About GloriaFood

We believe restaurateurs and food lovers alike should enjoy an amazing online ordering experience without being charged high commissions or unnecessary fees. It is our goal to provide a solution that both restaurant owners and their customers love.

GloriaFood has created the world's first FREE online ordering system for restaurants worldwide. With the help of a website widget and a Facebook smart link, small and medium restaurants can take orders online straight on their smartphones or tablets.

Designed to make online food ordering a smooth experience for both the hungry customer and the restaurant owner, GloriaFood helps restaurateurs cash in big time by enhancing their online presence.

Born in TechHub Bucharest, the awarded GloriaFood startup has developed an online ordering system which provides the best TCO reasons for being integrated on restaurants' websites and Facebook pages.

GloriaFood is made up of a team of passionate web professionals dedicated to finding the best possible solutions for restaurants all over the world.

On June 25, 2021, Oracle completed the acquisition of GloriaFood.

Who are the people behind the GloriaFood?

Oliver Auerbach
Founder & CEO

in **Connect on LinkedIn**

Oliver started his IT career 15 years ago analyzing PC viruses at Avira malware labs. In 2004 he started to use web technologies to create automation processes for virus analysis and this is when he realized the true potential of web technologies.

Later on getting involved in the development of the web infrastructure of what was back then in 2006 a revolutionary new way of doing Antivirus business: the online freemium business model. Since then, the freemium line of Avira business became the main and most profitable revenue generator of the company, reaching to more than 100 million users around the world.

During this period Oliver acquired extensive knowledge about conversion focused UX designs, SEO techniques and big-data scalable cloud technologies.

Mihai Anghel
Business Manager & Co-Founder

in **Connect on LinkedIn**

Throughout his career Mihai was primarily involved in new business generation and international startup processes, sometimes growing new business lines inside larger organizations, other times assuring a solid launch for independent startups, always winning with „the underdog".

His most notable contributions were on the initial growth of RAV Antivirus (IPR acquired from GeCAD by Microsoft in 2003), establishing and stabilizing the Avira R&D operations in Romania (branch founded in 2004), the development of the international sales channel for Axigen.com (another GeCAD Group startup initiative) and more recently the foundation of the global division of technological deals (this time again for Avira.com).

ORACLE
GloriaFood

Founder's story

" This is how I noticed that placing food orders online is not a local but a global problem.

Over the last couple of years, I managed teams in different countries around the world. Travelling on a weekly basis was part of my job, so I spent a lot of time in hotels or guest houses. Sometimes I would attend business dinners during the evenings, but usually I would simply return to my room and order food online for delivery.

What can I say… I like technology but I also like trying local cuisine everywhere I go. Typically, I prefer ordering online to avoid communication issues.

This is how I noticed that placing food orders online is not a local but a global problem. I've seen online ordering systems requiring a 12-step process to place an order or others forcing me to remember a password set 3 months ago. I've come across systems where the delivery time was only a general guidance rather than a real individual estimation; and then there were some systems not working at all.

I was a deeply dissatisfied customer, but a customer with a keen eye for technical issues and with an IT&C background. So, the failing online food ordering experience got me very curious over time. I started talking with restaurant owners to ask them why they make the experience so painful for their customers.

The vast majority replied the same thing: they had hired a web agency to do it for them or went with the big established players.

So, it became clear to me that none of those had put user experience first, all to the disadvantage of the restaurant owners and their customer base. This problem had to be fixed and to make sure that we really reach all restaurant owners around the world we decided to offer our system for free. And so we started GloriaFood. "

Oliver Auerbach Founder & CEO

August 2013

Pay & get orders, not clients

Similar solutions promise restaurants new customers to keep them in business. For that, they charge a 15 to 30 percent commission on every order, which is probably more than restaurants bargained for when they signed up.

Not to mention that in the long run, small restaurants become "captive" in this vicious cycle. More and more of their customers, including the old and loyal ones, start placing orders online. Thus, restaurants become dependent on food delivery apps and pay again and again for the same customer.

This is the moment when they either settle for carving out their profits or start raising prices, which will decrease the order volume. OR they start using an in-house online ordering system like GloriaFood and cut out the middleman.

GloriaFood Unique Selling Proposition

Many aspects of our lives are now better handled online. Food ordering and dining are no exception. This usually puts big chains at an unfair advantage because access to advanced technologies is often prohibitive for regional businesses or family-owned establishment.

Competing locally with global chains is difficult without sales and marketing tools that only the big players can afford.

GloriaFood stands for a simplified online customer experience for small and medium restaurants, designed to be easily set up and handled by any staff member.

Although we are neither the first, not the last innovating the food industry, what sets us apart is our commitment to helping small restaurants gain back control over their customer base, their financial independence, and profits.

Therefore, GloriaFood felt that an online food ordering system should be available FOR FREE to food clients as well as restaurants.

In addition, we are continuously looking for new ways to help restaurants connect with their loyal customers in a free and non-intrusive way. We finance our operations with value-added services and premium features that some restaurants opt for as it makes business sense for them.

How come so much is free? How does GloriaFood make money?

GloriaFood follows the "freemium" business model, being the first to bring this model to the food ordering industry.

We provide all essential features to getting orders and gaining traction online for free. We only charge for our premium features that restaurants may choose to upgrade to if they have enough reasons (aka orders).

We allow restaurants to run in a "self-service" flow and encourage most on-site services and upselling to be performed by local partners that "have room" to serve and earn on top of the ordering solution.

This is how we are able to charge restaurants less than our competitors. With the help of thousands of restaurant members and ecosystem partners around the world, we earn enough to operate our business and allow partners to earn their share too.

So paid features will always be:

- Premium
- Optional
- And bringing added value to restaurants (e.g. advanced marketing module, online payments, sales optimized websites, branded apps).