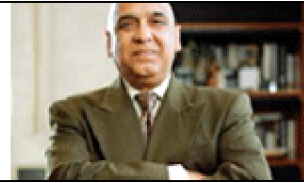


POWERFUL BUSINESS STARTS WITH POWERFUL CHECKING.

Get FREE Business Checking for a year. **LEARN MORE** ▶



BAN

Search Crain's Archive

 GO

[Go to Advanced Search](#)

Past Issues

10/25/04
10/18/04
10/11/04
10/04/04
09/27/04

Crain's Lists:

 View Crain's Lists ▼

Register for Crain Events

Touch screen, mail deep-dish

Chicago firm expands kiosks that hawk local food finds

September 13, 2004

By **Julie Jargon**



Pizza delivery: Dave Milazzo is overseeing **INSIGHT 360**'s efforts to install mail-order food kiosks in restaurants like Gino's East. Photo: Roark Johnson

INSIGHT 360 Degrees Inc., a privately held Chicago software development company, is taking the mail-order food business to public spaces.

Next month, the company will start installing touch-screen kiosks enabling customers to ship some of their favorite foods from Chicago and more than 20 other American cities to friends across the country — or to themselves.

By December, **INSIGHT 360** aims to have kiosks in 400 locations, including airports, shopping malls, hotels and convention centers. With the swipe of a credit card, a frozen Gino's East pizza can be on its way the next day.

Backed by approximately \$1 million from private investors, including CEO Robert Mungo, **INSIGHT 360** has been working on Web-based Famous American Foods kiosks for more than a year and now has 72 food vendors signed on. Chicago-area companies that are planning to list their wares on Famous American Foods kiosks include Fannie May, Gino's East, Portillo's, Connie's Pizza, Chicago Gourmet Steaks, Bob Chinn's Crab House, Lobster Gram and Long Grove Confectionery.

Gino's East and Portillo's already have installed in some restaurants kiosks offering only their food. **INSIGHT 360** is negotiating to place Fannie May-only kiosks in up to 46 new stores that the candy maker's new parent company,



Also i

We
It's a n
compa

Un
for ret
Retire
Airline

Bl:
bottle
The g
replac

Int
in bid
The cl
reside



Pr:
at Life
A spat
lifted L



UIC
University of Illinois
at Chicago

LIAUTAUD

**Liautaud
Graduate
School of
Business**

Offering
programs in
Business,
Accounting,
Real Estate &
Management
Information
Systems

**MBA
MSA
MS/MIS
MRE**

About Crain's
Editorial Philosophy
Editorial Staff
FAQs

Send News Tip



**Other Subscription
Services**

Alpine Confections Inc., plans to reopen beginning in October.

"This has never been done in the food industry," says Dave Milazzo, **INSIGHT 360's** director of retail operations, who was hired by the company last summer to oversee the project.

continued below

Advertisement



Many food companies operate their own online or catalog mail-order businesses and some have joint Web sites, like Tastesofchicago.com, which Mr. Milazzo started in 1997. To complement his Web business, Mr. Milazzo also sold food items through kiosks in McCormick Place, Woodfield Shopping Center, the Sears Tower and the John Hancock Center. But after selling the business in 2001 to Chicago's Malnati Organization Inc., the kiosks were removed. (The Web site still offers Lou Malnati's pizza, Vienna hot dogs and Eli's cheesecake, among other Chicago items.)

Now he's reviving the concept, which works like this: Customers select the food, choose a delivery date, enter an address, write a gift message and pay by credit card. The order is sent by e-mail and fax to the vendor, who ships the food frozen in dry ice or chilled in a cold pack. Some food is shipped with extras, like the condiments that come with Portillo's hot dogs

Vendors pay **INSIGHT 360** \$1,000 per year to have their food listed. The company, which purchased the kiosks for \$7,000 each from Ohio-based NCR Corp., also takes a percentage of vendors' kiosk sales, although the company won't say how much. **INSIGHT 360** CEO Mr. Mungo says he expects the initial 400 kiosk locations to generate \$5 million in sales in the first year.

"So far, so good," Bernadette McGinester, the Web administrator for Gino's East, says of the kiosk orders generated since the pizza chain installed two at its 633 N. Wells St. restaurant in June. She declined to provide specific sales figures.

"This sounds very interesting. The food industry is constantly looking to

Ex
Madis
Forme
and C

Sh
federa
Presid
rethink

\$2
cable
Comca
a new

Ap
going
Equity
nation

Sti
Lotter
The Ill
Illinois

Fir
linens
Medlir
Munde

Toucl
dish
Insigh
private

A 1
cosmi
Lush,
retaille

'F
due fc
WASH
One m

Fir
advic
A pair
offerin

So
Hotel
The C
develc

Co
week
Sept.
LLC, F

Da
of Sep
SEPT.
Center

[Renew my subscription](#)
[Check on a subscription](#)
[Pay an invoice](#)
[Change my address](#)
[Book of Lists On Disk](#)

Advertising Features

[Classifieds](#), including
[Residential and
Commercial Real Estate](#)
[Golf Guide](#)
[Holiday Planning Guide](#)
[Luxury Auto Guide](#)
[Crain's Residential Real
Estate Guide](#)
[Blue Dates Social
Calendar](#)

Advertising

[Print Advertising Info](#)
[Online Advertising Info](#)
[Request Media Kit](#)

technology to provide convenience," says a spokeswoman for the National Restaurant Assn., explaining that more and more restaurants rely on the Web for reservations and take-out orders.

The only non-restaurant sites in Chicago that have so far agreed to house the kiosks are Accent Chicago gift shops in Water Tower Place, the John Hancock Center and at 150 N. Michigan Ave.; the kiosks will be installed at those three spots next month. **INSIGHT 360** also hopes to place kiosks in O'Hare International and Midway airports.

Bob Goldin, an executive vice-president with food consultancy Technomic Inc. in Chicago, is skeptical. "I just don't know how many people they'll be able to attract. I think there are people who are reluctant to provide credit card information in an open area," he says.

As for food companies hoping to boost sales by having their own in-store kiosks, Mr. Goldin wonders, "Couldn't you just give the clerk the information?"

©2004 by Crain Communications Inc.

[<< Previous Story](#) | [Next Story >>](#)

Related Stories

[Why can't Wrigley make no-stick gum?](#)
[No love for McD's tagline in U.K.](#)
[Effort afoot to create exchange for tech licenses](#)
[Chicago pols vote for traditional fare](#)
[Mail-order angst dogs Walgreen](#)

