



Wholesale Food Providers

Never before have restaurant operators faced such daunting challenges. From menu optimization to customer connection and from staff retention to waste management, operators must contend with a host of financial and technology considerations that never quite made the culinary school curriculum. Restaurant operators are/will increasingly turn to their food wholesale partners for help in operational and decision support.

Morsum fOS provides a suite of operational, consumer and food management tools and modules that drive deeper operational interaction and dependence between food wholesalers and their operator partners. Simply put, it is not enough to deliver the right food, in the right quantity at the right time. Whilst some food wholesale players are able to see the potential in supporting PoS and transactions few have grasped the deeper operational support that builds lasting loyalty and significant incremental system revenue.

Morsum fOS is delivering new levels of confidence to restaurant operators in the key food, consumer, labor and sourcing decisions. Only with the kind of end to end, module based food system solution can food wholesalers move up the operational value chain and lock future return for and from restaurant operator partners.

MENU RATIONALIZATION AND OPTIMIZATION AND
AUTOMATED PRODUCTION PLANNING

AUTOMATED FOOD ORDERING AND PAYMENTS
TO FOOD WHOLESALER

OMNI-CHANNEL TRANSACTION - AT TABLE,
WEB, APP, KIOSK, WEARABLE

INTEGRATED POS, FULFILLMENT AND PRODUCTION
TASK MANAGEMENT MODULES

Morsell™

Morsell is Morsum's omnichannel consumer transactional and communications interface. Morsell ordering technology is available in smartphone applications, desktop, kiosk and wearable devices. Morsell consumer platforms are available for white label.

Alimean™

Alimean is Morsum's food analysis engine. Using a series of proprietary machine learning models, Alimean produces and automates decisions on what food product to make, for whom, when and what time/time period providing unrivalled accuracy and efficiency in the food operation process.

Taskmaster™

Taskmaster is Morsum's core expedite and production workflow manager tracking and logging every expedite and production activity associated with the production and distribution (including delivery) of all food product. Taskmaster workflows are automatically generated from Bodie production plans (item matching and volumetric). Taskmaster provides unrivalled personnel performance and productivity data and real labor cost-to-produce for any food item. Production decisions and optimal production are fully automated. Taskmaster is available in web, native mobile and AR modules.

Pom™

POM is Morsum's PoS importer application allowing any point of sale source data to be mapped to underlying food data for effective production planning, product innovation and consumer recommendation and offer personalization.

Recipedia™

Recipedia is Morsum's recipe matching product. Nutrait's can be matched to millions of prepared food items for the development of "fitting" and ranked food products for production.

Morsum technologies can be secured via:

Full iOS suite license

Individual module or product licences

Open access and API call charge

