

first table

First Table Scouts

How First Table drives revenue for restaurants

First Table is a restaurant discovery platform, we grow restaurant businesses by marketing their empty, off-peak tables to our vast diner database, generating bookings for times that they are typically quiet or completely empty.

A whopping 75%+ of our diners are first time visitors to our restaurant partners' venues providing a unique opportunity for them to turn these customers into regular diners.

In addition to bringing diners to our partners' venues during their quietest times, First Table helps grow their brand online via a listing on our popular website and app, exposure on our social media platforms and a dedicated email marketing feature.



What is First Table

First Table is a restaurant discovery platform that connects diners with thousands of restaurants across the globe.

We turn restaurants' hardest-to-fill tables into a marketing asset, increasing profitability and growing their business.



Our proven formula

First Table has a five-step formula that guarantees restaurants will profit from being on the platform.

First Table's five step profitability formula

- 1) Only sell tables you wouldn't sell otherwise.
- 2) Only sell when staff are already on-site, to cover fixed staff costs.
- 3) Exclude items with lower than 50% gross margin or create minimum or maximum volumes for your offer.
- 4) Develop an upsell plan, such as a mandatory drink purchase with First Table bookings. Ensure your staff are aware of the plan and giving diners a great experience.
- 5) If you need a table cleared for later service, add a maximum dining time.



How to become a First Table Scout

- Fill in the form on the First Table website with the decision makers' details.
- First Table will review these details and reach out to the owner or decision maker directly.
- As soon as the restaurant 'Launches' on First Table we will be in touch to organise your first \$100 payment
- When the restaurant has been 'Live' on First Table for six weeks we will be in touch to organise your second \$100 payment.

...but, what is a Scout?

The First Table Scout programme enables diners with strong restaurant connections to earn money by helping expand our network of restaurants.

Conditions for Scouts

First Table has the following terms and conditions for restaurant Scouts.

1. The determination of whether a restaurant is appropriate for inclusion on the First Table platform is at the sole discretion of First Table.
2. The contact information provided may already be present in the First Table database.
3. Submissions are processed on a first-come, first-served basis. It is possible that the contact details for this restaurant have already been submitted.
4. This incentive is applicable solely to restaurants that are not currently participating in the First Table program.

Conditions for diners

These are agreed to when the booking is made:

16. First Table reserves the absolute right to cancel and refund any confirmed booking resulting from an error or incorrect information presented on the website, such as, but not limited to, availability errors.
17. Reservations are not transferable to another date, venue or time.
18. Diners can make a public or private review of their dining experience. Refer to our Review Guidelines to ensure your review complies.
19. Restaurant images displayed may not be current.
20. It is at the restaurant's discretion as to where First Table bookings will be seated.