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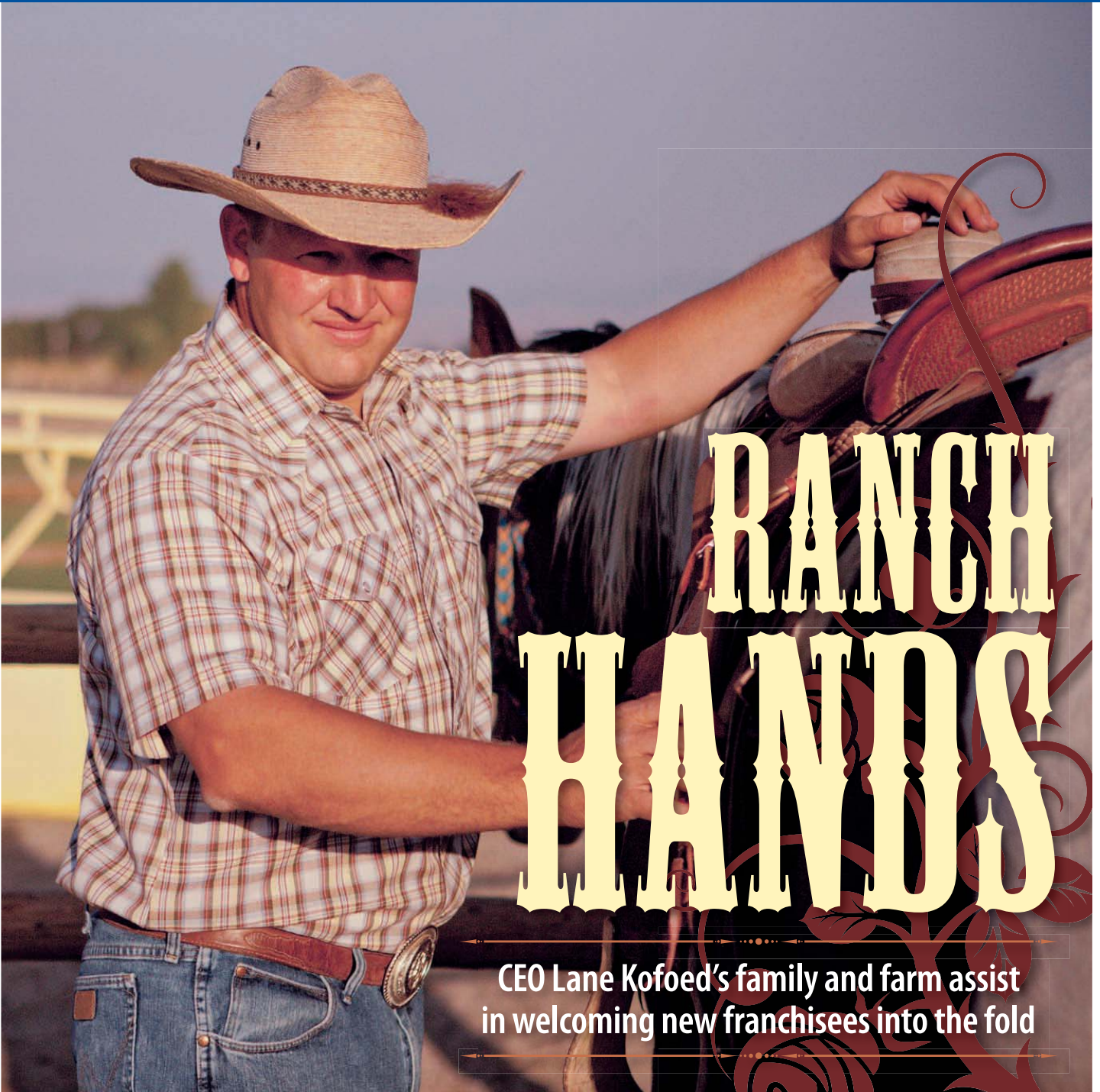
Reasons
 Why it's time to
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RANCH HANDS

CEO Lane Kofoed's family and farm assist
 in welcoming new franchisees into the fold

What's On The Menu—Today?

Restaurants keep web info up-to-date with SinglePlatform software

Ah, to be single again: The lament of restaurateurs who have to constantly update their menu offerings on myriad culinary websites, Facebook, Twitter and all those other sites that are searching for diners.

By Jonathan Maze

There are nearly 580,000 restaurants in the U.S., according to NPD Group. And it seems like there's an equal number of restaurant-listing websites on the Internet. So how does a restaurant update all of those listings?

Enter SinglePlatform, a service that enables a restaurant to publish information across numerous restaurant list publishers from a single site. The service enables a restaurant to update information quickly, and publish it instantly.

"When you look at a restaurant's web presence, often that presence isn't the best," said Wiley Cerilli, SinglePlatform's CEO. "Menus are not anywhere online except for a few sites." Indeed, SinglePlatform turns listings into the modern-day equivalent of the menu taped on the restaurant's front window.

The system seems designed to benefit independents, but the company is also targeting

chain restaurants and franchisees. To that end, it recently added Jeff Kolton, principal at Franchise Market Ventures, to its board. Cerilli said the company plans to approach major chains and multi-unit developers. He believes his service would help them provide more localized content. "We haven't been going after large chains," Cerilli said. "We wanted to show that we could sell to local mom-and-pop places, first."

What attracted franchise veteran Kolton? "During two months of meetings with both management and investors, I realized that SinglePlatform had the 'trifecta' I was looking for: a dynamic leader with the proper temperament and experience to lead a transformative company; a best-in-class team of VCs/investors; and a great product with leading-edge technology that was truly scaleable," he said.

Cerilli had been the vice president of sales for Seamless Web, an online, food-ordering system, where he worked for 12 years. During that time Cerilli talked to a lot of restaurateurs who expressed frustration at having to update profile pages across the web. Because it was hard to keep up, many of the sites didn't have the right hours of operation, or the restaurant's photos and information were outdated. They could get a featured listing, Cerilli said, but that listing didn't include the all-important menu. "They felt like they were being leveraged by compa-

nies that charged them," Cerilli said. "And they had a bunch of different terms."

SinglePlatform was designed to allow restaurants to manage their entire digital presence in one place. A restaurant owner or manager signs in, uploads photos, special events and menus. After the information is saved it appears instantly across the thousands of websites that the program is linked to. The cost is \$450 per location, per year, though the price is scaled down as the number of locations increase.

So a restaurant manager who wants to have a Monday special can log in, add the special to its menu, marking it as a special announcement. Web users will see that special immediately. Cerilli said the platform is simple so it can be easily changed, and users—who are busy running a restaurant—won't have to keep up to date with multiple applications.

The system was also easy to build. "It's not that complicated," he said. "It's only three lines of script." The complex part has been getting online publishers on board. Now that the company has that technology down, it is working to secure the publishers. Cerilli has promised deals with 50,000 sites to publish menus. It should be launching soon on Metromix and the Chicago Tribune. It also has deals with Blackbook, Village Voice's 12 newspapers, Foodspotting, Gayot and others. [ET](#)



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