

Welcome To The “Take-Out Wars”

The food industry has since its inception been a competitive business, with individual entrepreneurs each seeking to carve out their share of the market. The innovation of “Fast Food” take-out franchises like McDonalds and Burger King without a doubt put a hurting on the local independent restaurateurs.



Today, no matter what the country you are very likely to see fast food chains within a stones throw of each other, and quietly nestled somewhere in-between are the

small local establishments offering a better quality meal but with slightly less convenience. Take-out has typically been characterized as pizza, chinese food and other prepared meals that offer quality and convenience to our harried lives. Take-out in the sense that these meals are typically taken home to eat in a family setting,

By definition, Take-out is any meal not consumed on premises, but by no means should only be considered pizza and such. As if McDonalds, Taco Bell etc were not enough competition for the owners of individual establishments, in the past 20 years or so we have seen an upsurge of franchise family style establishments like Applebees, Chicago Uno, Outback Steakhouse, Etc Etc. Etc. These again, often seen within the proverbial stones throw of each other they offered better quality food than the “fast food” places with the meals typically consumed on premises.

The past few years have brought a change to this routine as well with more and more franchise restaurants pushing their takeout capabilities. Often without you even having to get out of your car, you can call and pick up a fully cooked meal ready to eat at home, complete from appetizers to dessert. On top of this much, to the dismay of the smaller establishments is the huge advertising punch these franchised establishments are using. Commercials on a national level pushing their “Curbside take out” Large well publicized web sites offer their entire menu on line. Bad news for the small business owner. Bad news that is...until now !

WeWantTakeOut.com is an upcoming web site being marketed in the Hudson Valley offering to post a restaurants complete take out and dine in menu at what is compared to the cost of 1 soda a day. With an expected launch date sometime in July 2006 WeWantTakeOut.com will offer an affordable counterattack in the Take-Out wars. An extensive advertising program will make sure the site is known, and while there is no exclusivity to any particular restaurant, everyone has equal exposure to the public eye. The ease of use make even a novice on the computer able to freely navigate throughout the site and pick today’s lunch or tonight’s dinner. If you own a restaurant, this is advertising money well spent. If you’re a consumer looking for variety in take out options, this is a site well worth visiting. As their motto states “Not Cooking Tonight ! - Visit This Site - WeWantTakeOut.com”

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