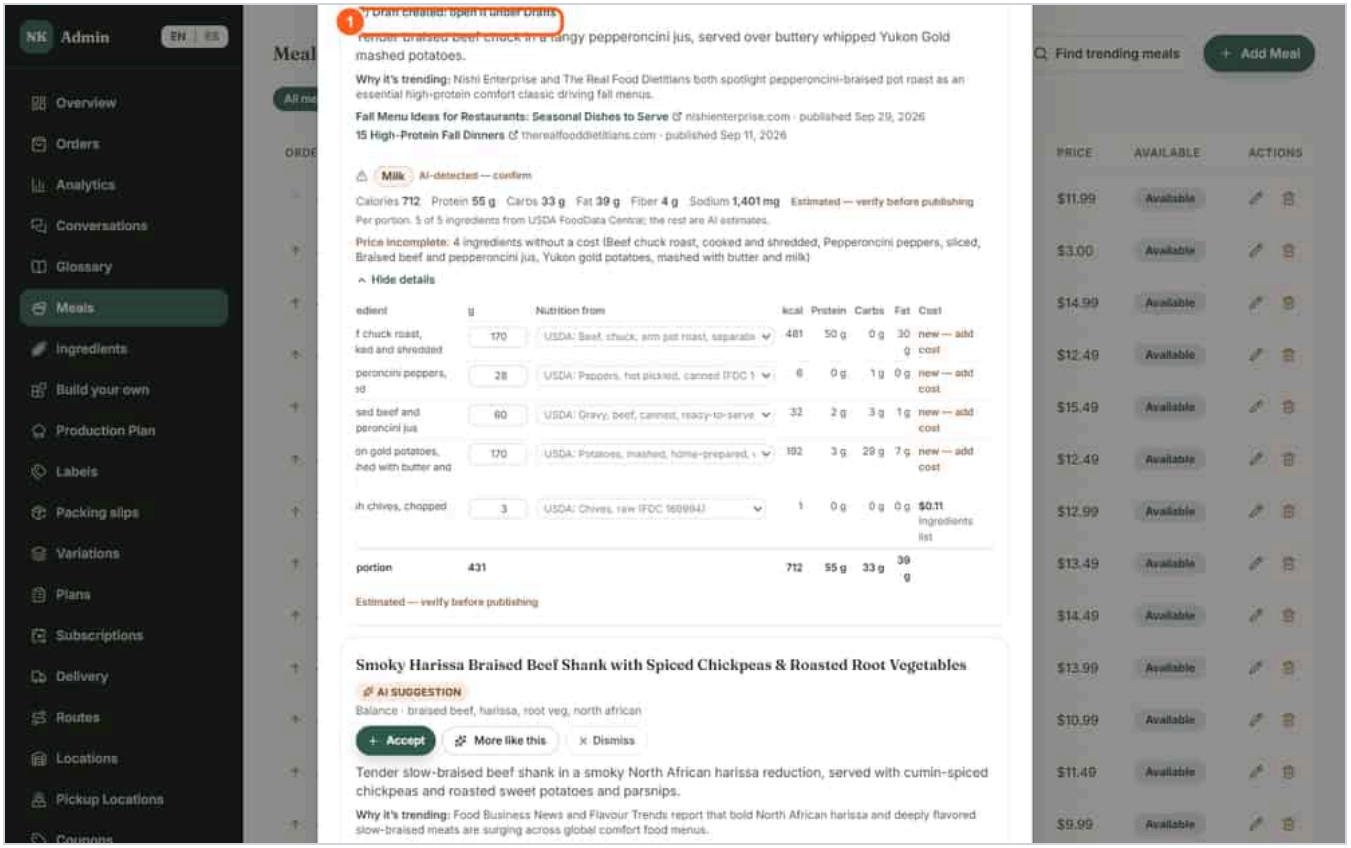
Show details lists every ingredient with its nutrition and cost. Costs come from your Ingredients list; for new ingredients, your own system estimates costs from your suppliers' online prices and public U.S. averages, and marks each one for you to confirm.



1. Cost of each ingredient
2. Where the nutrition comes from

Accept it: a hidden draft

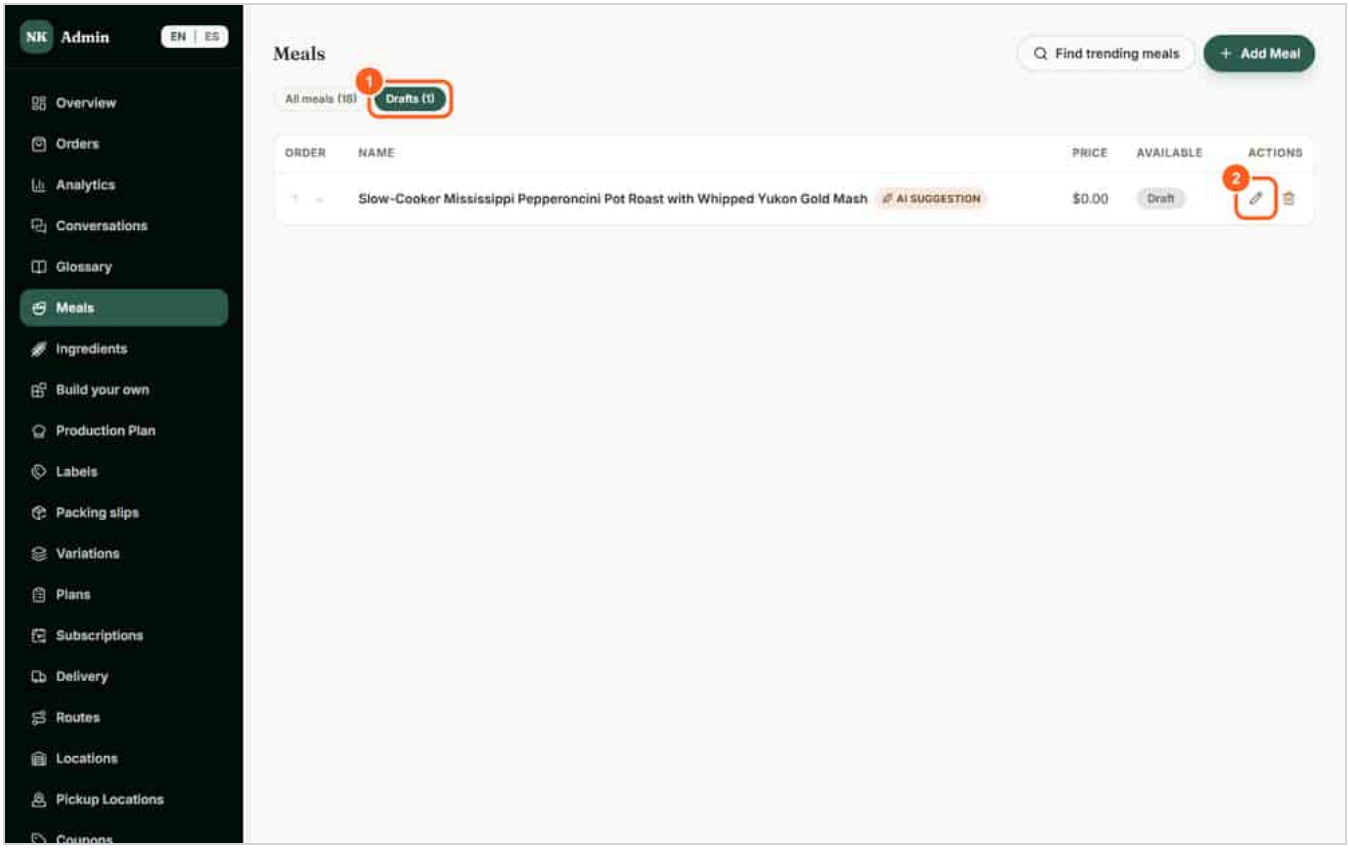
Accept turns the idea into a draft meal with its recipe, method, nutrition and price. Drafts stay hidden from customers until you publish them.



1 Draft created

Open the draft

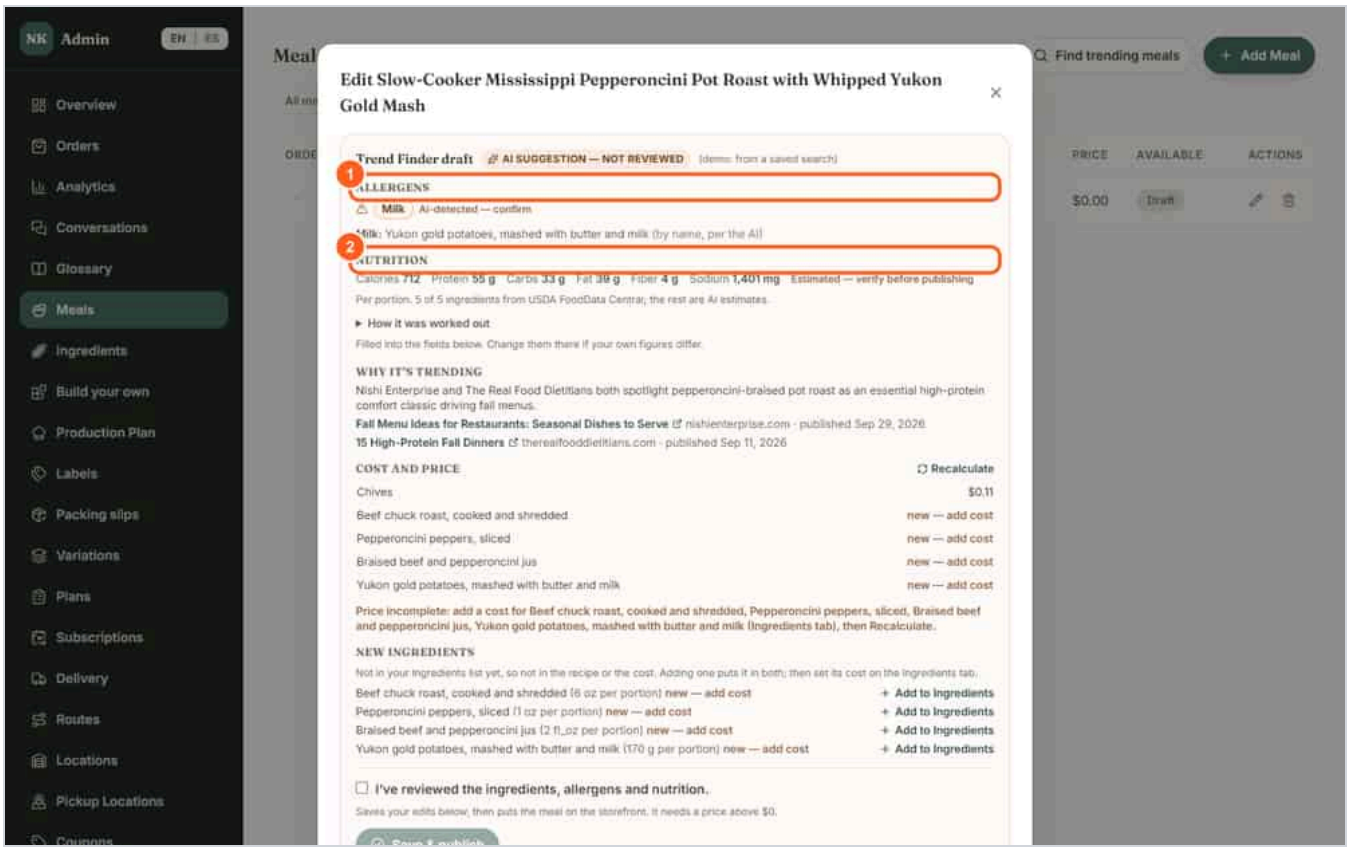
Your drafts are under Drafts on the Meals page. Click the pencil to review one.



1. Drafts
2. Review it

Review allergens, nutrition and portion

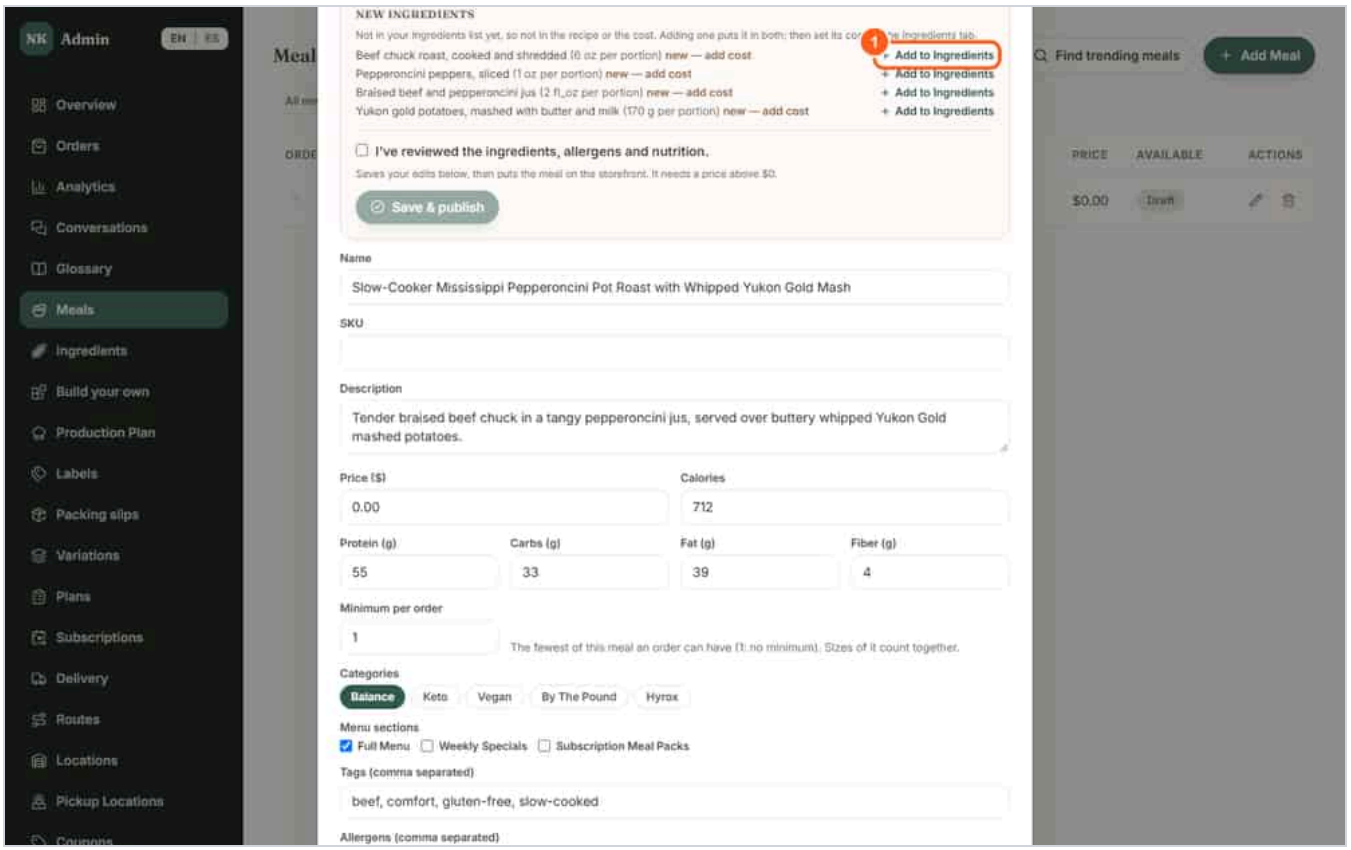
Allergens and nutrition are marked as estimates for you to check. If the portion was adjusted to your calorie target, it says so.



1. Allergens
2. Nutrition

Add new ingredients and pick suppliers

Ingredients you don't have yet are listed with Add to Ingredients. One click adds each to your list and the recipe; then pick its supplier and cost on the Ingredients page.

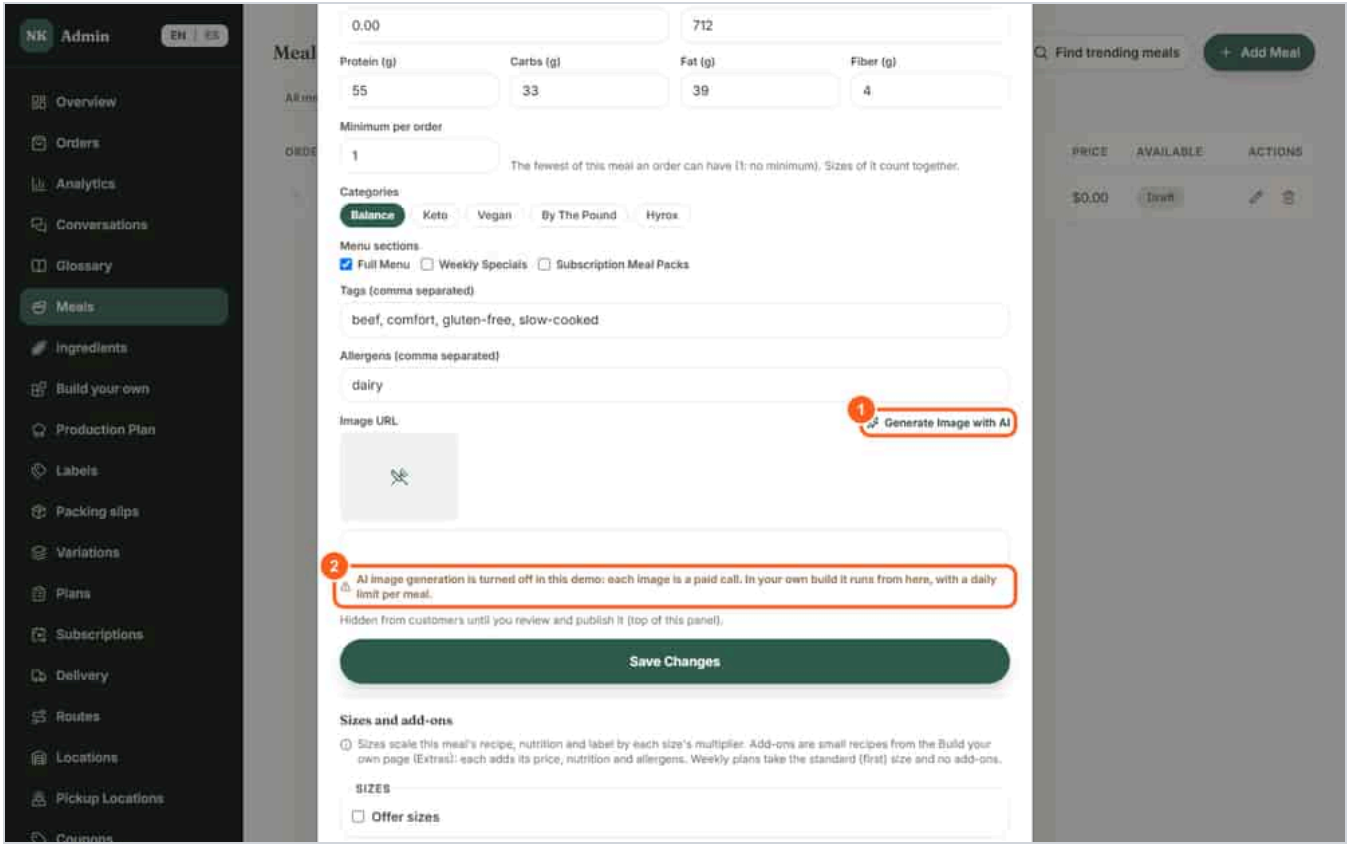


1 Add to your Ingredients

Generate a photo

In your own system, Generate Image with AI makes a photo of the dish in your menu's style, checked against the dish's ingredients and allergens before you can approve it. In the public demo it's turned off for visitors, as the message says; we show it live on a walkthrough call.

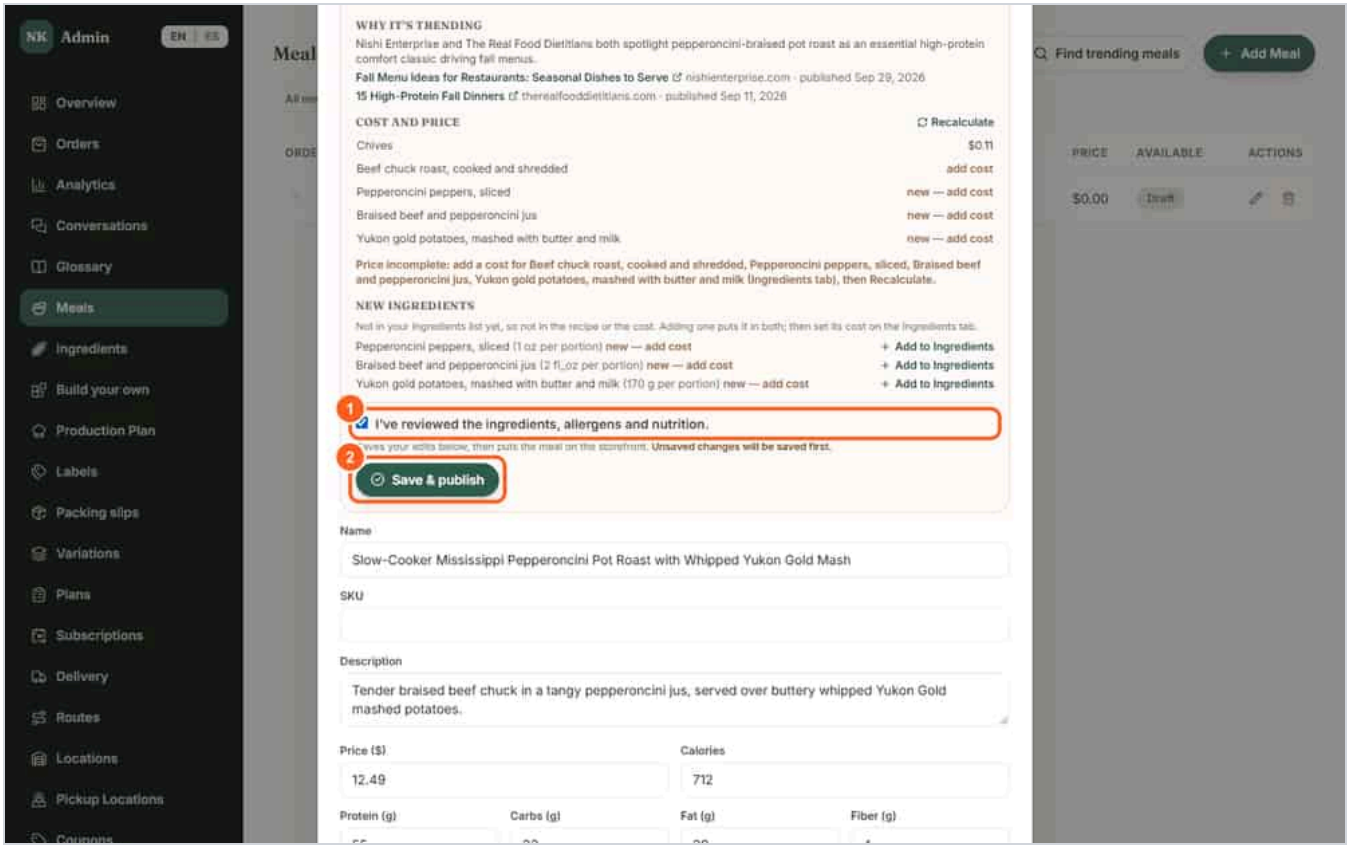
A draft from Trend Finder starts without a photo, even when Trend Finder made one for the idea: that photo was checked for style only. It's offered as a candidate: Check this photo against the recipe runs the same check, and a photo that passes still waits for your approval.



1. Generate Image with AI
2. Turned off in the demo

Save & publish

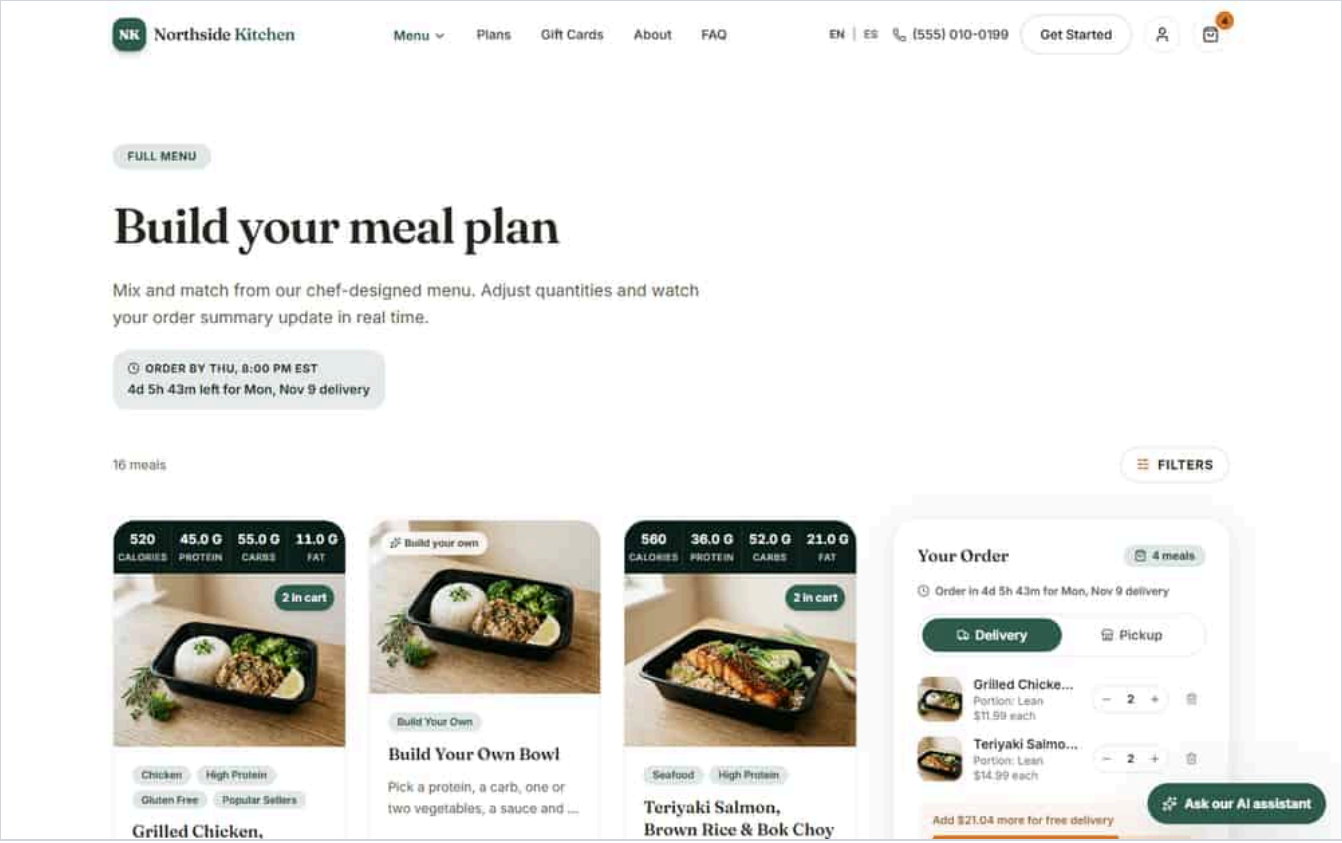
Set a price, tick that you've reviewed the ingredients, allergens and nutrition, and click Save & publish. Your edits are saved and the meal goes on the menu in one step.



1. Confirm you've reviewed it
2. Save & publish

See it on your storefront

Click View Storefront: the new meal is on the menu, ready to order.



1 Your new meal

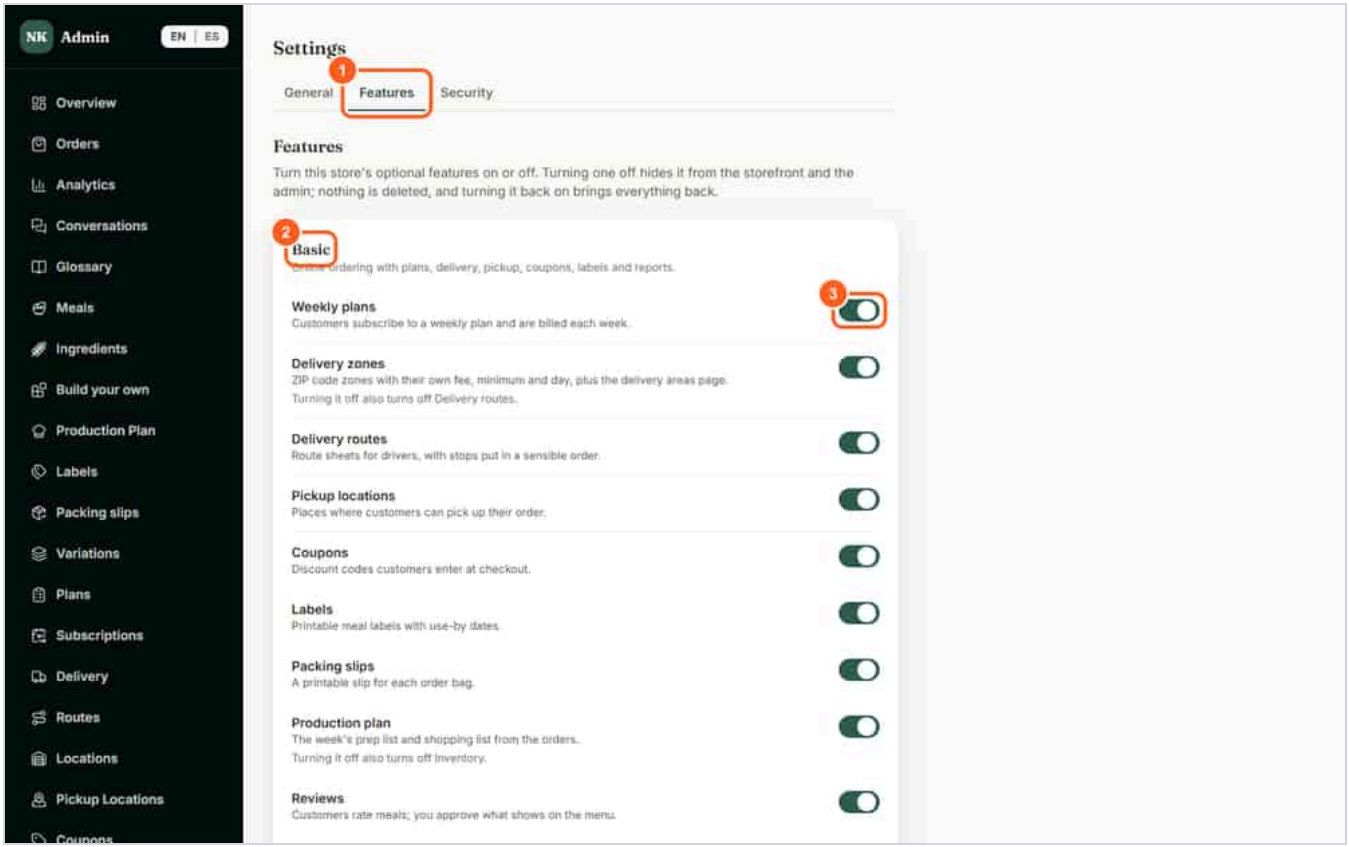
8. PLANS AND FEATURES

Three plans: Basic, Advanced and Pro

The system comes in three plans, and each includes everything in the one before it. Basic: online ordering with weekly plans, delivery zones and routes, pickup locations, coupons, labels, packing slips, the production plan, reviews, order minimums, exports and reports, Spanish and the installable app.

Advanced adds build your own, sizes and add-ons, bundles, gift cards, reward points, referrals, surveys, costs and suppliers, inventory and analytics. Pro adds the AI tools (the customer chat assistant and its Conversations page, AI meal photos and Trend Finder) and more than one kitchen.

On your own site, CG Strategic sets your plan, and you choose which of its features are on in Settings > Features. Turn features on when you're ready for them. Turning one off never deletes its data.



1. Settings > Features
2. Each plan and what it includes
3. A switch for each feature

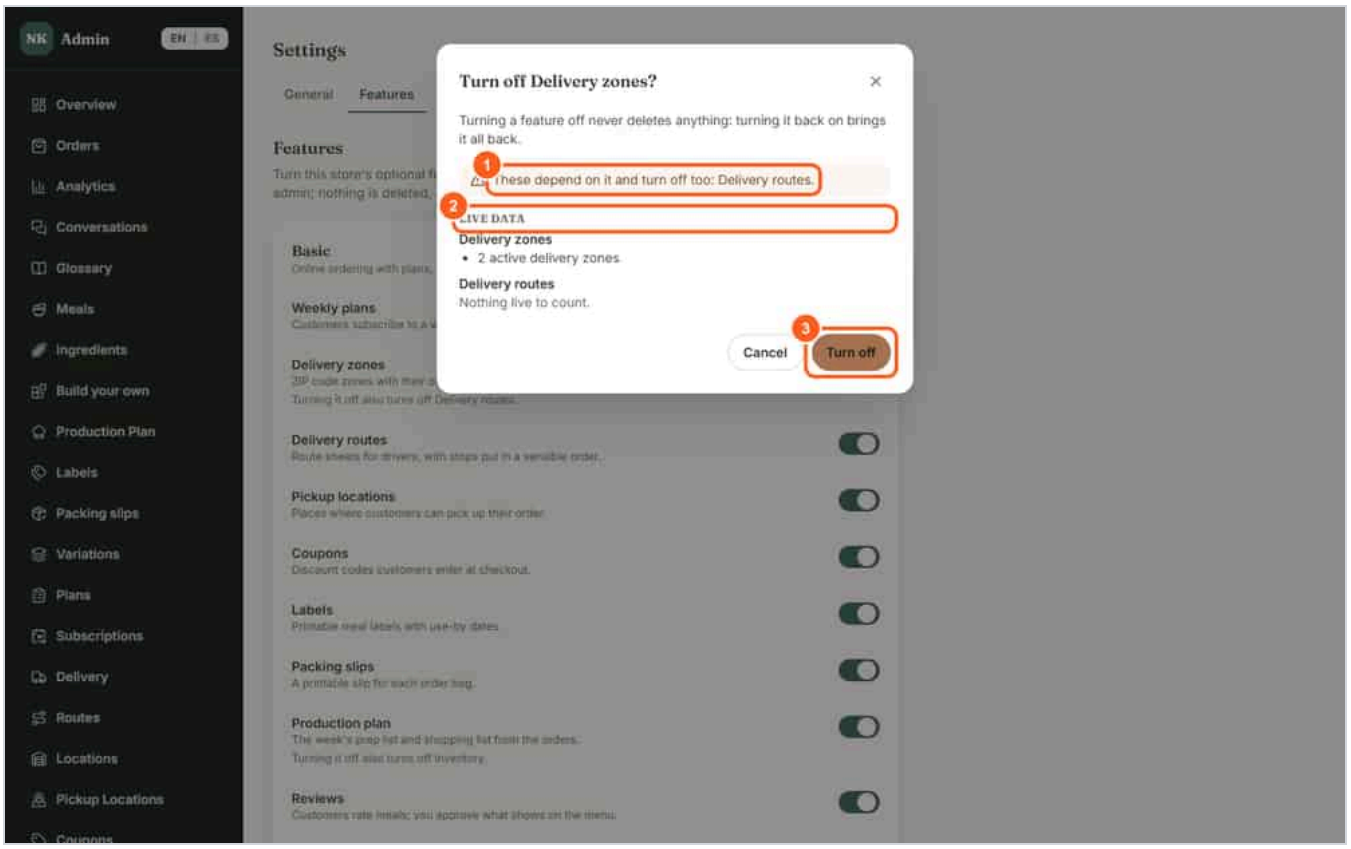
Turn a feature on or off

In the admin, open Settings and click the Features tab. Each feature is listed under its plan, with a short description and a switch.

Turning a feature on takes effect straight away. Turning one off first shows what it affects: the live data it holds and any feature that depends on it, which turns off too. Here, turning off Delivery zones also turns off Delivery routes. Click Turn off to confirm, or Cancel.

A feature that's off is hidden from your storefront and your admin; nothing is deleted. Turn it back on and everything is there as you left it. Each change is recorded in the Audit Log.

Spanish starts switched off on a new store: the store opens in English, with no EN | ES switch, until you turn Spanish on here. (This demo has it on, so you can see both languages.)

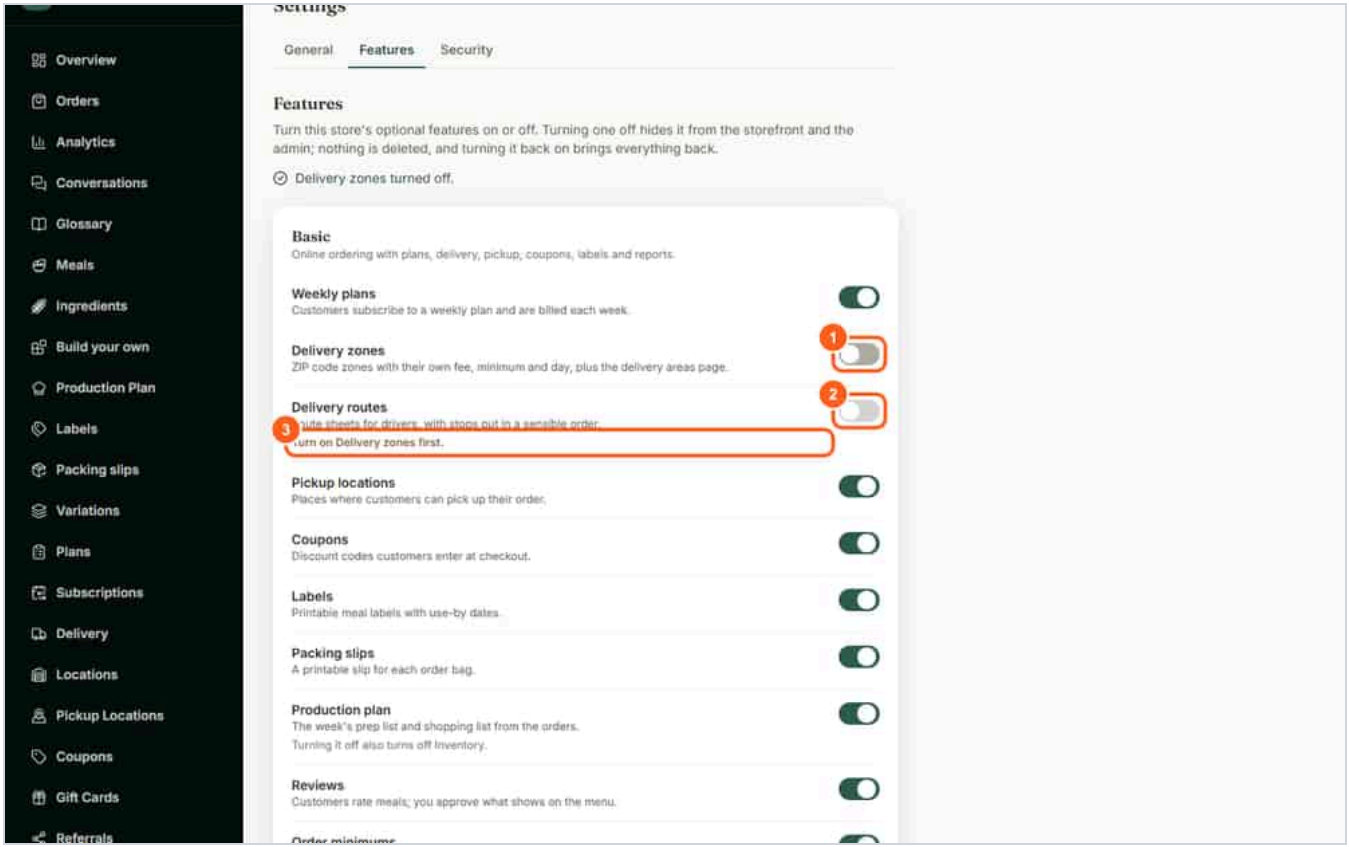


1. Features that turn off with it
2. The live data it holds
3. Confirm

Features that need another one

Some features need another one on first: Delivery routes needs Delivery zones, Sizes and add-ons needs Build your own, and Inventory needs the Production plan.

While the one it needs is off, a feature's switch can't be turned on, and it says what to turn on first. Turn Delivery zones back on, then Delivery routes.



1. Delivery zones, off
2. Delivery routes can't be turned on yet
3. What to turn on first

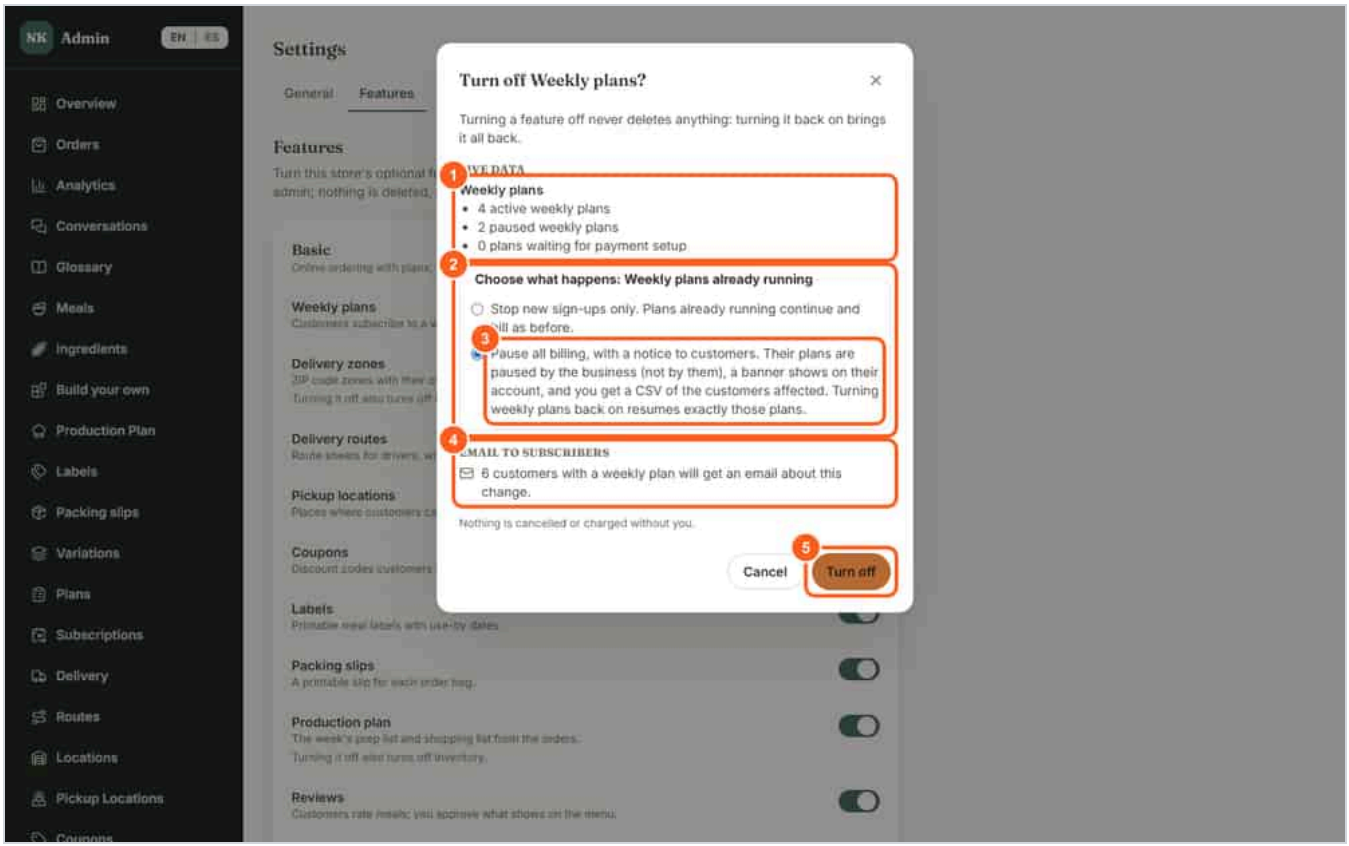
Choose what happens to live data

Some features hold things your customers are using. Before one of them turns off, you choose what happens, and Turn off waits until you do.

Weekly plans: stop new sign-ups only (plans already running continue and bill as before), or pause all billing with a notice to customers. Their plans are paused by the business, a banner shows on their account, and you get a CSV of the customers affected. Turning weekly plans back on resumes exactly those plans.

Reward points and referrals: honor (pending referral rewards are still given when earned; no new points are earned) or hold (balances are kept and pending rewards wait until it's back on). Gift cards stop selling, and cards already sold stay redeemable.

The same screen shows who will be emailed. When you pause billing or stop new sign-ups, each customer with a weekly plan gets a short email about it, in English or Spanish, and another when paused plans resume, on top of the banner on their account. On your own site the emails go out from your business's own email address, which we set up with you. In this demo nothing is sent.

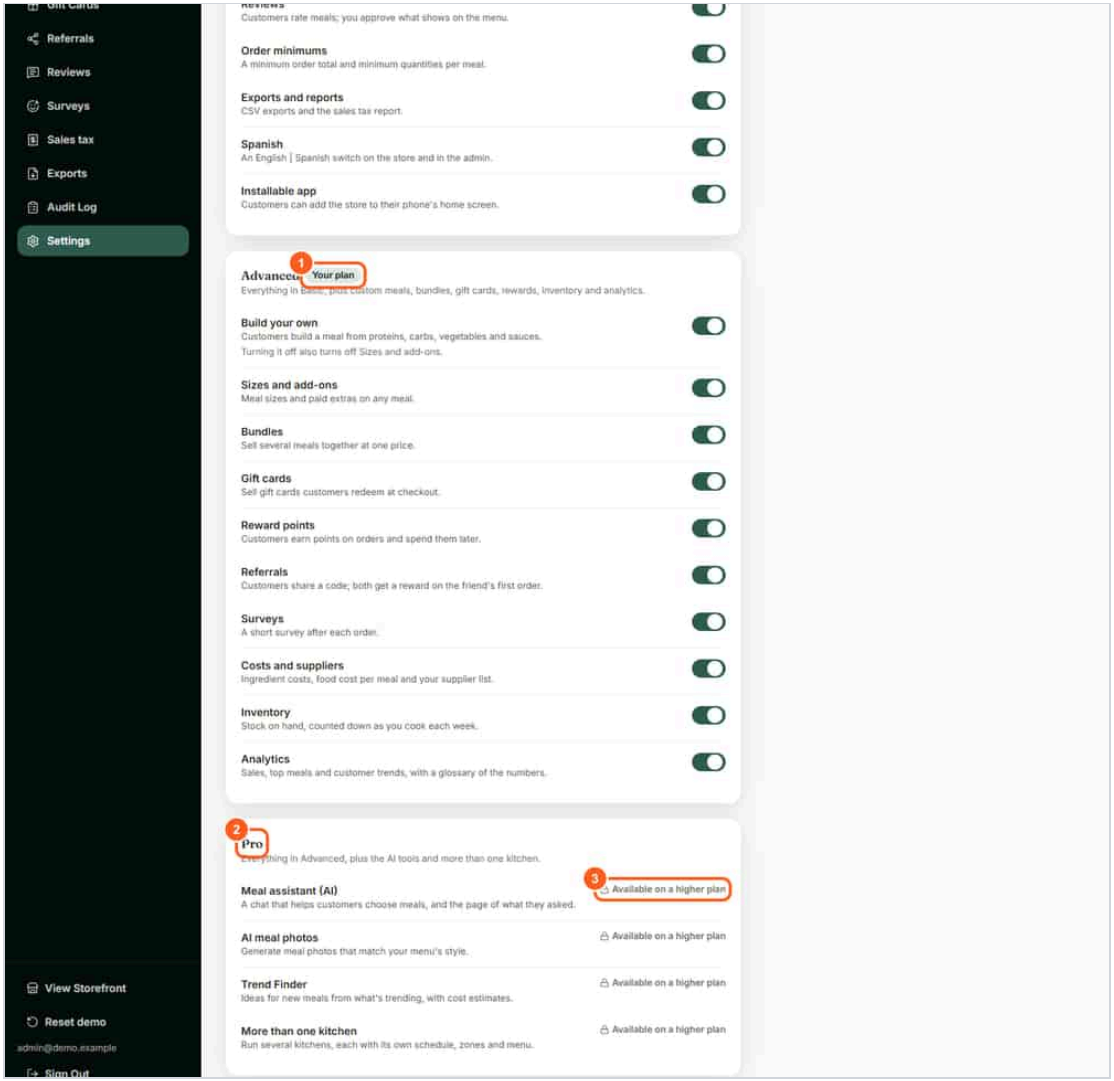


1. What's live now
2. Your choice
3. Pause all billing, with a notice
4. Who gets an email
5. Turn off

Available on a higher plan

Your plan is marked in the list. Features in a higher plan show Available on a higher plan instead of a switch. Here the business is on Advanced, so the Pro features are listed but can't be turned on.

To change plans, talk to CG Strategic: we set your plan, and you keep managing your switches.



1. Your plan
2. A higher plan
3. Available on a higher plan

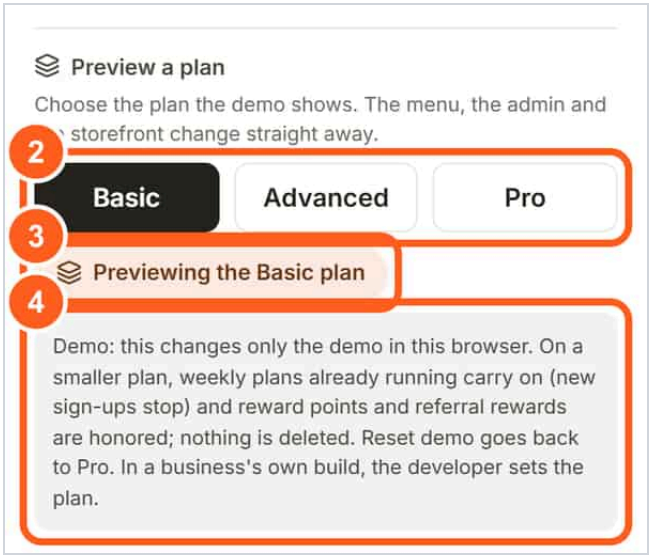
Preview a plan (for presenters)

On a call, a presenter can show the demo on any plan. Preview a plan is at the bottom of the Try it with your brand panel. Visitors see it locked: it opens with the presenter code.

Choose Basic, Advanced or Pro: the storefront, the admin menu and its pages change straight away. While a smaller plan is shown, a badge stays at the bottom left. Reset demo goes back to Pro, with every feature on.

This changes only the demo in that browser. On a business's own site, CG Strategic sets the plan and the business manages its switches in Settings > Features.

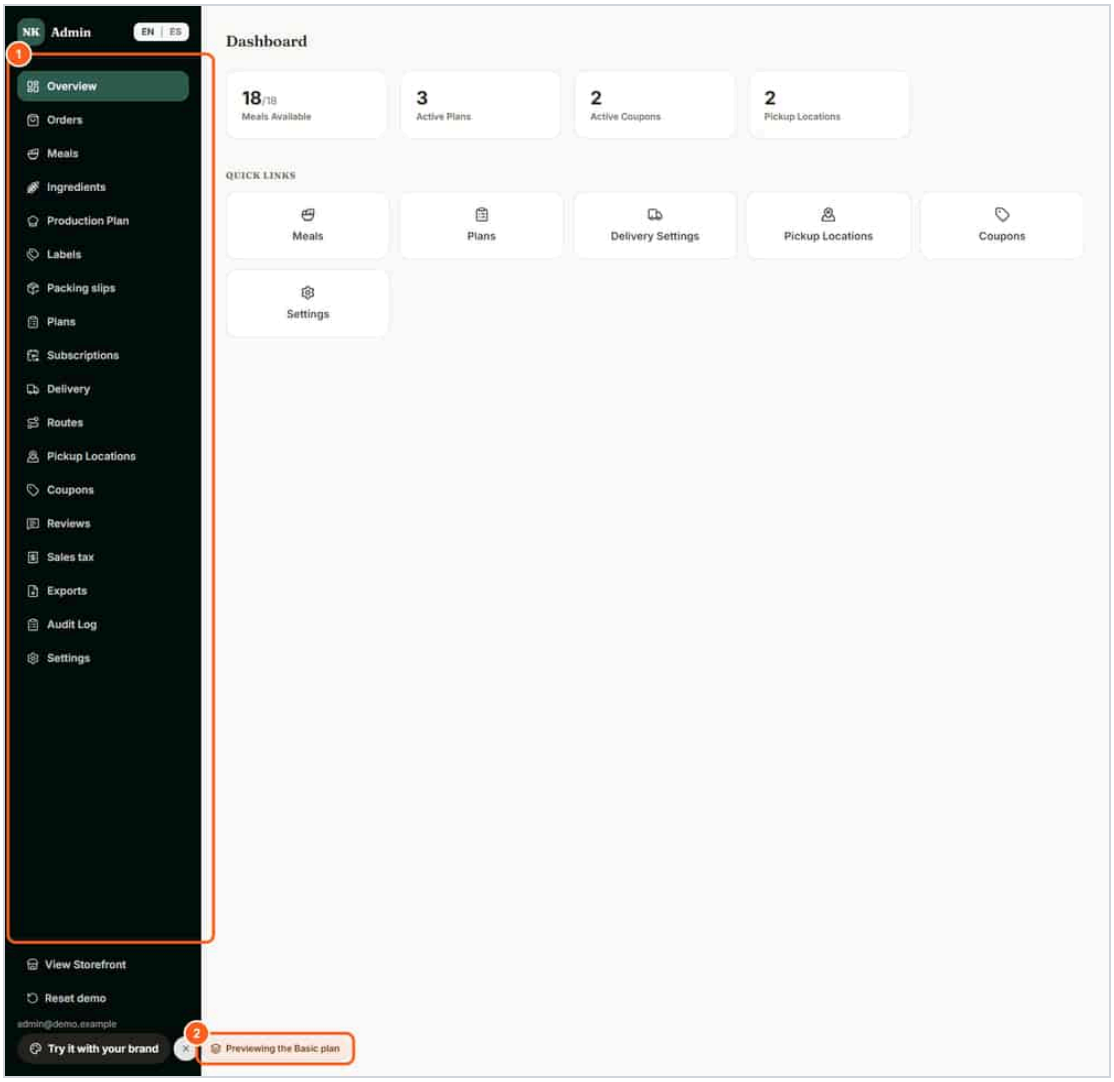




1. For presenters: opens with the presenter code
2. Basic, Advanced or Pro
3. The plan being previewed
4. Only this demo changes

The admin on the Basic plan

On Basic, the admin menu shows only Basic's pages: compare it with the full menu in section 1. Pages from a higher plan, such as Build your own, Gift Cards, Analytics or Conversations, aren't in the menu, and opening one goes back to the dashboard with a short notice. On the storefront, gift cards and meal packs are hidden the same way.



1. Only Basic's pages
2. Previewing the Basic plan

9. BRINGING YOUR CUSTOMERS WITH YOU

We move your data for you

You don't start from zero. During setup, we move your existing customer and menu data for you: spreadsheets, Square, Wix and others.

If you sell on WooCommerce today, your menu can be imported straight from a WooCommerce product export. Nutrition and allergens that aren't in the export are flagged for you to fill in, never guessed.

Your customers keep ordering from you without interruption; we plan the switch-over date with you.

10. WHAT HAPPENS NEXT

What happens next

Book a free intro call. We'll talk about your menu, how you take orders today and what you'd like to change.

Your business stays yours: your data, your domain name and your payment account are in your name. You can take them with you at any time.

Chuck · CG Strategic

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(904) 822-8929

cgstrategic.dev

Book a free intro call: cal.com/cgstrategic/intro-call