WOW BAO®

# SERVING THE EVOLVING CUSTOMER

Walking the Walk on Innovation in Airport Dining

Forbes

# 10 Great Little Restaurant Chains You Haven't Heard Of -- Yet

## Wow Bao

Headquarters:

Units open: 4 stores + 1 food truck + 1 seasonal store at White Sox U.S. Cellular Field

Cuisine: Asian steamed buns

A concept from experienced restaurant creators Lettuce Entertain You, Asian steamed-bun chain Wow Bao positions itself as an alternative to fried fast food.

DENMARK

**WOW BAO** is a dynamic small footprint fast casual restaurant concept, specializing in noodle and rice bowls and our iconic Bao – steamed hot Asian buns with a variety of savory and sweet fillings.

**WHAT IS A BAO?** A popular portable street food that originated in China, Bao are steamed, fluffy buns filled with a variety of meat, vegetarian and sweet dessert flavors.

# HARNESSING THE POWER OF STEAM

Leveraging a Traditional Cooking Method

# HARNESSING THE POWER OF STEAM

Flexibility to Meet Customers Where They Are

# AIRPORT RESTAURANT

## O’Hare International Airport (ORD) - Terminal 5 - Chicago IL

Primary Space: 150 SQ. FT. ● Support Kitchen: 250 SQ. FT.

# AIRPORT RESTAURANT

Cleveland Hopkins International Airport (CLE) - Terminal C - Cleveland, OH

Primary Space: 780 SQ. FT. ● Support Kitchen: 540 SQ. FT.

# AIRPORT RESTAURANT

## Reagan National Airport (DCA) - Terminal C – Washington, D.C.

Primary Space: 300 SQ. FT. ● Support Kitchen: 250 SQ. FT.

2003

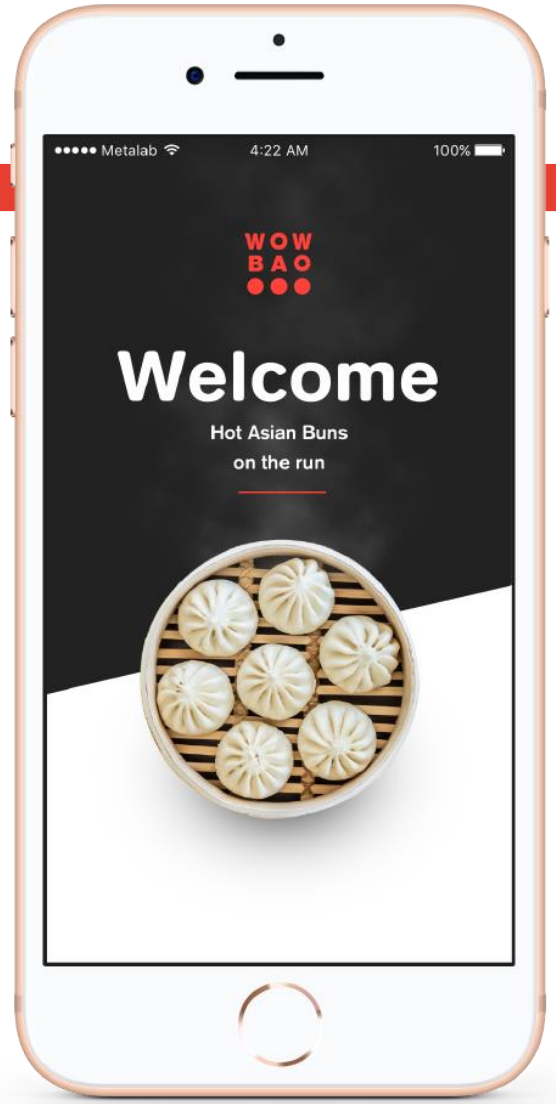
2009

# EVOLVING THE CUSTOMER EXPERIENCE

We enhanced the traditional ordering experience by implementing self ordering kiosks.

2003

2010




We were one of the earliest limited service restaurants to implement a digital mobile app and loyalty program.

2003

2018

We opened a fully automated front of house customer experience, and integrated a kitchen operation solution that merges speed, order accuracy and hospitality.

# IMPACT OF TECHNOLOGY ON SALES

## Growing Average Check*

### Wow Bao 1.0 Stores

Overall Average **$10.31**

Order with Cashier
**$10.30**

Kiosk Orders
**$10.32**

Mobile Orders
**$12.72**

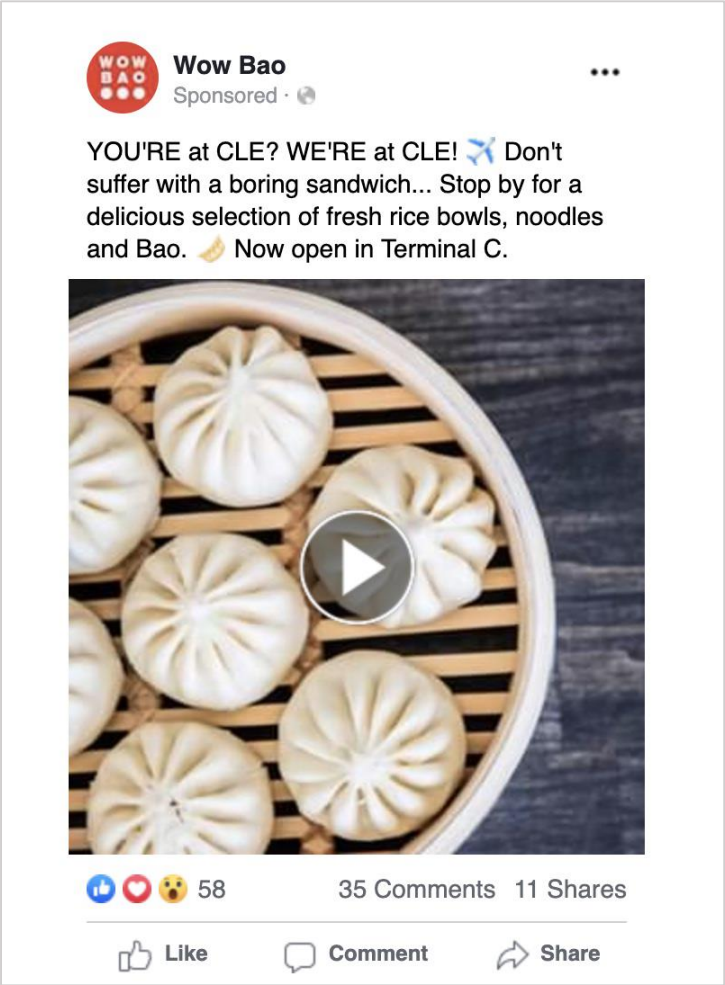
### Wow Bao 2.0 Stores

Overall Average **$11.99**

Kiosk Orders
**$11.92**

Mobile Orders
**$13.31**

*At company-owned stores




# DIGITAL MARKETING CASE STUDY

## Growing Awareness at Cleveland Hopkins International Airport (CLE)

### CAMPAIGN

Geo-targeted Facebook video at CLE (1/15/18 to Present)

### HIGHLIGHTS

Reach: 60K

Post Engagements: 26.5K

Watched 10+ seconds of video: 10K (17% Reach)

Estimated Ad Recall Lift: 5K

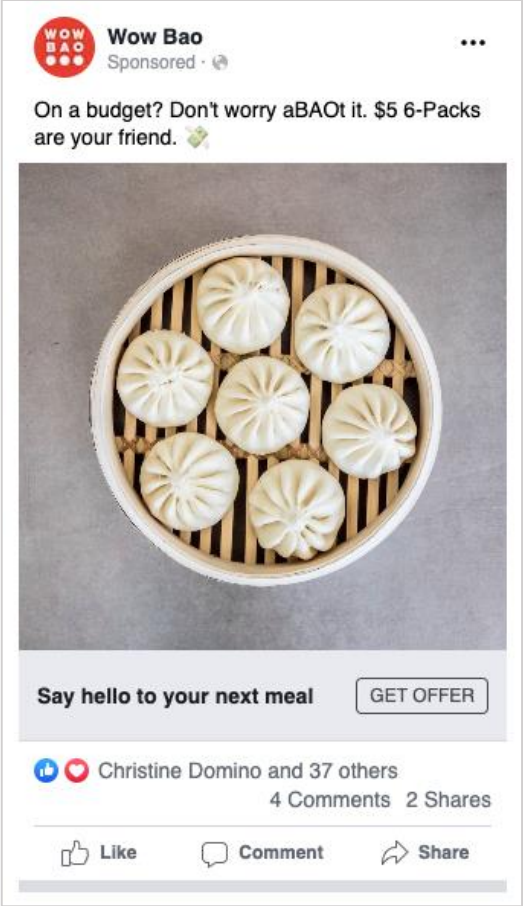
### OPPORTUNITY

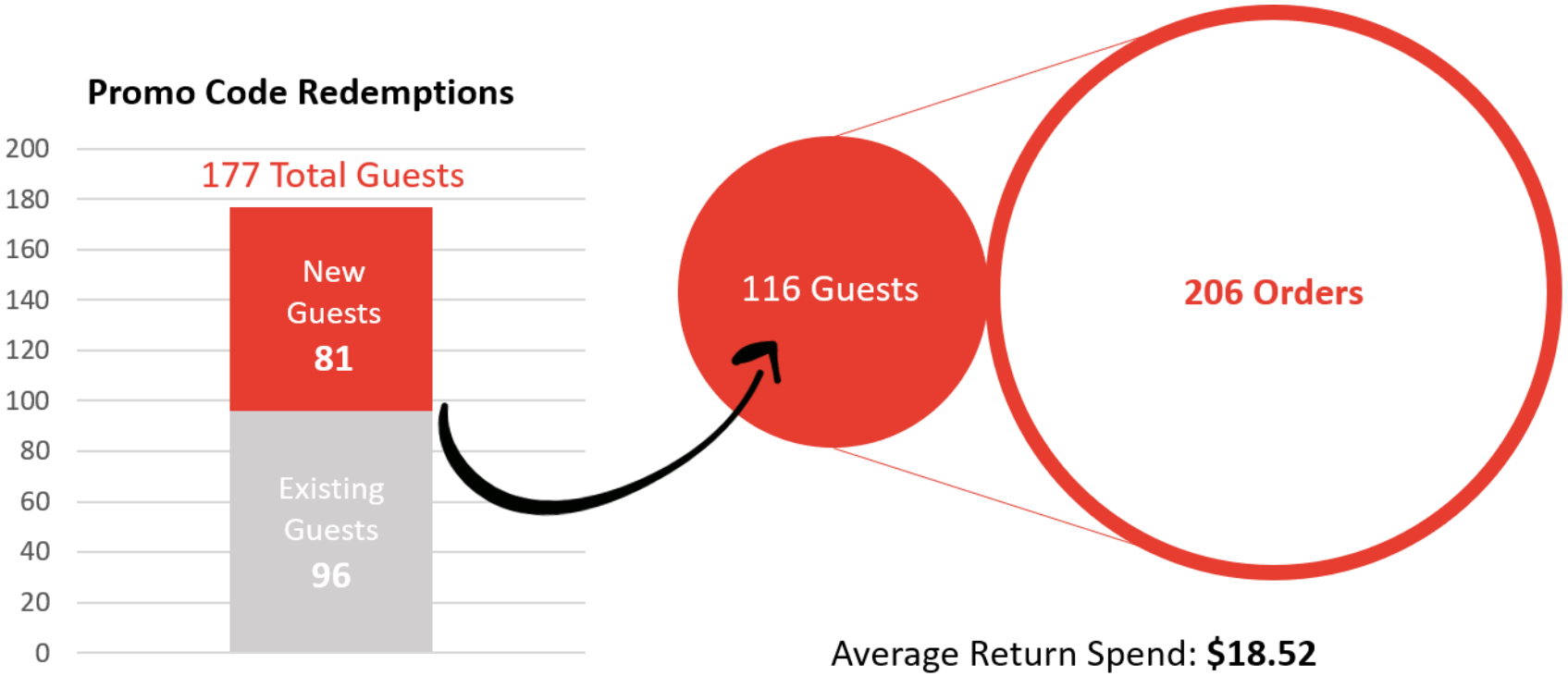
How can we determine the effectiveness of the ad?

How can we measure customer value created?

# DIGITAL MARKETING CASE STUDY

## Quantifying Marketing Spend ROI: Lifetime Value



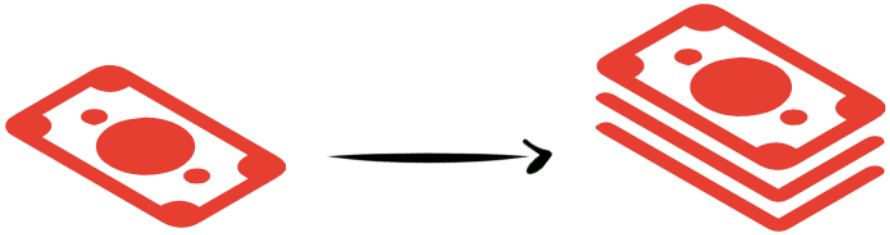




Spend on Initial Visit: **$14.03**

Average Return Spend: **$18.52**

## RESULTS

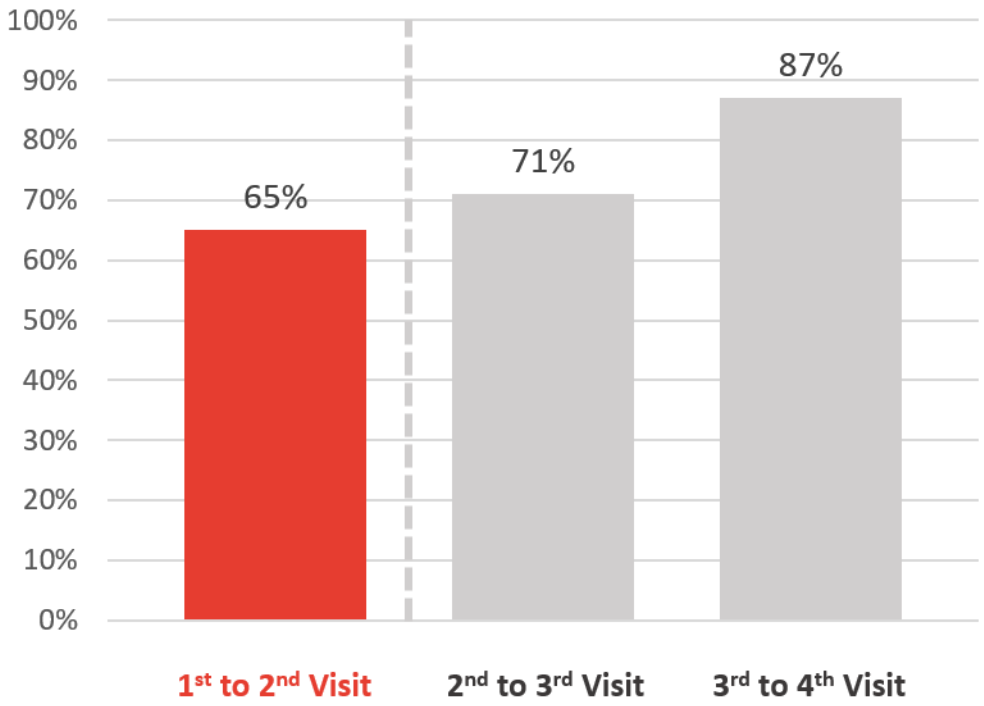
- Gross Profit LTV = **$23.24**
- Cost to Acquire = **$9.45**
  *(Includes COGS + FB spend + Cost of Coupon)*



**$1 Spend** **$2.46 Net Profit**

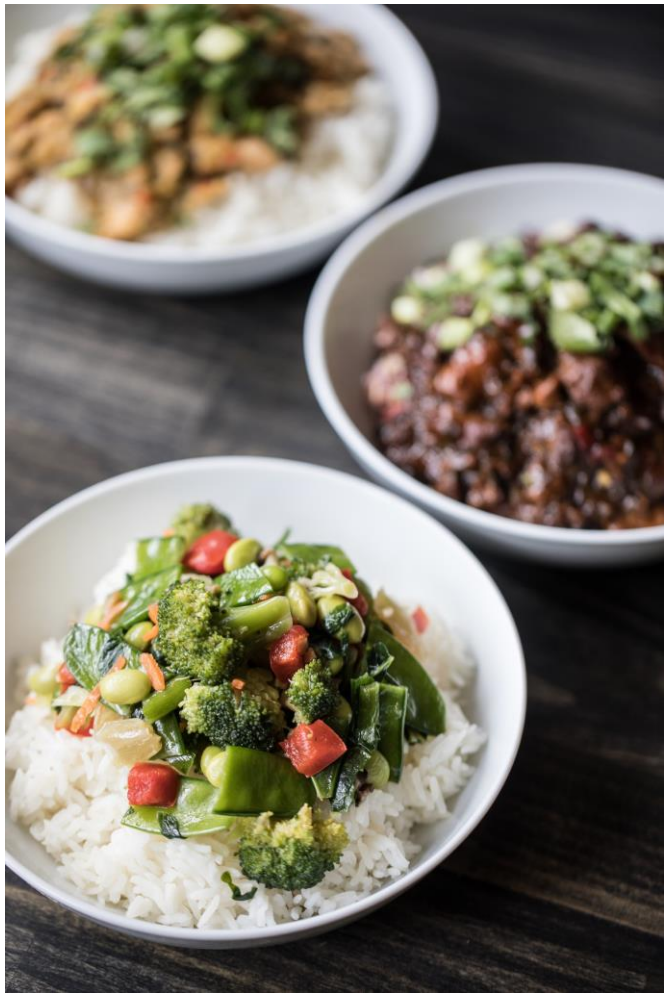
**...so far**

## HIGHER FREQUENCY = HIGHER RETURN RATES



# OPPORTUNITIES

**Geoff Alexander**
geoffa@wowbao.com



2019 fast casual TOP 100 MOVERS & SHAKERS

Wow Bao ranked #1

ACI NORTH AMERICA AIRPORTS COUNCIL INTERNATIONAL

Best New Food & Beverage (Quick-Service Concept)

**Tae Kim**
tkim@wowbao.com

WOW BAO