

Intro Email Templates for inKind Affiliates

Version 1

inKind is a marketing and capital partner for restaurants like yours. inKind provides debt-free, non-restrictive capital by purchasing food and beverage credit in bulk (think large gift card). Then they use the F&B credit to drive incremental, high-spending guests through digital marketing and the inKind app. Operators get the lowest cost of capital and increased guest visits when they need them most.

Thousands of operators large and small trust inKind to grow their restaurant business, including José Andrés, Union Square Hospitality, True Food Kitchen, and more. Attached is a quick overview of how inKind partners with restaurants and the benefits they offer.

[Attach inKind for Restaurants one-pager]

Version 2

inKind provides restaurants with access to debt-free capital and drives more guest visits. They purchase food & beverage credit in bulk and use this credit to incentivize guests to discover, dine and spend more at restaurants. The credit is redeemed over 16 months so the operator can get capital without disrupting cash flow. inKind has 2.5+ million guests on the inKind app and has funded over \$350 million to thousands of restaurants nationwide.

By partnering with inKind, operators benefit from:

- Access to upfront capital that is non-restrictive, non-dilutive, and debt-free.
- Pre-qualification for \$5,000 to \$10,000 in initial funding.
- New business and incremental guest visits, filling tables that might otherwise remain empty.
- High-value guests who are incentivized to spend more through the inKind app.