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## **Marco Pierre White Restaurant Group signs with Feed It Back for launch of new marketing platform**

Marco Pierre White Restaurant Group has signed a multi-year agreement with Feed It Back, the guest feedback platform, to deliver its service to the fast-growing group of 43 franchised restaurants, as part of a new sales and marketing initiative.

Black and White Hospitality, which owns the franchise rights to the Marco Pierre White restaurant brands, is deploying Feed It Back to gain far more detailed feedback from genuine guests as a brand development tool and as the basis for decision making, to support a period of substantial growth over the coming years.

Marco Pierre White said: “Our guests’ experience in our restaurants is paramount, after all, we want everyone who visits to return. Feed It Back provides the perfect service for fine-tuning our restaurants, and making sure we maintain our high standards.”

Shaun Cremins, Brand Director for Black and White Hospitality, said: “We selected Feed It Back primarily due to the flexibility and responsiveness of the product and the team. Ease of use is crucial because franchise team members and guests must be keen to use it.”

Jade Mallia, Marketing Director for Black and White Hospitality, said: “We will be using Feed It Back’s integrated guest recovery system to ensure that every guest leaves happy and that any issues are dealt with swiftly, sometimes before they have even left. Also, guests will be able to select a team member to applaud and this will be key to celebrating the achievements of our talented restaurant teams.”

Carlo Platia, CEO of Feed It Back, said: “Having seen the passion and professionalism of Marco Pierre White’s restaurant teams at their recent annual awards, we are proud to be supporting the growth of this iconic and prestigious brand.”

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