Mendvative

great restaurants start with great menus



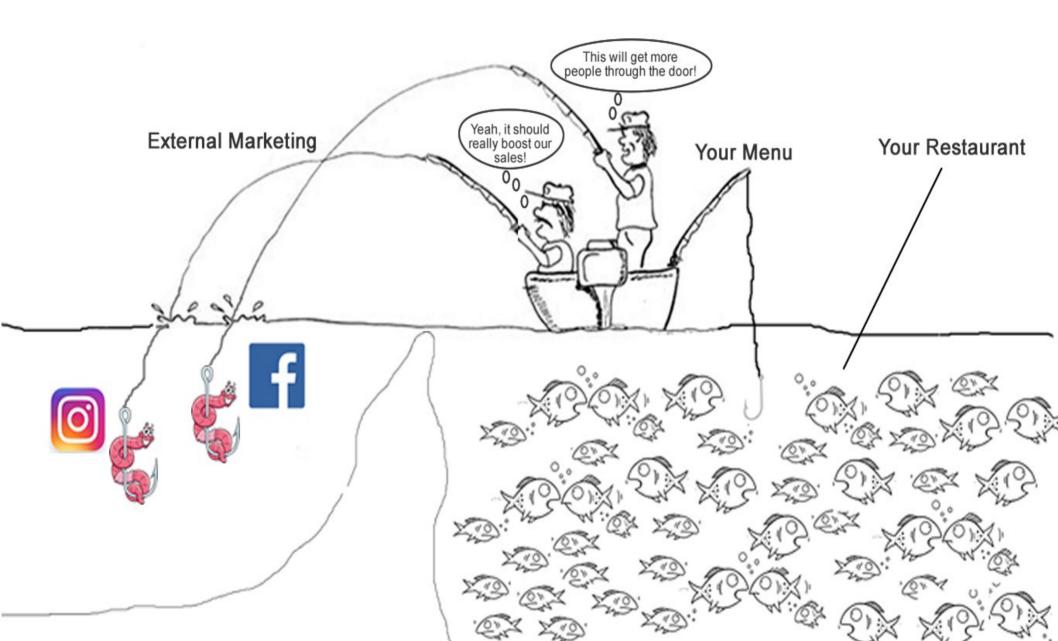
RESTAURANTS SELL FOOD & BEVERAGE

.. or do they?

- National statistics show only 5% of servers offer a recommendation or suggestion. Servers are not a sales force!
- This means 95% of the time, your menu is the primary sales tool for your restaurant. The restaurant sales experience is reduced to your guests' decision based off of words on paper.
- Would a text only website be effective? Or a tv commercial of just text on screen without any visuals?

Once you acknowledge your primary sales tool is nothing more than text on a piece of paper, you can begin understand how much better it could be!

Sales 101: Bait the Right Hooks Are you baiting the right hooks to improve your sales?



The Pains of Print

1. Changes are difficult, time consuming, & necessary

2. Not informative. Bigger = Expensive and hard to read.

3. Lack visual appeal. Not persuasive.

4. VERY EXPENSIVE (\$2,000 - \$20,000 annually)

5. Instantly inaccurate. Out-of-stocks and inaccuracies make customers angry.

6. Increases in F&B cost must be absorbed by the restaurant until the next reprint.

7. Limited space prohibits suggesting selling

8. Supplemental pieces /table tents are pushed aside and ignored.

9. Multiple menus (lunch, dinner, specials, drinks, desserts, kids, etc.) = CLUTTER & HEADACHE

10. Not sanitary. Cannot be cleaned and may need to be disposed of frequently – further increasing cost.

APPETIZERS

Sauteed Mussels I \$9.99 oversized greenlip mussels sauteed in a delicious garlic butter wine sauce

Escargot 1 \$17.99 imported and stuffed in mushroom caps topped with our own garlic butter wine souce

Crab Cakes I \$9.99 topped with our signature roasted bell pepper souce

Tomato Crostini 1 \$11.99 plum tomato, basil, olives, capers and balsamic vinegar

Clams Casino with Pancetta I \$9.99 dams topped with a savory mixture of pancetta, breadcrumbs, herbs and parmesan cheesette

ENTREES

Stuffed New York Strip 1 \$34.99 6 aunces strip hand stuffed with imported Canadian bacon and smoked cheese

Chicken Scallopine | \$15.99 lightly souteed chicken with mushrooms, artichoke hearts, and capers in a creamy lemon butter souce over angel hair pasta.

Grilled Sea Scallops I \$18.99 served with fresh mixed vegetables in a garlic butter white wine source. Chef's Blend of Garlic Pepper seasoning

Eggplant Parmesan I \$19.99 sliced eggplant topped with red sauce and mozzarella cheese over angel hair pasta.

Lamb Chops I \$29.99 10 ounces of lamb chops smothered in house made brown mint sauce

♦ All Entree's are served with Garden Salad and Marricatta Bread

DESSERTS

French Bread Pudding moist, sweet french bread infused with maraschina cherries

Rasberry White Chocolate Cheesecake rich cheese cake blended with creamy white chocolate and topped with fresh rasberries

Saffron White Wine Pears sweet, jury pears boiled with saffron lemon peel, cinnamon sugar and white wine

Hazelnut Mousse hazelnut flavored whipped cream combined with rich milk chocolate and a shot of espresso

Triple Chocolate Chip Cookies warm fresh from the oven cookies loaded with chocolate chips



Fountain Beverages Coke & Pepsi products

Wine bottle service available upon request

Full Bar custom and specialty drinks made with top shelf liquor

> Cocktails view drink menu for our signature cocktails

> Coffee & Cafe' cafe' drinks and coffee available all day

Dessert Specials

Mendvative

- Present in a modern, relevant medium
- More cost effective than printed menus
- Changes are easy, instant, and unlimited
- More informative & suggestive
- Easier to read (especially in low light)
- Easy to sanitize between use
- ALWAYS ACCURATE!
- Menu consolidation eliminates table clutter
- Provides marketing where it is most visible
- Instant response to fluctuating F&B costs
- Seamlessly extends beyond the dining room

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The strong, salty flavor of melted blue cheese is a great way to add a massive shot of flavor to your 12 oz Filet Mignon, which is an extremely tender cut of beef but needs some help in the flavor department. Served with a cabernet demi-glace and truffle french fries.

Decoy by Duckho

Zinfandel

Sonoma

Bottle 45

powered by www.menuvative.com

Bonterna

Ronterr:

Zinfande

California

Bottle 32

Tolie à De

Folie a Der

Zinfande

Sonoma

Bottle 42

We suggest the following with this item:

7 Deadly Zins

Zinfandel

California

Bottle 38

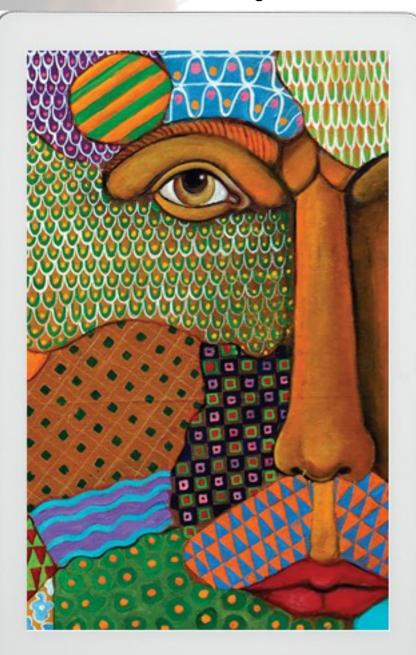
+ Show Nutrition

Rethink What the Menu Can Be

Examples from Menuvative Clients

Better Branding

More Storytelling

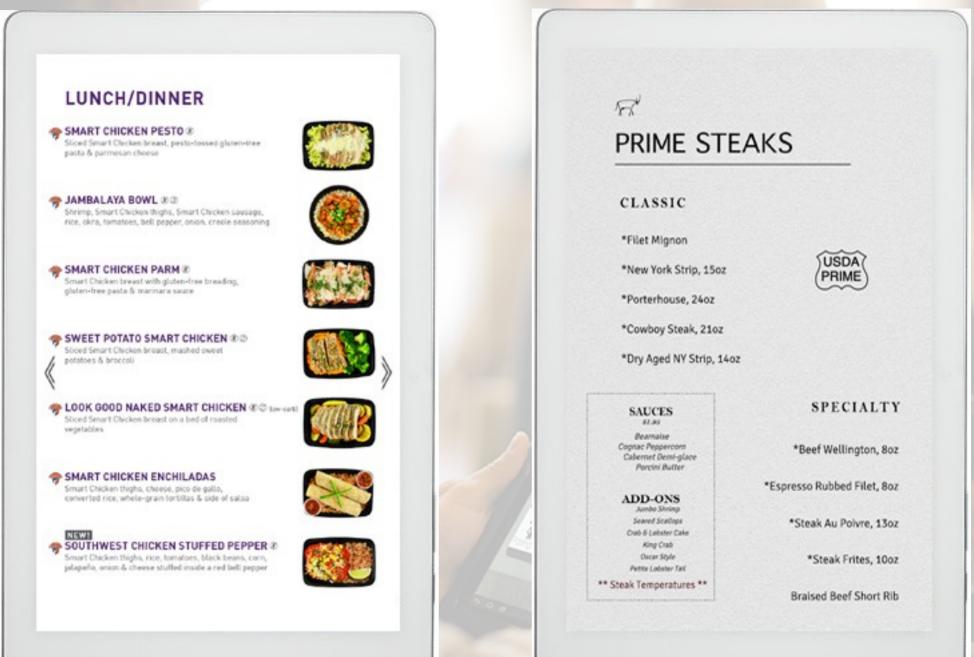




No Templates. Your Menu. Your Design.

Quick Service

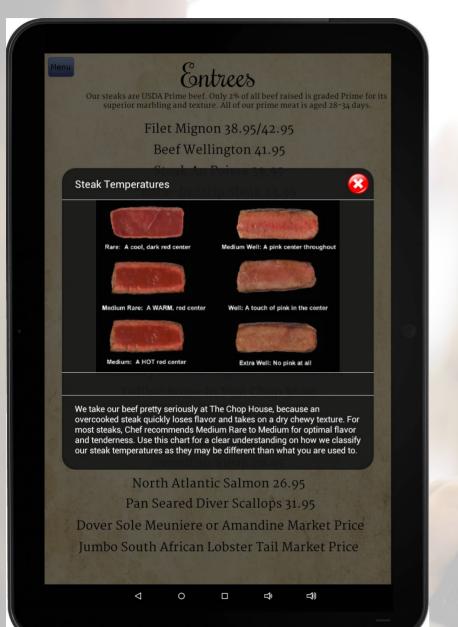
Fine Dining



More Item Detail = More Sales

Be More Informative

Sell More Add Ons



Menu			S
		-	
Entrees		•	2.
Filet Mignon 44		View Steak Temper	atures
Oscar Style			2
	9		

summary of texture and flavor.

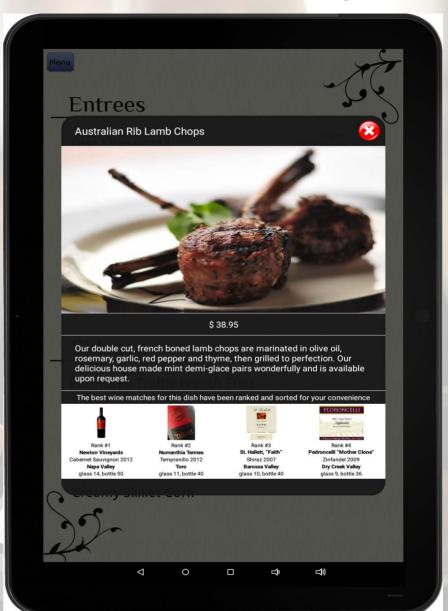
Jumbo Asparagus with Parmesan

口》

Easy Beer & Wine List Management

Menu G	Bls/Btl	Types	Grape(s)	Countries	Appellations	Sort		९ 🕐	
			Ca	abernet Sa	auvignon				
國亦 出土	Арр			t Sauvignor y, Style: Dry,					
Jordan Jordan Conserve Harrower	Арр			gnon, 2008 Valley, Style	: Dry, Type: Red				
	Арр		Napa Valle	ernet Sauvi y, Style: Dry,					
TRINCHER Links of Aller Manual Manual Researcher Name	Арр			West Viney y, Style: Dry,	ard", Cabernet : Type: Red	Sauvign	ion, 2010)	
HESS ANNOUS	Арр		California,	Sauvignon, 2 Style: Dry, Ty					
	App		rnet Sauviç Napa Valle	jnon, 2009 y, Style: Dry,	Type: Red				
SIMI SIMI	Арр				: Dry, Type: Red				
Girard concertorism sociesm sociesm	Арр	-	rnet Sauvig Napa Valle	jnon, 2009 y, Style: Dry,	Type: Red				
				Chardo	nnay				
POULLY-PUISAL URL INFO	App			sse, Chardo Style: Dry, Ty	nnay, 2009 pe: Still White				
South A CUT	App				tyle: Dry, Type: S	Still Whi	te		
									.)

Patented Auto Wine Pairing



Marketing Where it is Most Effective

Happy Hour & Daily Promotions

Announce New Items

NEW MENU ITEMS HAVE ARRIVED!



SOUTHWEST CHICKEN STUFFED PEPPER



SMART CHICKEN PESTO ZOODLES



FRIDAY & SATURDAY

SATURDAY & SUNDAY, BRUNCH AND BLOODY MARY BAR 10:00AM-2:00PM

Marketing Where it is Most Effective

Hiring & Outreach

Gift Cards & Other Promotions



Give the Gift **Fine Dining** Enjoy FREE Promotional Gift Cards! Purchase \$250 or more in Gift Cards and get a free for every \$250 spent. Purchase \$1,000 or more in Gift Cards, and get Cards for every \$250 spent. Use our gift cards at any participating MSV restaurant. Purchase online at MSVentures.com, at our restaurant, or call (888) 456-3463 Offered for a limited time only 11/1/2017- 12/31/2017, while supplies last. 300 North Summit Street, Suite 140 Toledo, OH 43604 toledochophouse.com

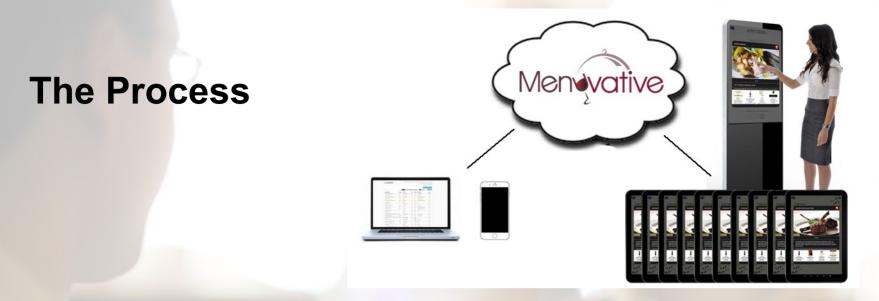
Some things never change. The menu shouldn't be one of them.

We pioneered paperless menus in 2012. Our clients span the country and all concepts, from big city fine dining to small town bar & grill. If you understand true value presentation and want to be a leader in the industry, Menuvative is for you.



"Digital Menu" Product Comparison

Feature	Menuvative	SmartCellar	UNCORKD	Uptown Network	TouchBistro	ElaCarte	Ziosk	Emenu
Menu / POS	Menu	Menu	Menu	Menu	POS	POS	POS	POS
Navigation	Blend	Web UI	Web UI	Web UI	POS	POS	POS	POS
Content	Any	Limited	Limited	Limited	Limited	Limited	Limited	Limited
Not Branded	Θ	X	X	Х	Х	Х	Х	X
Design Control	Θ	Limited	Limited	Limited	X	X	X	X
Replaces All Paper	•	X	X	Х	X	X	X	X
Individual / Mounted	Either	Either	Either	Either	Mounted	Mounted	Mounted	Mounted
Cloud Management	•	•	•	•	X	X	X	X
Item Database	•	•	•	•	X	X	X	X
Nutritional Info	•	X	X	X	X	X	X	X
Allergen Info	Θ	X	X	X	X	X	X	X
Promotional Pages	Θ	Limited	Limited	Limited	X	X	X	X
Manual Pairing	Θ	Limited	Limited	Limited	X	X	X	X
Automated Pairing	Θ	X	X	X	X	X	X	X
Filtering / Sorting	Θ	Limited	Limited	Limited	X	X	X	X
3 rd Party Integrations	Θ	X	X	X	X	X	X	X
Hardware	Android \$	IPad \$\$	IPad \$\$	IPad \$\$	IPad \$\$	Custom	Custom	IPad \$\$
Printable	Θ	X	X	X	X	X	X	X
Functional Offline	Θ	e	•	X	X	X	X	X
Multiple Menus	Θ	X	X	X	X	X	X	X
Menu Scheduling	Θ	X	X	X	X	X	X	X
Floating License	Θ	X	X	X	X	X	X	X
Purchase Option	Θ	?	?	?	?	?	?	?
Lease Option	Θ	?	?	?	?	?	?	?
Instant Updates / Editing	Θ	Limited	Limited	X	X	X	X	X
Multi User Permissions	Θ	X	X	X	X	X	X	X
Multi Unit Organization	•	X	X	X	X	X	X	X



- 1. Changes are made anywhere with a computer or smartphone
- 2. Your menus update automatically when you make changes
- 3. Menus are distributed/collected the same as always
- 4. Ordering and service DOES NOT CHANGE

5. When added to a restaurant's website, the menu is also updated instantly and may be shared via QR link anywhere.

Pricing

No setup or design fees

Includes loading all applicable menu content (food, wine, beer, cocktails, dessert, and photos) and current promotions. We create customized page themes tailored to your brand. We even score your food for automatic wine pairing with our patented Pairing Pro feature.

Menuvative monthly subscription

- up to 10 menus \$100
- a la carte 11- 39 \$10 per menu
- *\$200- \$400/mo unlimited devices and mediums per location
 * up to \$200/mo discount available through referrals

Android tablets and accessories

- purchase your own and we'll set them up for you
- purchase or lease through Imenutech (as low as \$110/ea or \$4/mo)*

*Imenutech can only provide repairs for tablets purchased from Imenutech

Included with Menuvative

- Create an account and learn the platform for free today at app.menuvative.com
- Free consultation on the engineering of your menu for maximum profitability
- Training for managers or staff
- A massive database of wine, beer, and spirits for fast import into your menu
- 24/7 access to edit your menu from your computer or smartphone
- Free updates
- Free technical support by phone and email

The Only Menu You Need



In the post COVID19 world, adaption and innovation are the key to survival. As the primary sales tool, the menu today must be engaging, suggestive, efficient, flexible, sanitary, and affordable. The time for printing menus on paper has expired. The time for Menuvative_® is now.

Cost / Benefit By The Numbers

Daily Cost of Menuvative A 100 seat restaurant with 50 tablets ~ \$17/day (each additional 10 tablets adds ~ \$0.75/day to the cost)

Average Increase in Per Guest Sales: 12%

The Bottom Line:

- What is the daily cost of printing your menus?

 How much do you value the benefits provided by Menuvative?

- Will a more engaging menu increase your guest check average by more than \$17/day?