



PURPLE TABLE RESERVATIONS

A Seat for Everyone.

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WHAT IS A PURPLE TABLE RESERVATION?

A Purple Table Reservation is a reservation flag and training system for restaurants designed to help them better serve those who are living with Dementia (Alzheimer's), Autism, PTSD, a hearing or vision impairment, or other physical or cognitive condition that may benefit from additional accommodations and a more predictable experience when dining out.

THE PROBLEM

Most of us take the enjoyable experience of dining out for granted. We, as the restaurant community need to acknowledge that there is a large segment in each of our communities that choose not to go out to eat.

This is because for themselves or someone they love, it can be a challenging, unpredictable and often disappointing experience.





AUTISM NOW AFFECTS 1 IN 68 CHILDREN

-United States (CDC)

**1 IN 10 PEOPLE OVER 65
HAVE ALZHEIMER'S
DISEASE AND
200,000 PEOPLE
UNDER THE AGE OF
65 HAVE ALZHEIMER'S.**

-United States (Alzheimer's Association)



WHO ARE OUR PURPLE TABLE CUSTOMERS?



The Facts. The Benefits. The Pricing.

- There is no physical "Purple Table" needed, you choose what works best for your restaurant and guests.
- It will take about 2 hours to implement this program and on average about 5 minutes per meal period to manage it.
- Very little overhead, easy integration into your existing reservation platform, online training resources.
- The Purple Table Reservation training will educate your staff heightening their awareness and empathy for all customers.
- By tapping into this underserved segment, your restaurant can increase it's new customer base and drive more referrals by providing accommodation unlike anywhere else in your community.
- The first six months your listing is FREE, then it is \$180/yr or \$15/month. On average, one reservation per month will pay for the program. Price includes all training resources, welcome kit with marketing postcards and window decals and online/mobile app directory listing.
- You manage your listing, you can update photos, hours, and information regarding Purple Table Reservations at your establishment.
- In the first three months accepting Purple Table Reservations at The Red Raven, 50 of 60 people who requested a "Purple Table" were first time customers to this restaurant, simply because of Purple Table accommodating the needs of their friend/family member.



“WE CANNOT CHANGE WHAT WE ARE NOT AWARE OF, AND ONCE WE ARE AWARE, WE CANNOT HELP BUT CHANGE.”
— SHERYL SANDBERG

IN THE UNITED STATES THERE ARE **ONE MILLION RESTAURANTS.**

IMAGINE THE IMPACT WE COULD MAKE.

LET'S POSITIVELY DISRUPT THE SYSTEM TOGETHER.



THANK YOU

Please visit our website or
contact us to get started today!

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