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**LOVE MY LOCAL**

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# UNPRECEDENTED TIMES

With government advice telling the public to stay home, and bars and restaurants closed for the foreseeable future, there's never been a more challenging time to be in the hospitality sector.

But as our worlds become smaller, the significance and value of 'local' grows. People are more invested in local than ever before – recognising the role that their favourite businesses play in bringing communities together and helping the people that need it the most. They want to show support and do their bit to help keep the lights on.

People want to love their local. Now and in the future.



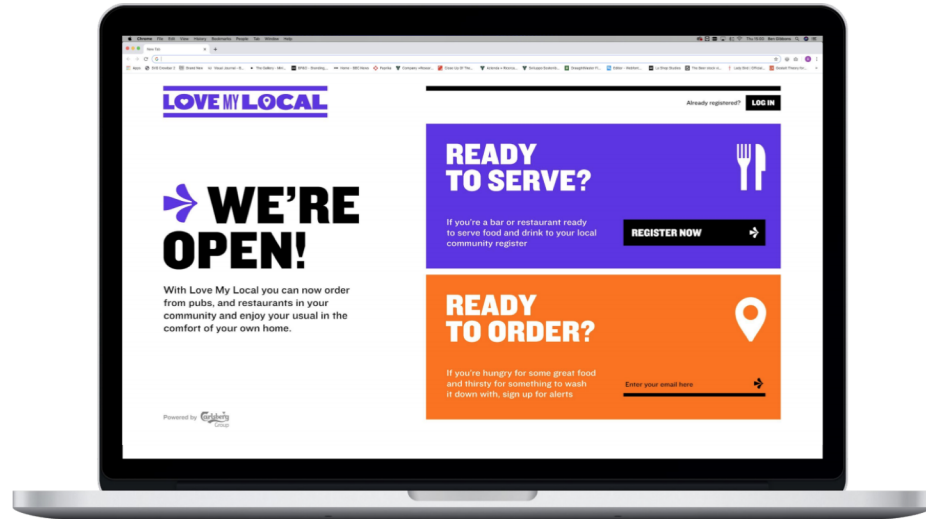
# INTRODUCING LOVE MY LOCAL

Love My Local is a free-to-use platform that can help your pub, bar, restaurant, café and local shop to supply their local community with food or drink during social distancing- and beyond.

The simple platform enables your venue to offer food, drinks and everything-in-between for your local customers to click and collect, or for delivery.

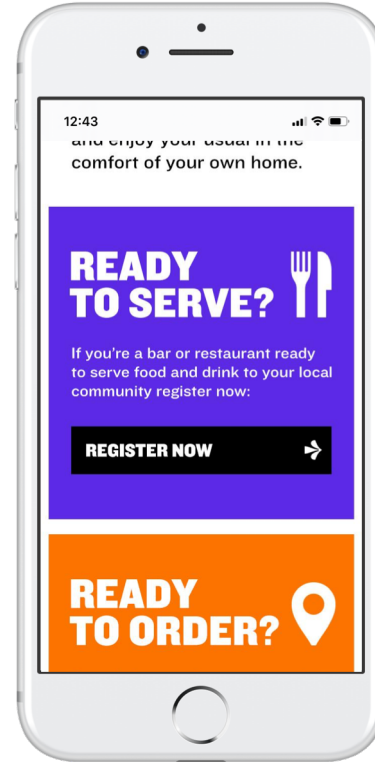
It also offers consumers the chance to show their solidarity and support through donations and gift cards.

We expect the new norm to include continued support of local and an expectation to interact with their favourite locals digitally.



# REGISTER YOUR BUSINESS NOW

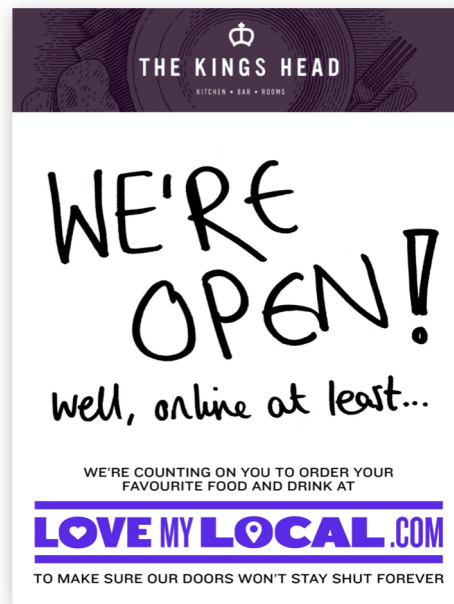
1. **Sign-up** your venue at [lovemylocal.com](https://lovemylocal.com)
2. **Enter** your venue's details and personalise your outlets profile using free online guides
3. **Upload** your menu and select whether to offer collection or delivery
4. **Tell** people you're open for business and you're away!



# MAKE SOME NOISE

People are ready to love their local, but they need to know that you're open for business.

Download customisable social media posts, posters, emails, A-boards and more at [lovemylocal.com/tips](https://lovemylocal.com/tips) to help you spread the word and direct people to your site.



# OUR DOORS ARE CLOSED BUT WE'RE STILL OPEN



You can still order your favourite food and drink at:

**LOVE MY LOCAL.COM**



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# IT'S A SIGN

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Help us keep the lights on by ordering your favourite food and drink from [LoveMyLocal.com](https://www.LoveMyLocal.com) to make sure our doors won't stay shut forever.

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# ➤ WHAT AM I DOING OUT?

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I could ask you the same thing... I'm here to let you know, we're still open, online. So help us keep the lights on by visiting [LoveMyLocal.com](https://www.LoveMyLocal.com) and ordering your favourite food and drink for takeaway.

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# WE'RE HERE FOR YOU

Want to know more? You can download detailed 'how-to' guides on the following topics at [lovemylocal.com/tips](https://lovemylocal.com/tips):

- Onboarding onto the platform
- E-commerce and food delivery
- Social media promotions





# FAQs

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## ***Who is behind LOVE MY LOCAL?***

LOVE MY LOCAL has been created by brands who love you, with a mission to support your business and our local communities during COVID-19, and to help you thrive long into the future.

## **SIGN-UP**

### ***Why do I need LOVE MY LOCAL?***

Today's world is a digital one and LOVE MY LOCAL is a FREE platform to help brilliant pubs, shops, bars and restaurants like yours to offer home delivery and click & collect services. It's a fact that customers who shop online and come in store spend more money, hence improving your turnover and bottom line.

### ***What if I already have my own website?***

That's great! You can do this too – every little helps to connect customers with you! Whatever your set-up, you can always reach out to Carlsberg's sales team or look on Carl's Shop for ways to improve your meal bundling and beverage offers.

### ***How do I get started?***

Go to [www.lovemylocal.com](http://www.lovemylocal.com) and complete the registration online. There are video tutorials available to explain everything from completing your details, setting up menus, registering to take online payments and promoting your business with our FREE customisable tools.

### ***What is required to start taking orders?***

You will need to set up a Stripe payment account to manage your orders and payments which you can then connect directly to your business bank account. It's quick, easy and free to set up your products and prices on LOVEMYLOCAL.com to start taking orders.

### ***Is there a processing fee on payments?***

The only fees that you will have to pay are the payment processing fees, just as with standard credit card processing machines. When you have set up your stripe payment account, standard Stripe associated rates will apply (1.4% + 20p for UK, 1.4% + 1.80dk for Denmark).

## **PROMOTING YOUR BUSINESS**

### ***How do I let my customers know?***

We have created FREE posters, email copy and a social media toolkit that you can customise and share. And once customers arrive on lovemylocal.com, it's easy to find you by popping in a postcode or using the search filters.

## **TECHNICAL SUPPORT**

### ***Who owns the data and what is visible to other parties?***

All data is owned solely by you and is provided by the foodservice data company, CHD Expert. Carlsberg and its brand partners do not see individual outlet data, only aggregated anonymous data on a regional and sub-channel level.

### ***Are there any associated payment and delivery fees?***

LOVE MY LOCAL does not charge a % transaction fee. You will only pay Stripe a payment processing fee (1.4% + 20p for UK / 1.4% + 1.80dk for DK). If you use a delivery partner, you'll pay a fee but if you deliver yourself or click & collect, there are ZERO fees to pay.

### ***Who takes care of site maintenance and updates?***

LOVE MY LOCAL will take care of software maintenance and upgrades, which will come through instantaneously given the nature of the web application