

Rethink Your Menu for Snap-Back!

As you reopen your business and dine-in services, you will need to rethink and reengineer your menu to meet the new expectations of your customers.

Single-use, easily sanitized, digital display or contactless menus are recommended (or may be required) and serve as a clear indication of your commitment to safety and sanitation.

Streamline Your Business

- Limit your menu offerings for maximum efficiency, and profitability, while focusing on strategically planned LTO's to drive business.
- Adjust your staffing needs to accommodate your reduced dining room capacity, limited menu, and available services.
- Continue to offer carry-out, curbside pickup, and delivery, along with other enhanced services, such as meal kits, take & bake, and specialty items.
- Create an on-site pop up shop or virtual "marketplace" to sell your signature items and pantry essentials.

Rethink Your Menu Format

- Understand your customer. They will be looking to see the steps you're taking to ensure their safety and comfort – and this includes your menu format.
- Consider changing to a single sheet disposable paper menu, menu board, or digital display for best safety and sanitation practices.
- For dine-in service, introduce or enhance online ordering and payment options from the table.
- Offer your menu online and viewable via your customer's smart phone or tablet using a QR Code for contactless ordering.



Snap-Back! with QR Codes

Your customers are looking for a convenient and safe way to view and order from your menu when dining-in. To meet these new expectations, and as an alternative to disposable menus, you may want to offer your menu online and viewable to your customers from their smart phone or tablet. This can be done quickly and easily by using a QR code.



QR codes link customers to your:

- Contactless dine-in menu
- Online ordering for carryout and delivery
- Website, social media, and image gallery
- LTO's, special features, and promotions
- Virtual "marketplace" to sell signature items, family-style bundles, and take & bake meals

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