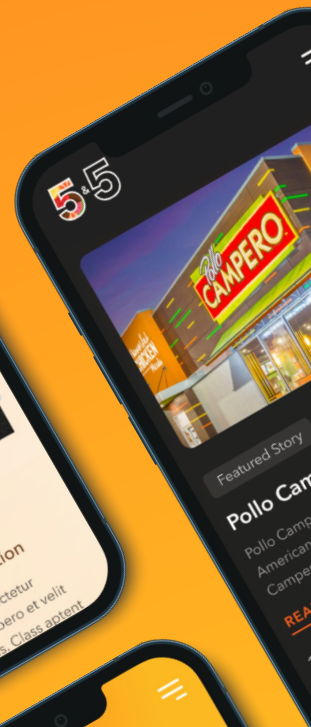




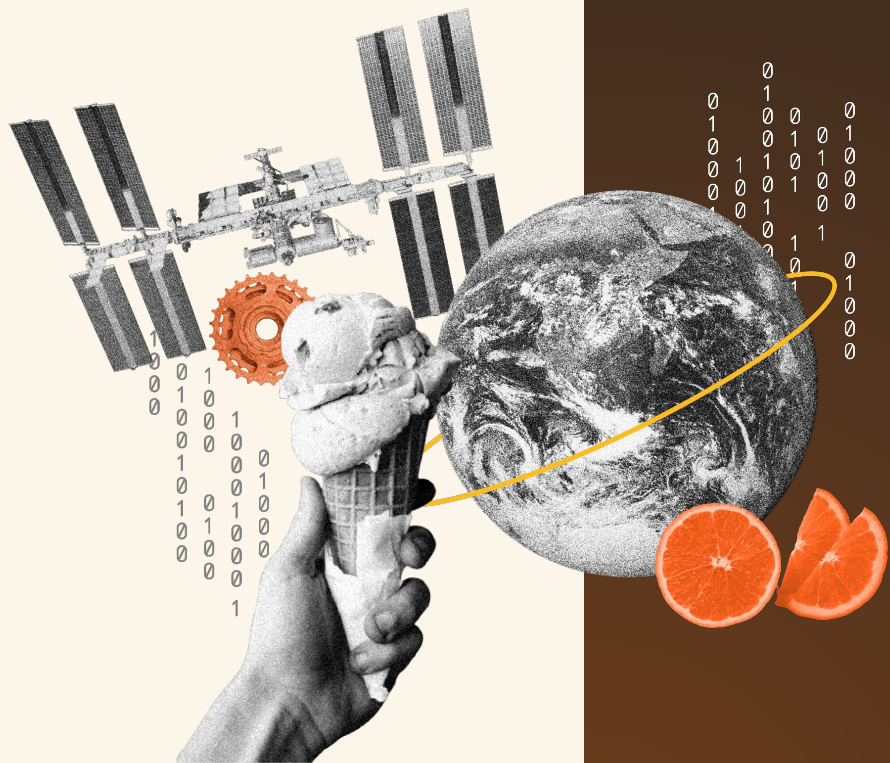
# Press Kit

Get started ▶



The food service  
industry's **premier**  
**IT and digital**  
**managed** services  
company





# Mission

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Enabling food service  
brands to grow in a  
digital future



# Our History

**2020**

Founded in May by Johnathan Chen and Tiffany Zhang



Team of 2 → 4



15 Brands Supported

**2021**

Creation of System Solutions, Loyalty, Technical Solutions, and Project Management Teams



Team of 4 → 16



55 Brands Supported



Creation of our Latin American (LATAM) Team

**2022**

Creation of Brand Support, Talent & Development, and Customer Success Teams



Team of 16 → 50



107 Brands Supported

**2023**

Creation of the Growth and Launch/QA Team



Team of 50 → 70+



140+ Brands Supported



Creation of our Philippines Team



# Leadership



**Johnathan Chen**

Chief Strategist &  
Co-founder



**Tiffany Zhang**

Chief Creative Officer &  
Co-founder



**Catherine Lacienski**

Director of Client  
Operations



**Isabella Rodriguez**

Associate Director,  
Project Management



**Sarah Dirks**

Director of Growth



**Seth Burtis**

Director of System  
Solutions



**Shiva Payne**

Solutions Architect Lead



**Srikanth Srinivasan (Raj)**

Director of Talent  
& Management





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# A worldwide team

# A people first **company**

We prioritize the well-being and growth of our employees, fostering an inclusive environment that embraces diversity and encourages open dialogue, enabling each team member to feel valued and empowered.



# Our Benefits

- 🎉 Holidays
- 🕒 Paid Time Off
- ⛑️ Health Insurance
- 💼 Stipends
- 🎂 Birthday PTO
- 👶 Paid Parental Leave
- 🎓 Educational Reimbursement





# Our Culture

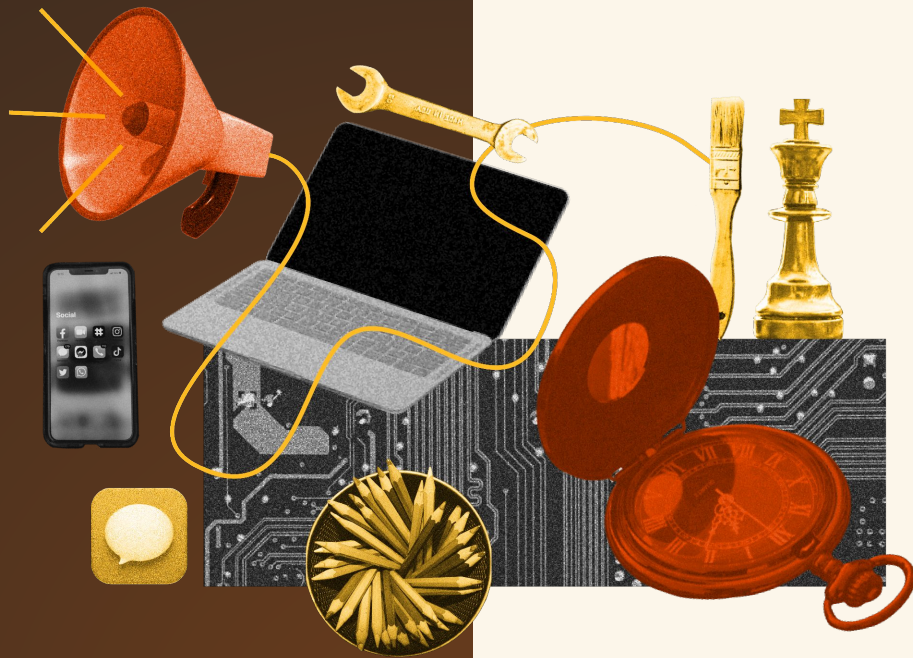
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- 🔗 Monthly bonding events
- 📅 Annual company retreat
- 💬 Quarterly engagement surveys
- ★ "High Five" Feedback Rewards Program



# What we do

From ideation to  
implementation to launch  
to ongoing support



# Services



## Strategy Consulting

We collaborate to create inventive, brand-centric digital strategies for capturing a significant share-of-stomach among consumers.



## Design & Development

Our diverse creative solutions, covering UX/UI design for web and mobile apps, graphic design, and point-of-purchase signage, empower you to visually embody your brand essence effectively.



## Digital Implementation

By closely collaborating with best-in-class SaaS & POS solutions in the industry, we assist brands in implementing and integrating their digital tech stack, optimizing for operational scalability & customer satisfaction.



## Loyalty Management

Backed by the leading loyalty programs, our team provides strategy, implementation & optimization of loyalty programs, while also managing offer and campaign testing & execution.



## POS & Platform Management

We provide comprehensive support for your omnichannel IT and operational requirements, offering various solutions including LTO and menu launches, NSO onboarding, DSP troubleshooting and POS configurations.



# Supporting more than 140+ clients

As an agnostic provider, we pride ourselves on offering unbiased and flexible solutions that best meet the unique needs of each client. Our team support structure is meticulously designed to ensure seamless collaboration and prompt assistance at every step of the journey.

tropical CAFE  
SMOOTHIE

★ Carl's Jr.

★ Hardee's



Bojangles

Yogurtland



DUNN BROTHERS  
COFFEE



SPB HOSPITALITY

FAST-FIRE'D  
BLAZE PIZZA

SMOKEY  
BONES



Freddy's  
STEAKBURGERS



We partner with restaurant, food, treat and c-store brands to become an extension of their internal IT or marketing team when there are time, resource or knowledge constraints internally



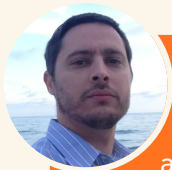
# Client Testimonials



## 5&5 set us on the right path

To developing our mobile app, loyalty program, and online ordering platform in record time. They helped us make decisions quickly and accurately, based on industry best practice. We were up and running from start to finish in just a few short months. We could not have done it without them. I really, really recommend having them on the team to guide the process."

**Dar Vessghi,**  
Former CEO of Yoshinoya America



## TGI Fridays had the absolute pleasure of working with

On the implementation of our eCommerce solution. We hired 5&5 as one of the leading experts on the Olo platform and guiding TGI Fridays to a very successful launch. Their knowledge of not only Olo, but loyalty, proved equally extensive, which gave us confidence with our implementation and launch plan. I would highly recommend 5&5 if you're looking to optimize digital ordering and integrations for your brand."

**Chris Hansen,** Former Senior Director of Digital at TGI Fridays

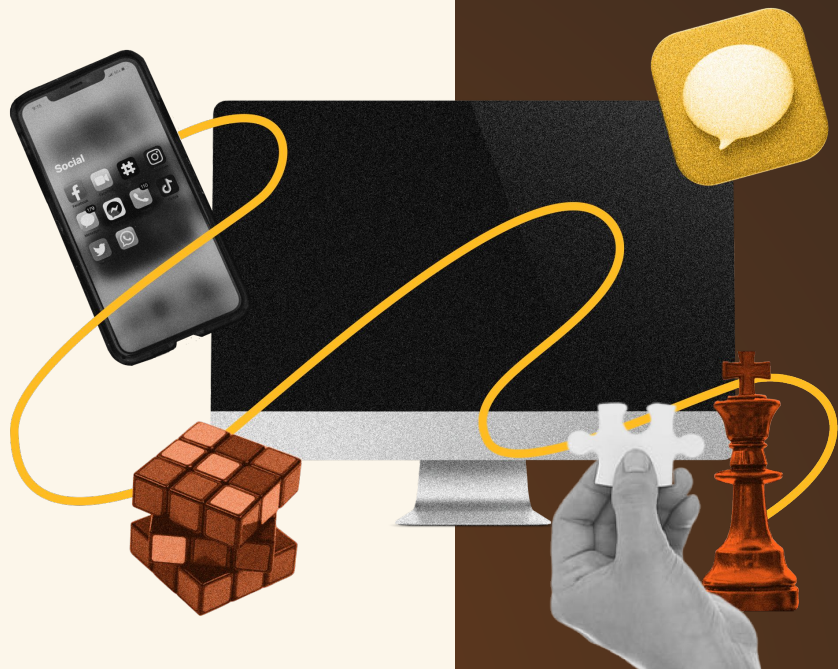


## Thank you to 5&5 for all of your help

In ushering us through this process of supporting our digital transformation. Your direction was invaluable and enabled us to move fast and smart. Having a partner who has done this before was instrumental for flattening our learning curve and avoiding pitfalls. I would highly recommend 5&5.

**Sara Bittorf,** Chief Experience Officer at TGI Fridays





# Media & Marketing



# Logos & Usage

## Logos



## Color Codes



ORANGE-RED  
#FE621D

R 254	C 0
G 98	M 61
B 29	Y 89
	K 0



APRICOT  
#FFBD21

R 255	C 0
G 189	M 26
B 33	Y 87
	K 0



KOBICHA  
#6D3D1D

R 109	C 0
G 61	M 44
B 29	Y 73
	K 57

## Illustrations

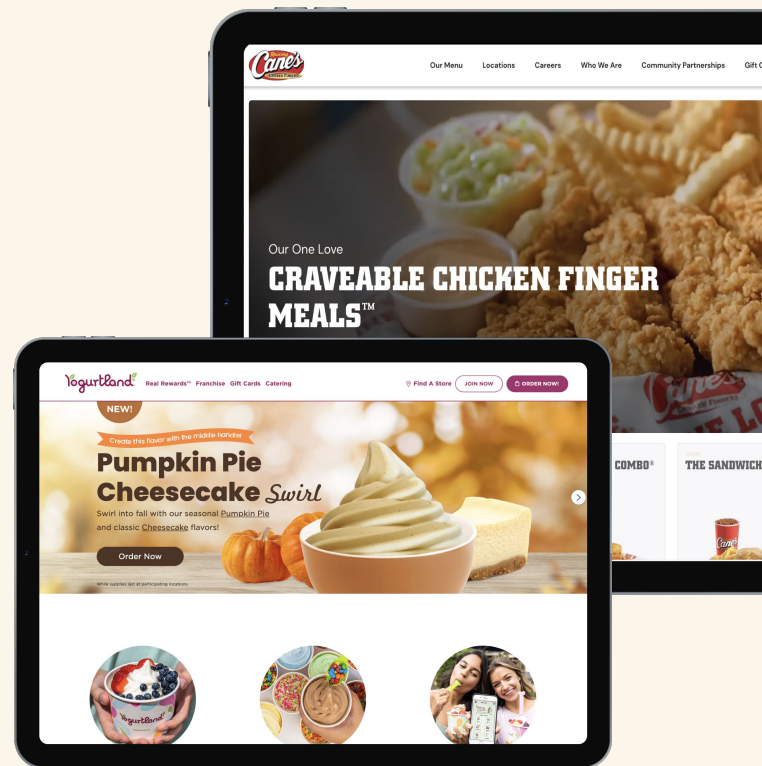


Download our Logos



# About us

5&5 is the **food service industry's premier IT & digital managed services company**, supporting brands on Digital Implementations, POS & SaaS Management, Loyalty Management and Creative Services (UX/UI, Branding). With a team comprised of the industry's best talent in digital and information technology, **our mission** is to enable food service brands to grow in a digital future by becoming an extension of a brand's internal teams. To date, 5&5 has worked with **over 140+ brands** including CKE, Tropical Smoothie Cafe, Bojangles and Raising Cane's.





<https://5and5.com/>