New Frugl App Launches to Help Restaurants and Bars Reach More Customers and Reduce Waste

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Ask any restaurant or bar their experience of using the large deals sites and their response is nearly always the same, "They took ages to negotiate the deal, their terms were prohibitive and although we saw lots of new customers from the offer, they very rarely came back."

One London based start-up is determined to change that.

Frugl is London's newest daily deals DIY platform which helps restaurants/bars looking to fill seats on the fly, reduce waste and reach new customers across web and mobile.

The brainchild of former PR Director Suzanne Noble, an avid bargain hunter, Frugl gives vendors the ability to list any daily deal £10 and under or FREE on their own terms and for the days and times they prefer. Deals remain live on the site/apps over the week but can only be purchased for the same or a future date. Extremely easy to use, the system does not rely on a complicated hardware installation and daily deals can be set up in a matter of minutes, going live onto the Frugl iOS and Android apps immediately for Frugl users to purchase in two taps. Suzanne's ambition is to be able to offer a real-time daily deals platform in order to help restaurants and bars sell food that would otherwise go to waste as well as help small businesses reach new customers for very low user acquisition cost.

Frugl take a small commission (less than 10%) per sale. Frugl users purchase the offer directly off their phone in a few taps, with the money going directly to the vendor's account a week after the sale is made. Daily deals remain on the app for up to a week for users to view.

The new iOS app and Android app went live this month, after a year trialling a version on iOS that now has over 20k users in London, has won numerous awards and press mentions. Frugl is now looking to attract more London restaurants and bars onto the platform and, until the end of October, are offering a commission free period to anyone listing with them. Go to the website to sign-up and add your offer.

ENDS

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