🔥 **uFire**

RESTAURANT & FOOD & BEVERAGE

More Tables Filled By People Who Already Love You

Every person who eats at your restaurant and posts about it is unpaid advertising.

uFire makes that advertising consistent, trackable, and local.

ufire.ai · Provo, UT Launch · 2026   Human-Powered Brand Ambassadors

uFire

THE PROBLEM

The Problem With Restaurant Marketing Today

- **Food is the #1 content category on social media — and you're not capturing it.**

  Your tables produce thousands of organic photo opportunities every week. Most of them disappear into private camera rolls, never reaching the 500–5,000 people each diner could influence.

- **New restaurant openings are the highest-risk, highest-reward moment.**

  The first 90 days determine whether you build a loyal base or struggle to fill seats. Most restaurants blow their opening budget on a single influencer who posts once and disappears.

- **Yelp and Google ads bring strangers. Local word-of-mouth brings regulars.**

  A friend's recommendation turns a one-time visitor into someone who brings their family, their coworkers, and their out-of-town guests.

> 💸 **The status quo:** $2,000/month on generic social media management. One paid food blogger. Zero consistent local reach. Seats go empty on Tuesday nights.

uFire

THE SOLUTION

uFire Changes Everything

We build a network of local food lovers — people whose friends actually listen to them — to consistently create authentic content about your restaurant.

1 **uFire recruits verified local ambassadors in Provo**
Foodies, families, date-night regulars — locals with 250–10K followers who already post about food and dining.

2 **You launch a campaign — set your budget, post requirements, and brief**
Signature dish spotlights, ambiance reels, "first visit" experiences, seasonal menu launches — you set the story.

3 **Real locals post authentic content. You pay per post.**
No monthly retainers. No fake reviews. Real Provo residents sharing real experiences with their real followers.

💡 80% goes directly to the ambassador. You pay only for posts that go live.

ufire.ai — Restaurant & Food & Beverage   Confidential · 2026

uFire

THE ROI

Food Content Converts

#1	**4%**	**$2K**
Food is the most shared category on social media	Nano-influencer engagement vs 0.92% for mega-influencers	Average monthly uFire campaign budget for restaurants

What 20 local posts can do for a new opening:

- 20 ambassadors × avg 1,500 followers = 30,000 Provo-area impressions from trusted sources.

- Even a 1% conversion rate = 300 new first-time visitors. At $25 avg check × 3 visits/year = $22,500 in annual revenue from one campaign.

- Campaign cost: $1,500–$2,500. Expected revenue impact: multiples higher — and you keep the regulars forever.

> 🍽 *"We launched three weeks before opening. By the time we opened our doors, people were already showing up and saying 'I've been following your progress on Instagram.' The buzz was real — because the people creating it were real."*

uFire

GET STARTED

Ready to Make Provo Talk About Your Restaurant?

- **Opening special:** Launch your ambassador campaign 30 days before opening. Build buzz before you unlock the doors.

- **Ongoing engine:** Run a steady 10–20 posts/month to keep your restaurant top-of-mind for date nights, family dinners, and lunch spots.

- **Zero waste:** Every dollar goes toward real posts reaching real local people — not an algorithm hoping someone sees your ad.

ufire.ai

We're launching in Provo, UT — **limited brand spots available.**

ufire.ai · hello@ufire.ai   Provo, UT · 2026 Launch