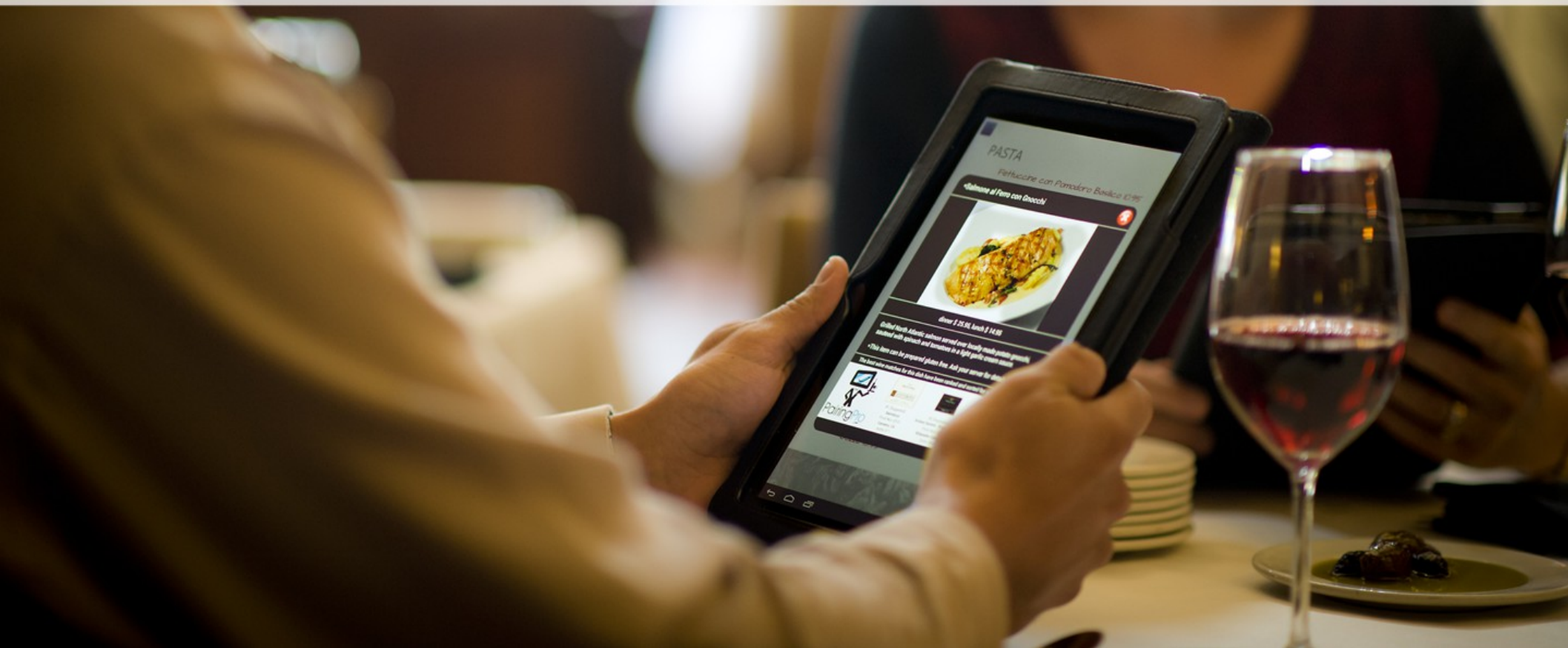




*great restaurants start with great menus*



# RESTAURANTS SELL FOOD & BEVERAGE

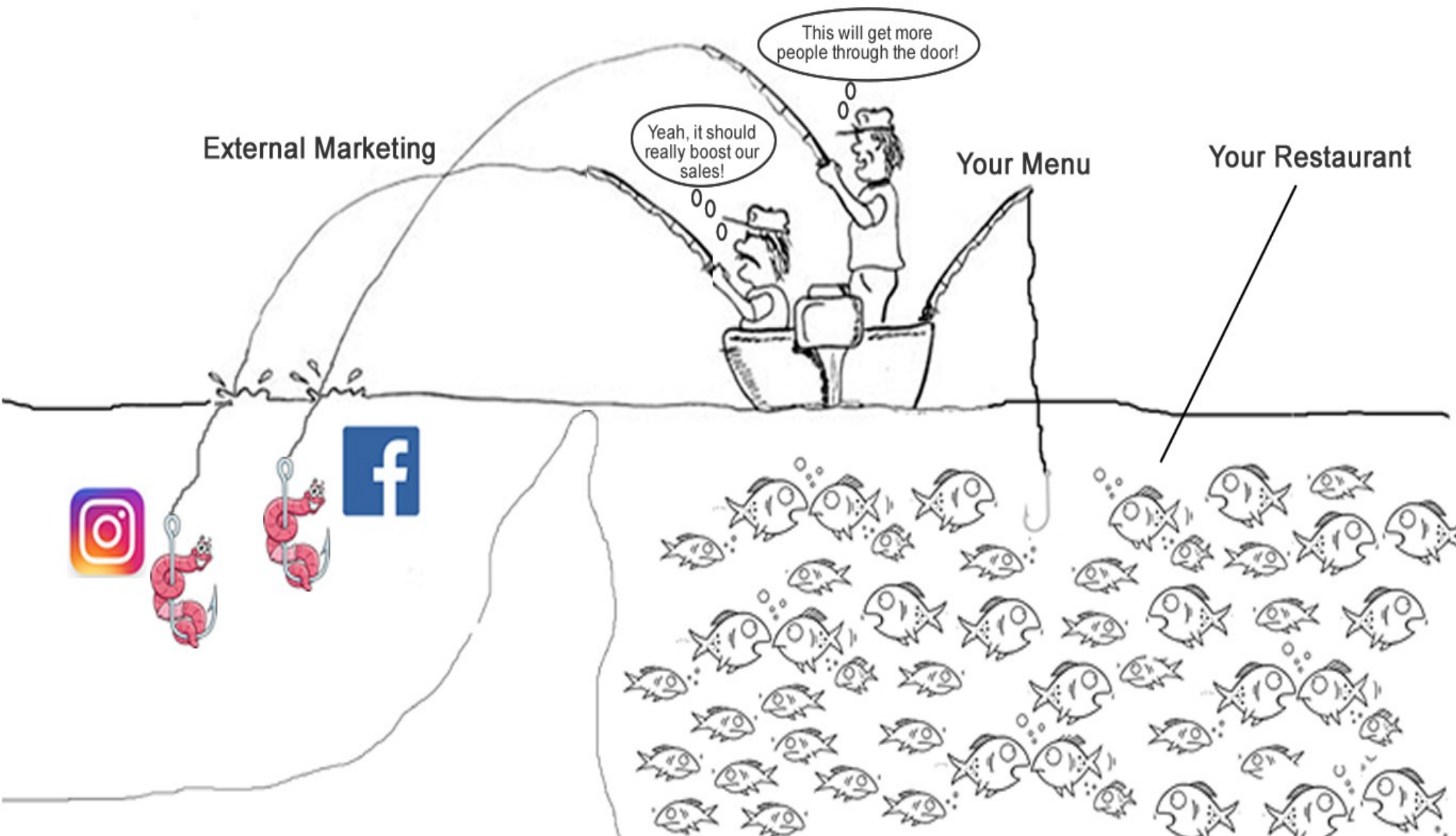
*..or do they?*

- 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?



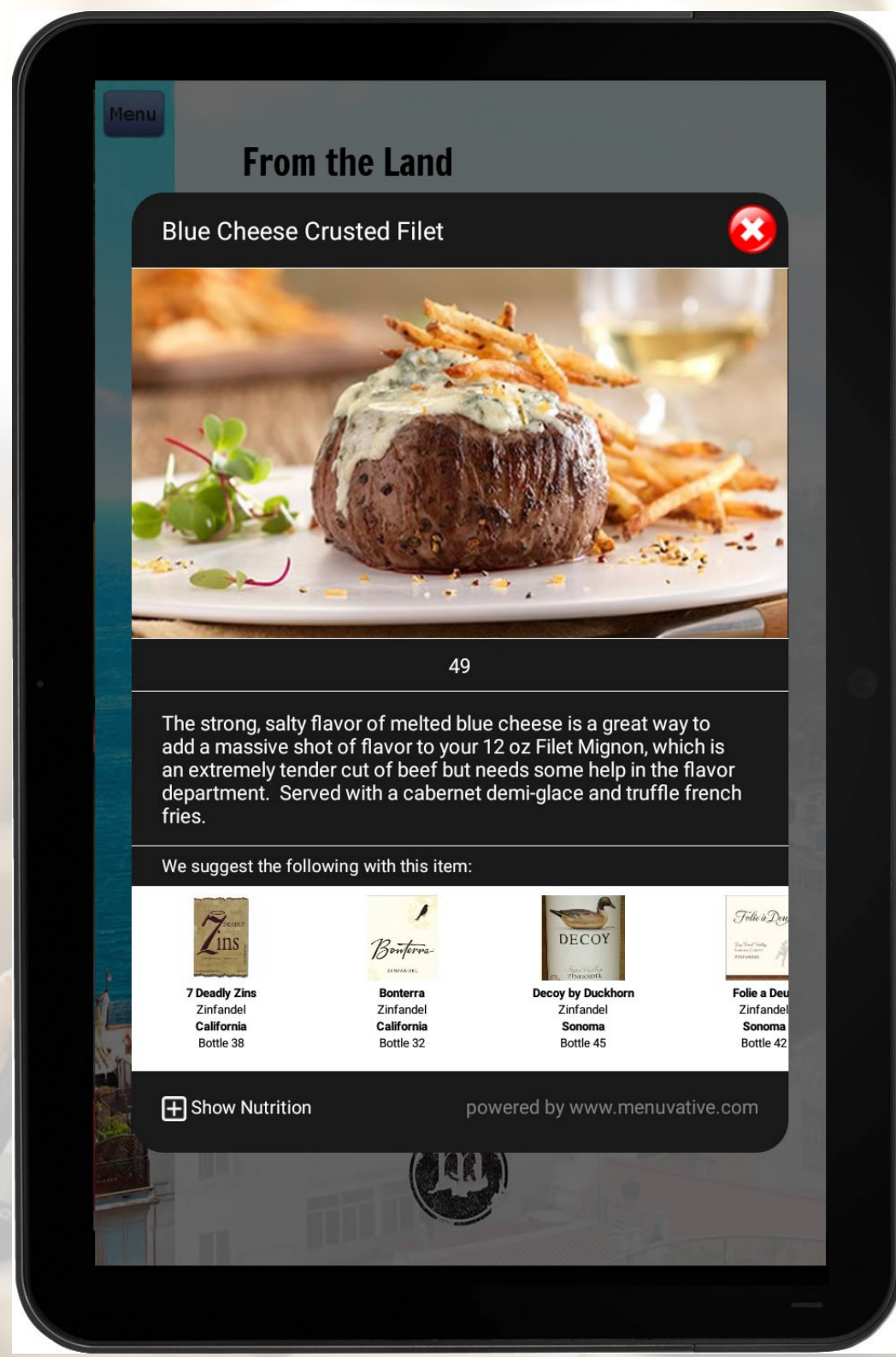
# The Pains of Print

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.





- 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



# Rethink What the Menu Can Be

Examples from Menuvative Clients

Better Branding



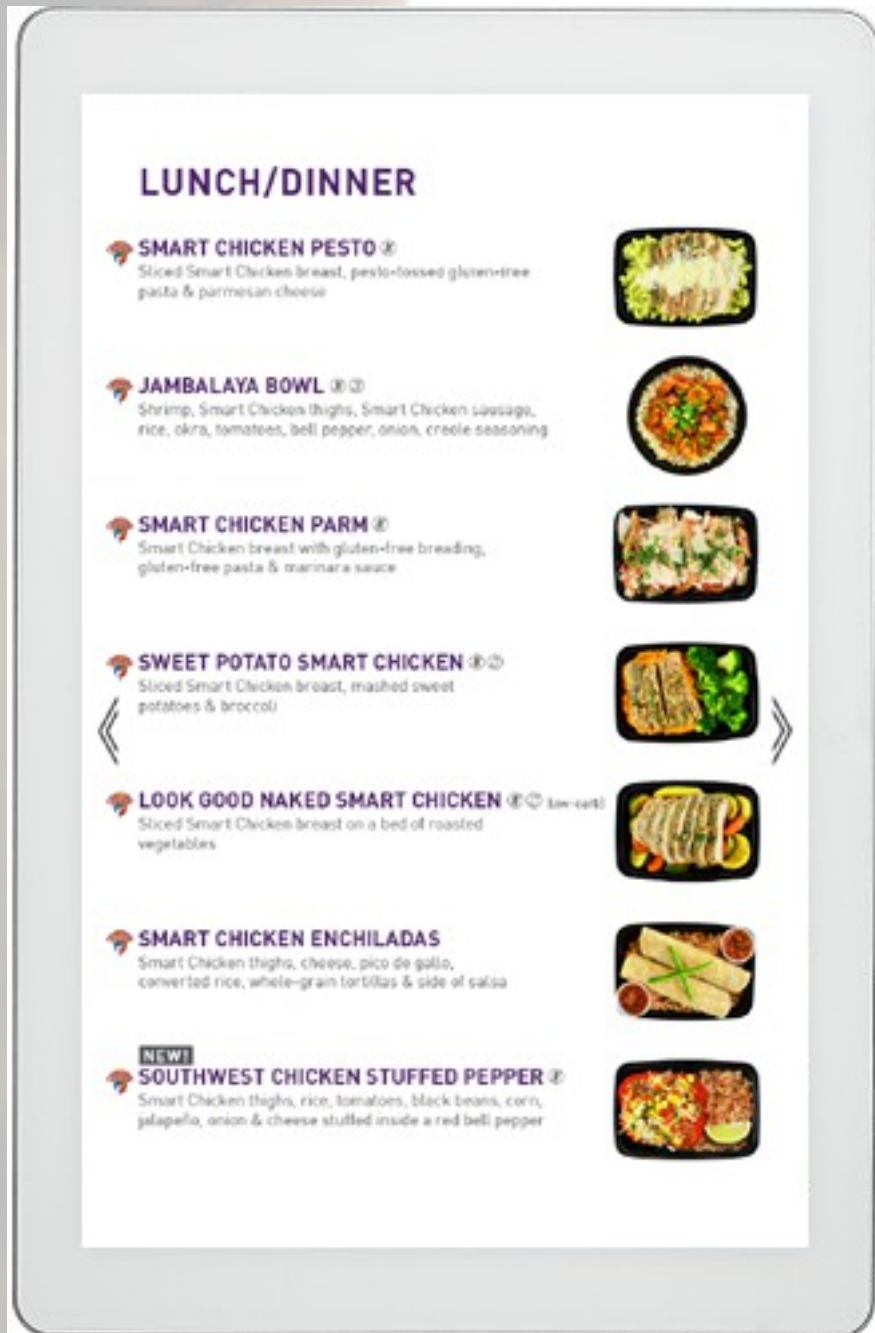
More Storytelling



# Rethink What the Menu Can Be

No Templates. Your Menu. Your Design.

## Quick Service



## Fine Dining

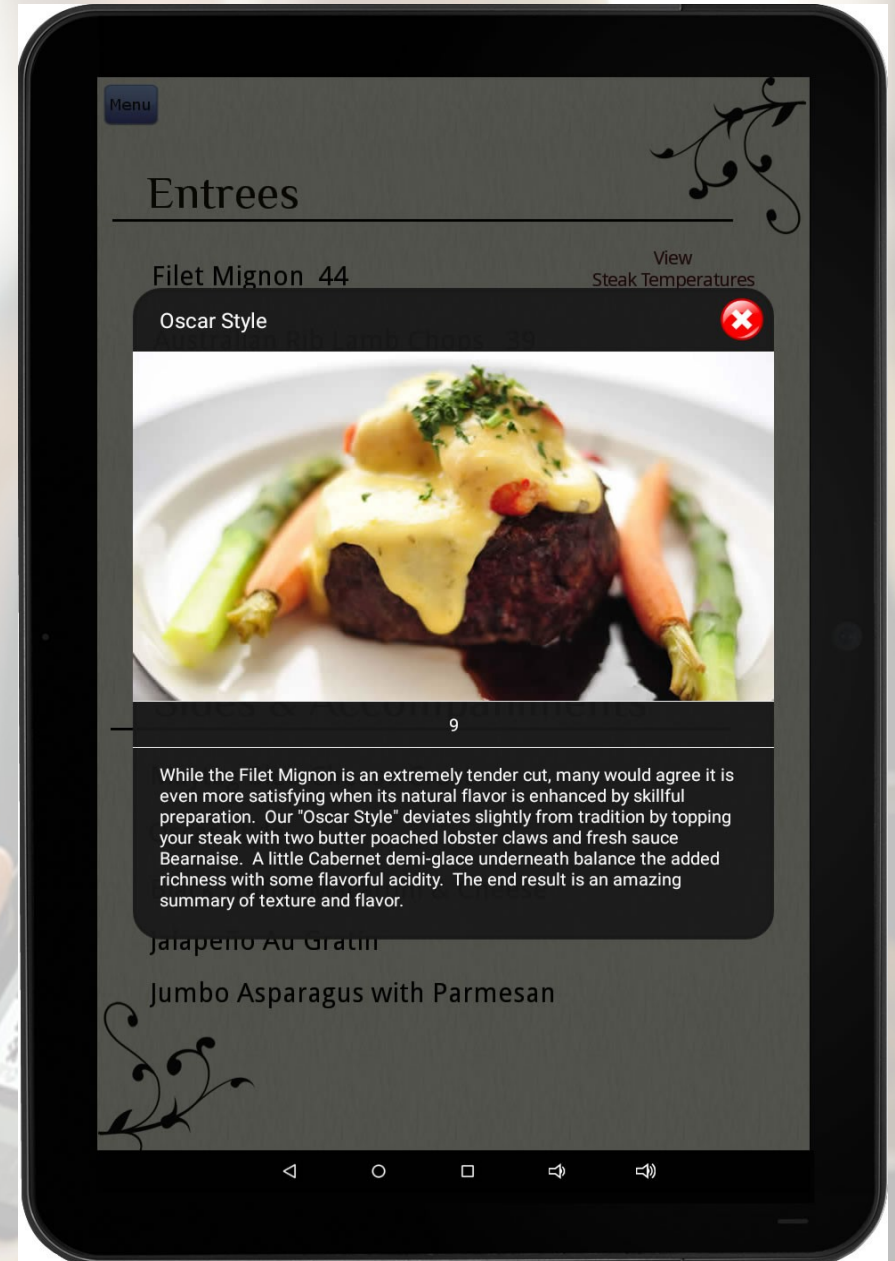
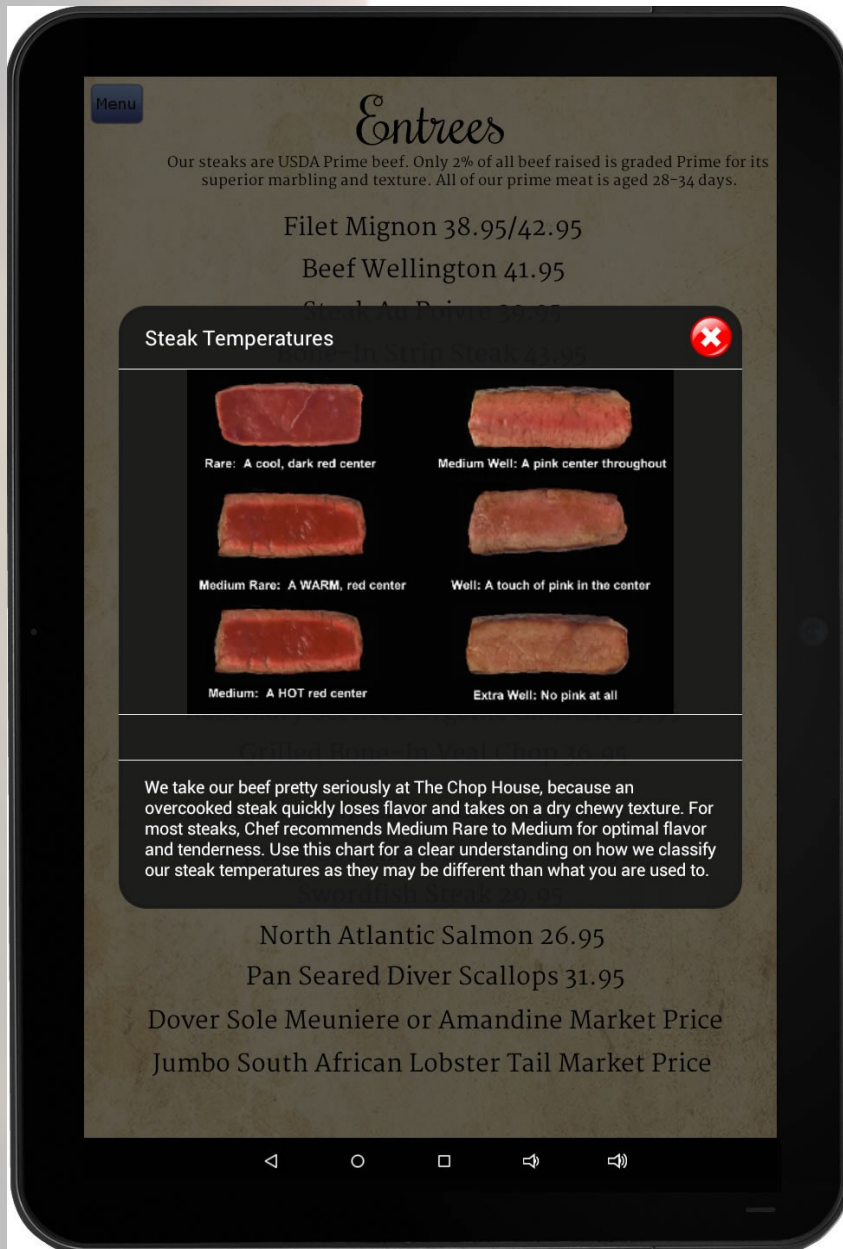


# Rethink What the Menu Can Be

More Item Detail = More Sales

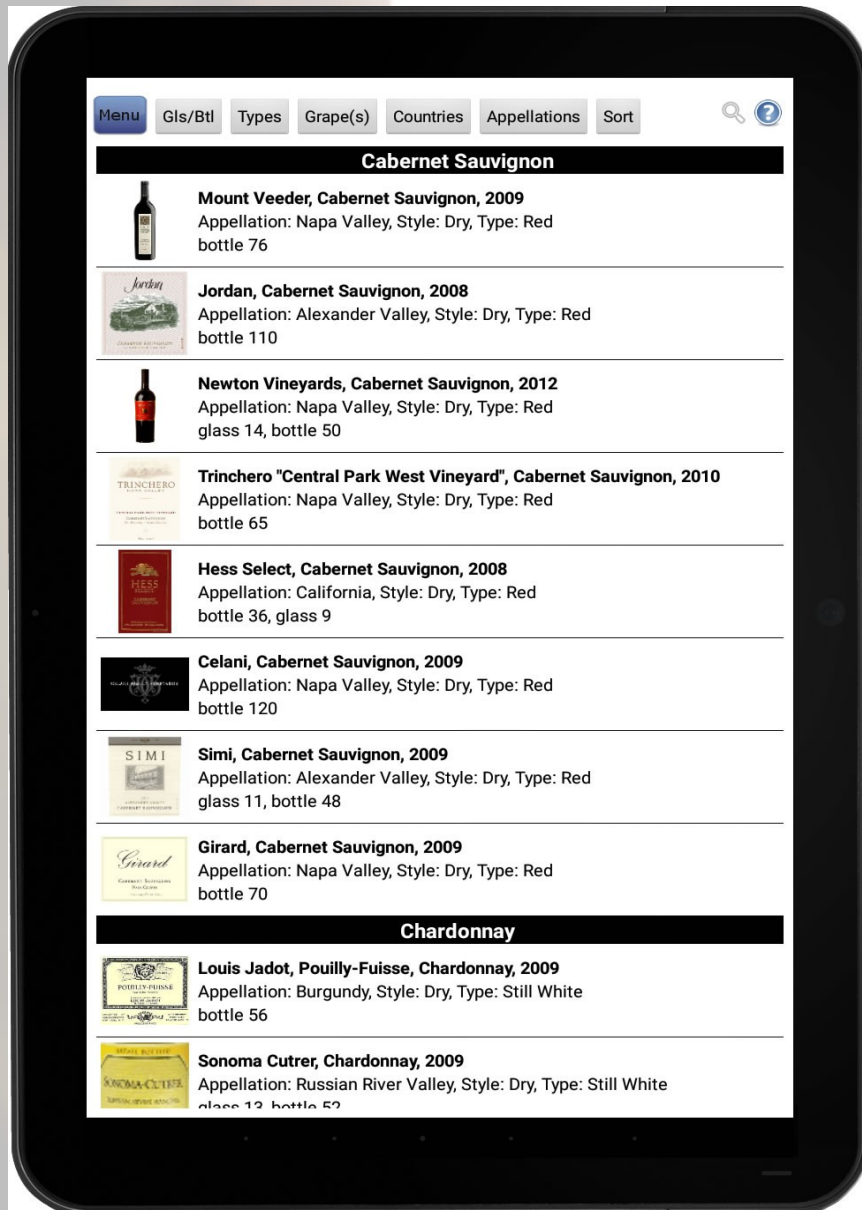
Be More Informative

Sell More Add Ons

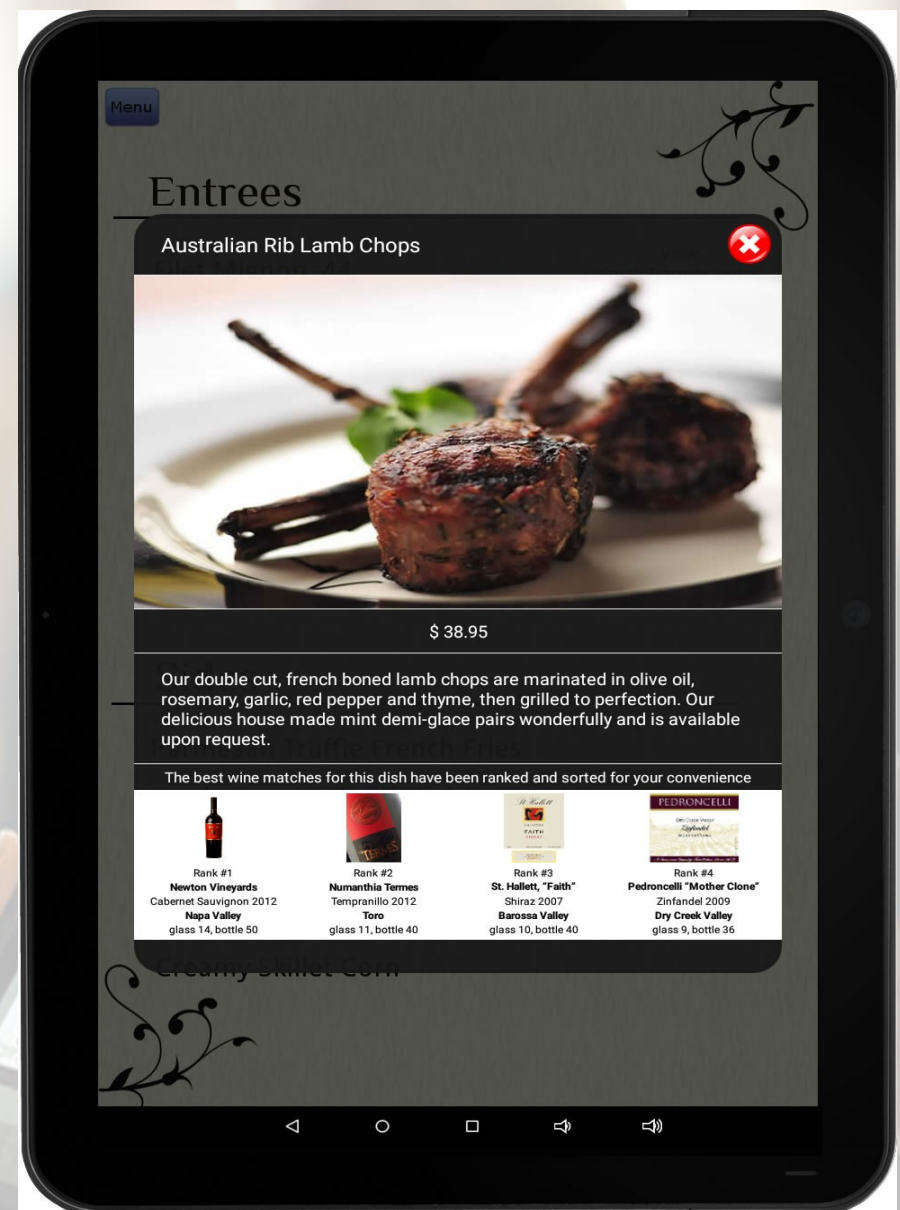


# Rethink What the Menu Can Be

## Easy Beer & Wine List Management



## Patented Auto Wine Pairing



# Rethink What the Menu Can Be

Marketing Where it is Most Effective

Happy Hour & Daily Promotions

Announce New Items



**1/2 OFF HAPPY HOUR:**  
MON - FRI: 3PM - 5PM  
MON - THU: BEER GARDEN 5PM - 7PM

**DAILY SPECIALS**

**MONDAY**  
50¢ WINGS ALL DAY!  
5:00 INDUSTRY NIGHT - ENJOY 1/2 OFF APPS, \$3 OFF BURGERS, & \$1 OFF DRINKS IF YOU WORK IN THE SERVICE INDUSTRY.

**TACO TUESDAY**  
\$3 BBQ TACOS & \$4 PERCH TACOS ALL DAY!  
\*SOLD INDIVIDUALLY

**WINE WEDNESDAY**  
50% OFF BOTTLES OF SLEEPING BEAR WINE W/ MEAL PURCHASE, & 15% OFF CARRYOUT WINE.

**MUG CLUB THURSDAY**  
MUG CLUB MEMBERS RECEIVE 50% OFF THEIR ENTREE WITH A MUG FILL!

**FRIDAY & SATURDAY**  
UNIQUE DINNER SPECIALS FROM 4:00PM-10:00PM

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

## NEW MENU ITEMS HAVE ARRIVED!



SOUTHWEST CHICKEN  
STUFFED PEPPER



SMART CHICKEN  
PESTO ZOODLES

# Rethink What the Menu Can Be

## Marketing Where it is Most Effective

Hiring & Outreach



**WE ARE  
HIRING**

— VISIT —  
**KLAVONS.COM/CAREERS**



Gift Cards & Other Promotions



**Give the Gift  
of  
Fine Dining**

Enjoy **FREE** Promotional Gift Cards!

Purchase \$250 or more  
in Gift Cards and get a free  
**\$25 Promotional Gift Card**  
for every \$250 spent.

Purchase \$1,000 or more  
in Gift Cards, and get **\$50**  
**free in Promotional Gift**  
**Cards** for every \$250 spent.

Use our gift cards at any participating MSV  
restaurant. **[www.mainstreetventuresinc.com](http://www.mainstreetventuresinc.com)**

Purchase online at **[MSVentures.com](http://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](http://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	😊	✗	✗	✗	✗	✗	✗	✗
Design Control	😊	Limited	Limited	Limited	✗	✗	✗	✗
Replaces All Paper	😊	✗	✗	✗	✗	✗	✗	✗
Individual / Mounted	Either	Either	Either	Either	Mounted	Mounted	Mounted	Mounted
Cloud Management	😊	😊	😊	😊	✗	✗	✗	✗
Item Database	😊	😊	😊	😊	✗	✗	✗	✗
Nutritional Info	😊	✗	✗	✗	✗	✗	✗	✗
Allergen Info	😊	✗	✗	✗	✗	✗	✗	✗
Promotional Pages	😊	Limited	Limited	Limited	✗	✗	✗	✗
Manual Pairing	😊	Limited	Limited	Limited	✗	✗	✗	✗
Automated Pairing	😊	✗	✗	✗	✗	✗	✗	✗
Filtering / Sorting	😊	Limited	Limited	Limited	✗	✗	✗	✗
3 <sup>rd</sup> Party Integrations	😊	✗	✗	✗	✗	✗	✗	✗
Hardware	Android \$	IPad \$\$	IPad \$\$	IPad \$\$	IPad \$\$	Custom	Custom	IPad \$\$
Printable	😊	✗	✗	✗	✗	✗	✗	✗
Functional Offline	😊	😊	😊	✗	✗	✗	✗	✗
Multiple Menus	😊	✗	✗	✗	✗	✗	✗	✗
Menu Scheduling	😊	✗	✗	✗	✗	✗	✗	✗
Floating License	😊	✗	✗	✗	✗	✗	✗	✗
Purchase Option	😊	?	?	?	?	?	?	?
Lease Option	😊	?	?	?	?	?	?	?
Instant Updates / Editing	😊	Limited	Limited	✗	✗	✗	✗	✗
Multi User Permissions	😊	✗	✗	✗	✗	✗	✗	✗
Multi Unit Organization	😊	✗	✗	✗	✗	✗	✗	✗

# The Process



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

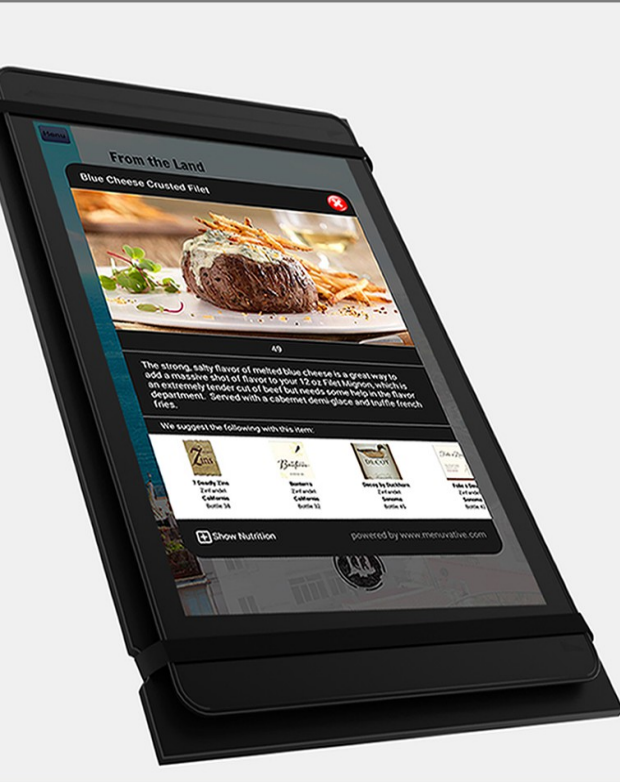
- purchase your own and we'll set them up for you
- purchase or lease through Imenutech (as low as \$110/ea or \$4/mo)\*

\*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](http://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

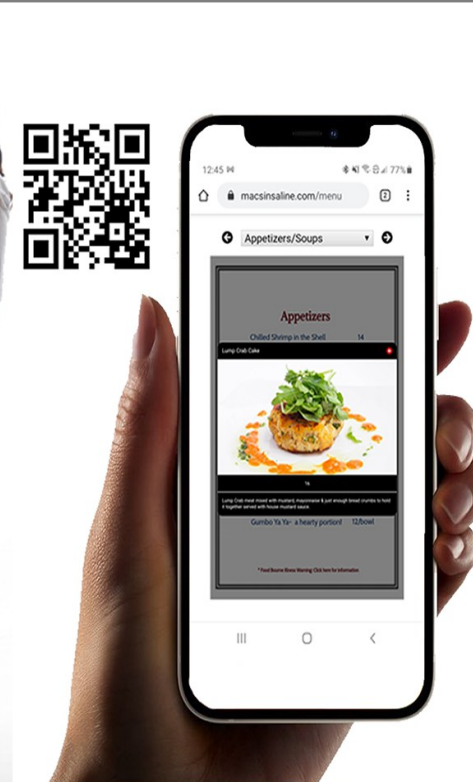
# The Only Menu You Need



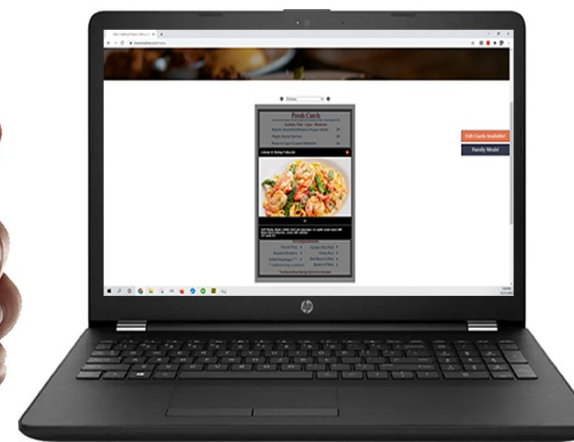
TABLETS



SMART SCREENS



MOBILE



WEB

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?

