

# Butterware

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Butterware to launch new software at the Lunch! exhibition  
Thursday 29<sup>th</sup> - Friday 30<sup>th</sup> of September 2011  
Lunch! stand IZ-U

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*"Butterware helps businesses to increase sales and maintain customer loyalty."*

Butterware is launching its new ecommerce software to get businesses selling online at the Lunch! show in London at the end of September. Designed specifically for sandwich shops and other 'lunch-to-go' companies, it makes trading online simple and painless.

Company founder, Graeme Simpson said, 'We're looking forward to the show and demonstrating our new product to thousands of exhibitors and attendees.'

The platform is tailored to each individual business, keeping them unique, in complete control of their customers, orders and brand. No middlemen!

Simple for shops to use, orders are printed automatically in the shop on labels for preparation prior to collection or delivery. Through pre-ordering shops can be more efficient, reduce wastage, increase sales and save money.

Developed from the ground up for selling lunch online, shops can customise many aspects of their website, including: flexible menu, online and cash payment options, delivery zones via postcode lookup and Facebook integration.

Interested parties can see a working demonstration of this exciting new software at the Lunch! show. Come and visit us at stand IZ-U.

## About Butterware

Butterware is a start-up business based in Cheltenham. Its primary focus is the development of software and websites for the lunch industry.

For further information please contact [graeme@butterware.co.uk](mailto:graeme@butterware.co.uk) or visit us  
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