

■ INTEGRALINK × BORENSTEIN CATERERS

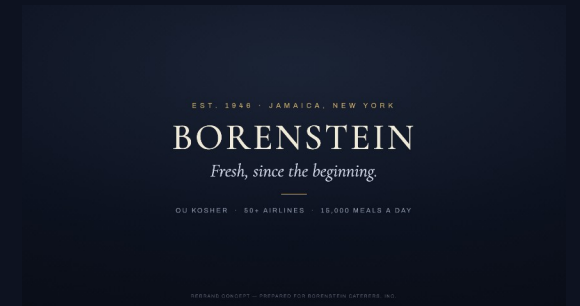
The Catalog

Everything Integralink can build for Borenstein — by funnel stage

Companion to the launch offer • prices are per-item if bought à la carte

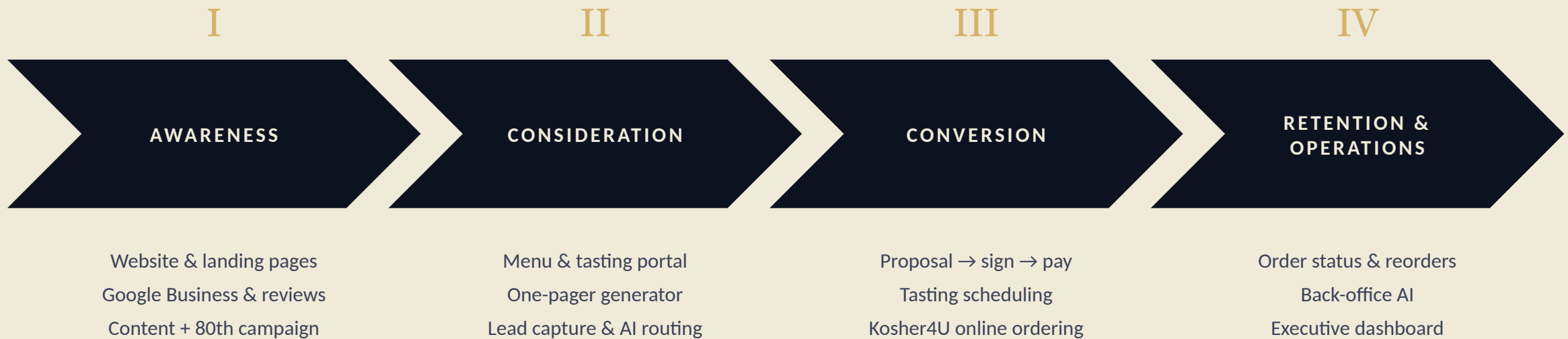
12

CATALOG ITEMS • 4 STAGES



From the Borenstein ad films — live at borenstein-concepts.netlify.app

■ How to read this catalog



Every item ships independently. The launch offer bundles the essentials.

I

■ Awareness

Be found, look like you deserve to be.

In this stage: Website & audience landing pages · Google Business & review engine · Content engine + 80th-anniversary campaign

■ Be found, look like you deserve to be

■ Website & audience landing pages

The finished site, assembled from the five live concepts — with dedicated pages for airlines, cruise, institutions, and consumers.

SOLVES

Invisibility. bcelal.com still says “coming soon.”

SHIPS IN 3 weeks

\$8,500

■ Google Business & review engine

Own the listing. AI-drafted review responses sent for your approval, plus local SEO schema.

SOLVES

3.7★ and 70 reviews, all unanswered.

SHIPS IN 1 week setup

\$1,200 + \$400/mo

■ Content engine + 80th campaign

Monthly flight-kitchen stories and a LinkedIn cadence, plus an anniversary microsite and press kit for 2026.

SOLVES

A story running since 1946 that no one is telling.

SHIPS IN ongoing

\$900/mo • campaign \$3,500

II

■ Consideration

Make evaluating you effortless.

In this stage: Menu & tasting portal · Capabilities one-pager generator · Lead capture & AI routing

■ Make evaluating you effortless

■ Menu & tasting portal

A private, airline-facing portal: menu rotations, dietary matrices, and imagery buyers can browse on their own.

SOLVES

Buyers can't evaluate what they can't see.

SHIPS IN 2 weeks

\$4,500

■ Capabilities one-pager generator

A branded PDF generated per prospect: certifications, HACCP/OU documentation, and capacity figures.

SOLVES

Every RFP response starting from scratch.

SHIPS IN 1 week

\$2,500

■ Lead capture & AI routing

Site forms that send an instant, qualified reply and route each inquiry to the right desk — airline or event.

SOLVES

Inquiries that wait. Leads that go cold.

SHIPS IN 1 week

\$1,800 + \$300/mo

III

- Conversion

From quote to signed to paid, one link.

In this stage: Proposal → e-sign → payment pipeline · Tasting & meeting scheduling · Kosher4U online ordering

■ From quote to signed to paid, one link

■
**Proposal → e-sign →
payment pipeline**

Quotes become a single link: review, sign, and pay in one place, built on DocuSign and Stripe.

SOLVES

The weeks between “yes” and paid.

SHIPS IN **2 weeks**

\$3,500

■
**Tasting & meeting
scheduling**

Self-serve booking embedded on the site — tastings and sales meetings land on the calendar by themselves.

SOLVES

Phone tag to book a tasting.

SHIPS IN **3 days**

\$1,200

■ **Kosher4U online ordering** THE SLEEPER

Standing weekly office and school orders, subscriptions, and delivery-day SMS for the grab-and-go line.

SOLVES

Retail revenue capped at the counter.

SHIPS IN **6–8 weeks**

from \$18,000 + \$1,500/mo

IV

■ Retention & Operations

Where the margin lives.

In this stage: Order status & reorder automation · Back-office AI · Executive dashboard

■ Where the margin lives



Order status & reorder automation

“Where’s my order,” one-tap reorders, and delivery updates over SMS or WhatsApp — handled without a phone call.

SOLVES

Staff hours lost to status calls.

SHIPS IN 2 weeks

\$2,500



Back-office AI

Airline meal-count reconciliation, invoice processing, and waste and inventory reports — one workflow at a time.

SOLVES

Margin leaking through manual admin.

SHIPS IN scoped

from \$6,000 per workflow



Executive dashboard

Daily production, the sales funnel, and review sentiment on a single page — for a 15,000-meals-a-day operation.

SOLVES

Running the business on instinct.

SHIPS IN 2 weeks

\$3,000

ANNEX

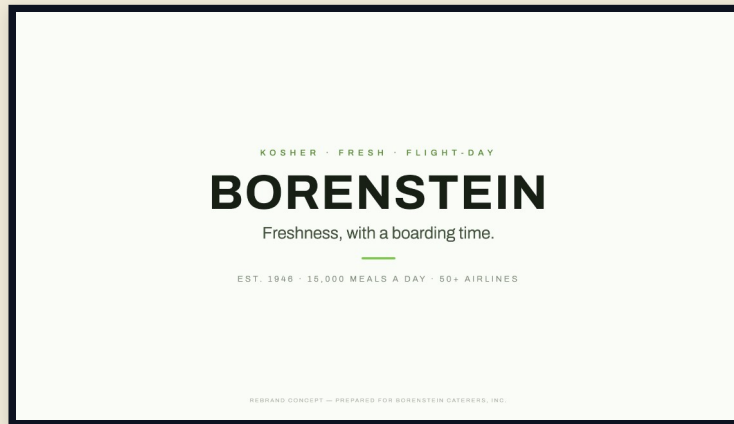
■ Media annex — films & imagery

The brand film, finished — \$4,000

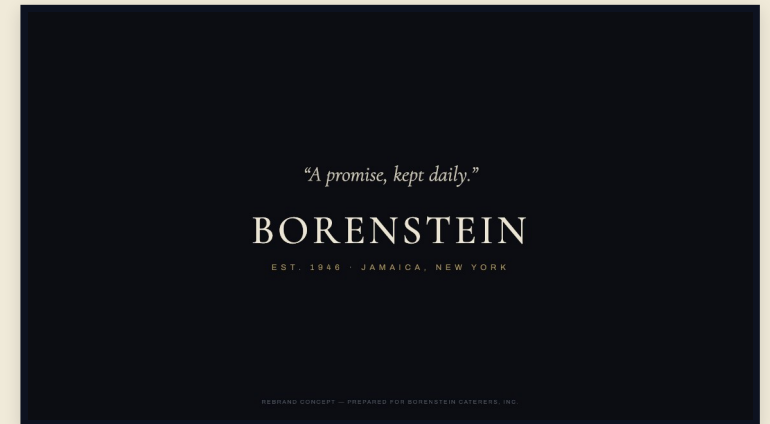
One finished master: 60s + 45s cuts, final VO, licensed music — in the style you choose below.



■ Film style I — the signature end card



■ Film style II — the bright cut



■ Film style III — the letter

ADDITIONAL CUTS (15S / 30S SOCIALS) & PHOTOGRAPHY DIRECTION — PER PIECE, FROM \$1,500

All three styles are watchable now at borenstein-concepts.netlify.app

■ Price index

	ITEM	ONE-TIME	MONTHLY
I	Website & audience landing pages	\$8,500	—
	Google Business & review engine	\$1,200	\$400
	Content engine + 80th campaign	\$3,500 campaign	\$900
II	Menu & tasting portal	\$4,500	—
	Capabilities one-pager generator	\$2,500	—
	Lead capture & AI routing	\$1,800	\$300
III	Proposal → e-sign → payment pipeline	\$3,500	—
	Tasting & meeting scheduling	\$1,200	—
	Kosher4U online ordering	from \$18,000	\$1,500
IV	Order status & reorder automation	\$2,500	—
	Back-office AI (per workflow)	from \$6,000	—
	Executive dashboard	\$3,000	—
M	Brand film, finished (60s + 45s masters)	\$4,000	—

BUNDLES

Launch
\$12,500 one-time

Grow
\$2,500 / month

Scale
scoped per project

See the offer deck for what each bundle includes.

Prices hold 30 days.

Shlomo Ashvil • Integralink
integralink.ai