

Slerp

The UK's online ordering platform for restaurants

MIGRATION GUIDE · 2026

From Gloriafood to Slerp

The complete migration checklist for UK restaurants

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INTRODUCTION

If you're reading this, your ordering is on borrowed time.

Oracle has confirmed Gloriafood will be decommissioned by April 2027. New onboarding has already closed, the product is feature-frozen, and merchants are being directed to alternative platforms.

For UK restaurants, that translates to a hard deadline by which your ordering channel needs to be somewhere else. The good news: you have time. The bad news: most operators wait until the last minute, and that's when migrations go wrong.

This checklist exists to make sure your migration goes right. Use it whether you choose Slerp or another provider. The steps are the same. We've helped hundreds of UK restaurants move ordering platforms without dropping a single order, and these are the steps that work.

Who this checklist is for

UK restaurant operators currently using Gloriafood for online ordering, click & collect, or delivery widgets. Single-site or multi-site, independent or group. If you have a Gloriafood account, this is for you.

THE SUNSET TIMELINE

What's happening, and when

| Date | What happens | What it means for you |
|---------------------|--------------------------|--|
| Now (2026) | New onboarding closed | Existing accounts work, but no new sites can be added |
| Now (2026) | Product frozen | No new features, no roadmap updates, reduced support |
| Through 2027 | Wind-down period | Service continues but with diminishing support quality |
| April 2027 | Full decommission | Service ends. No widgets, no checkouts, no recovery |

Why move now, not in 2027

Migrating in a panic at the deadline is when things go wrong: rushed menu transfers, lost customer data, payment processor switching headaches. Restaurants moving now have time to test, soft-launch, and refine. By Q1 2027, every alternative platform will be flooded with desperate Gloriafood migrations.

STEP 1

Export everything you can, today

Don't wait for migration day to start gathering your data. Get everything out of Gloriafood now, while the platform is still fully operational. Tick each item as you complete it.

Menu & pricing

- Export your full menu**
Categories, items, descriptions, prices, modifiers, allergens, and item images. Save as a spreadsheet or PDF for reference.
- Document your modifier groups**
Sizes, add-ons, dietary swaps, etc. These are the most error-prone to rebuild from scratch, so get them on paper now.
- Note any special pricing rules**
Happy hours, time-based discounts, day-of-week offers, bundle deals. Anything that's not a flat price needs to be captured.

Customer data

- Export your customer list**
Names, emails, phone numbers, order frequency, lifetime spend if available. This is the single most valuable asset on your Gloriafood account, so don't leave it behind.
- Pull historical order data**
At minimum: order count, average order value, peak times, top items. You'll use this to benchmark your new platform.
- Check GDPR consent records**
Make sure you have evidence of marketing consent for each customer before importing them into a new platform's CRM.

Operating setup

- Screenshot your delivery zones**
Postcode boundaries, delivery fees by zone, minimum order values. Take screenshots of the maps as well as the data.
- Document opening hours and order rules**
Standard hours, holiday hours, last-order cutoffs, prep times, stock-out rules. Anything that affects when an order can be placed.
- Save your branding assets**
Logo files, brand colours (hex codes), photography, fonts. If Gloriafood holds the only copy of any of these, get them out now.

Technical setup

Note where the Gloriafood widget sits

Which pages of your website embed the widget, what the URLs are, and whether it's iframe or button-based. You'll need this to know what to replace.

Identify your payment processor

Stripe, Square, PayPal, etc. Check whether your contract is with Gloriafood or directly with the processor. This affects how easy it is to keep the same setup on a new platform.

Audit your integrations

POS connections, accounting software (Xero, QuickBooks), email/SMS tools (Mailchimp, Klaviyo). Each will need re-wiring to your new platform.

STEP 2

Evaluate your replacement

Whichever platform you choose (Slerp or a competitor), these are the questions to ask. The biggest mistake operators make is evaluating on price alone. The cost of a bad migration is always higher than the monthly fee.

| Question to ask | Why it matters |
|--|--|
| Are they UK-based with UK support? | Time zones matter when service breaks at Friday peak |
| What's their commission model? | Watch for hidden fees beyond the headline rate |
| Do they integrate with Deliveroo Express, Uber Direct, Stuart? | If you don't have your own fleet, this is non-negotiable |
| Do they offer a branded mobile app? | Push notifications drive 3-5x repeat order rates |
| Is loyalty native or bolted on? | Native loyalty = first-party data. Bolted-on = leaky |
| Do they handle catering / pre-orders? | Often the highest-margin channel. Easy to overlook |
| Who owns the customer data? | If the platform shuts down, do you keep the relationships? |
| What's the migration support? | Free menu rebuild and setup is now industry standard |
| How long is their average go-live? | Anything over 2 weeks for a single site is a red flag |
| Are they actively investing in the product? | You're moving off a frozen platform. Don't move to another |

Red flag: any platform that won't let you export customer data

If a sales conversation gets vague about data ownership or exportability, walk away. You're moving because of a platform shutdown. Don't lock yourself into another one with the same risk.

STEP 3

The migration, week by week

A realistic timeline for a single-site restaurant. Multi-site groups add roughly one extra week per 5 sites. The key principle: you keep trading on Gloriafood throughout. The new platform runs in parallel until you're ready to switch over.

1 **Week 1: Discovery and audit**

Book the discovery call with your chosen provider. Share your current setup, your menu, and your data exports. They should come back with a clear migration plan within 48 hours.

2 **Week 1: Build**

The provider rebuilds your menu, modifiers, opening hours, delivery zones, and pricing rules in their system. You review and confirm everything is mirrored correctly. This is when you catch the modifier groups everyone forgets about.

3 **Week 2: Branding and testing**

Apply your logo, colours, and copy to the new ordering site and app. Place 5-10 test orders covering different scenarios: delivery, collection, modifiers, payment failures, late-night cutoffs. Fix anything that breaks.

4 **Week 2: Soft launch**

Switch the widget on your website to the new provider. Keep the Gloriafood account active in case of issues. Run for 3-5 days at low volume, watching for problems with payments, delivery dispatch, or order printing.

5 **Week 3: Full switch**

Once you're confident, retire the Gloriafood widget completely. Email your customer base announcing the new ordering site (this is a great brand moment, not a footnote). Cancel Gloriafood once you've had a clean week of trading on the new platform.

STEP 4

Common pitfalls and how to avoid them

We've seen these go wrong enough times to know. Read this list before, not after.

Pitfall 1: Modifier groups that don't match

Gloriafood's modifier setup doesn't always map 1:1 to other platforms. A 'large' size on Gloriafood might be a separate item elsewhere. Insist your new provider walks through every modifier with you before go-live, not after the first complaint.

Pitfall 2: Customer data left behind

Some operators forget to export their customer list because Gloriafood doesn't make it obvious. Your customers and their order history are your most valuable asset, so get them out now, even if you haven't picked your new platform yet.

Pitfall 3: Payment processor lock-in

Some payment processors are tied to specific platforms. If you have to switch processors during migration, expect a 7-14 day delay for KYC and underwriting. Plan for it.

Pitfall 4: SEO and link equity

If your Gloriafood ordering page ranks in Google (some do), make sure your new platform's URLs are 301-redirectioned from the old ones. Otherwise you'll lose months of organic traffic.

Pitfall 5: Going dark on customers

The migration itself is invisible to customers if you do it right. But not telling them is a wasted opportunity. Frame the switch as an upgrade (new app, new loyalty programme, new delivery options) and you'll see a spike in re-engagement.

ABOUT SLERP

If you'd like a hand with the migration, we're here.

Slerp is the UK's commission-free direct ordering platform for restaurants, bakeries and QSRs. We've been UK-headquartered since 2016, founded by an ex-operator who scaled a hospitality business to 20+ sites. We power ordering for brands like Zia Lucia, Detroit Pizza, B Bagels, Sourdough Sophia and Harley's.

| | |
|---|---|
| Branded ordering | Native loyalty |
| Web ordering site and app, your URL, your brand. Converts at 7x industry average. | Tiered, automatic, in-store wallet pass. Turns one-time customers into regulars. |
| Delivery sorted | Real UK support |
| Deliveroo Express, Uber Direct and Stuart out of the box. Just Eat Go from Q3 2027. | 7-day live support from a real human. No offshore call centres, no Zendesk loops. |

OUR MIGRATION PROMISE

Migration is on us. Live in days, not months.

If you're moving from Gloriafood, we cover the migration work: menu rebuild, delivery zone setup, branding, training and go-live. You don't lift a finger you don't have to. Most single-site restaurants are live within 7 days.

Book your free 20-minute migration call

We'll look at your current Gloriafood setup, show you what your store would look like on Slerp, and map out the move. No pressure, no commitment.

→ slerp.com/gloriafood-alternative

UK-built · 10 years in market · Founder-led · Free migration · Real human support, 7 days a week