



RED ONION

Big news!

We are proud and excited to share that we have a new name! Marketing Vitals is now Red Onion.

Our new identity will represent the full extent and the reach of our product. Rest assured that our commitment to providing great data insight with our analytics will continue, but our new logo and name will represent a new chapter in our story where we realign to what our product provides.

For many years, Marketing Vitals has represented our roots in the commitment to bringing true data insights to the restaurant industry. In the more recent years, our team has developed a large suite of analytics that expand into operations, finance, culinary, guest behavior, demographics, and team member performance. These analyses have provided our clients with the ability to discover insights within their business implementations and ultimately make better strategic decisions based on data. Our transformation into Red Onion will be representative of these products and the layers of data in these different business areas that we will continue to bring light to.

Red Onion will also reflect our future commitment to continue development in the ai space, providing restaurant brands practical features to make quick and accurate decisions across all departments.

Please note with the transition, we will be implementing gradual changes to our site, materials, exports, and other products in the coming months. At this time, there are no action tasks needed from your side, our clients, or users. Any future changes that you and your team will need to make will be communicated promptly with clear steps to complete.

If you have any questions, please feel free to reach out to your Success Team Member Lead.

Thank you,

Rom Krupp

Rom Krupp
Founder

Nagesh Koganti

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