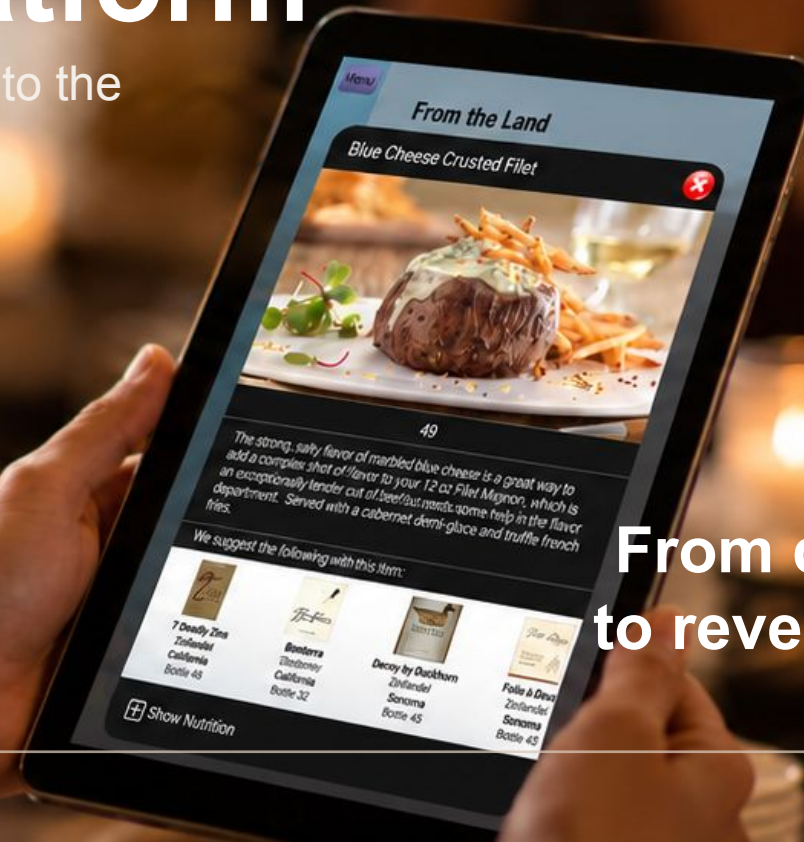


MenuVative

Digital Menu Merchandising Platform

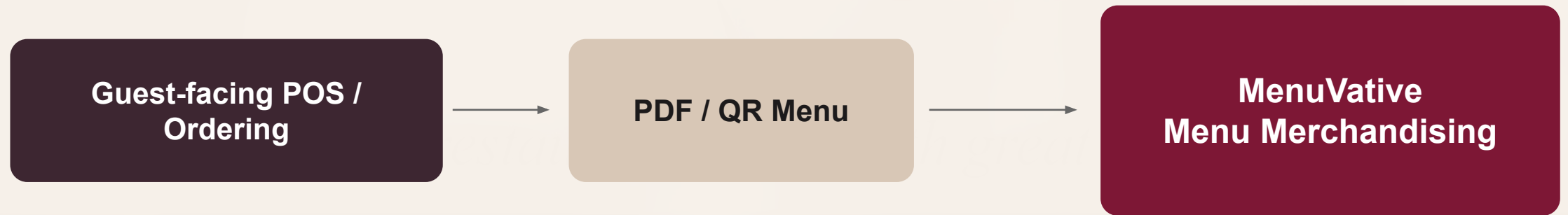
Bringing proven e-commerce selling discipline to the full-service dining experience.



From digital menu
to revenue control.

The Market Confusion

Everyone calls it a digital menu. That label hides the real difference.



**Our distinction is not “paper vs. screen.”
It is transaction technology vs. revenue-potential technology.**

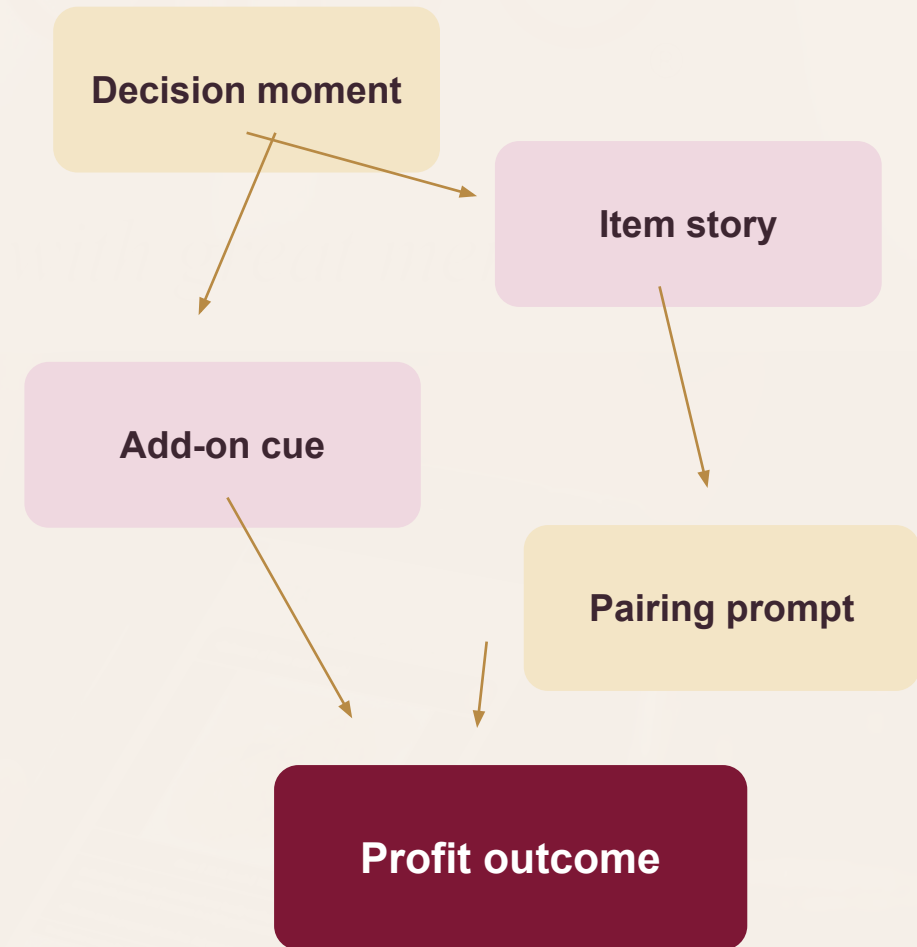
- POS changes how guests order and pay.
- QR menus mostly reproduce paper on a phone.
- **MenuVative changes how the menu *sells*.**

The Untapped Revenue Surface

In full service, the menu is still the primary sales presentation.

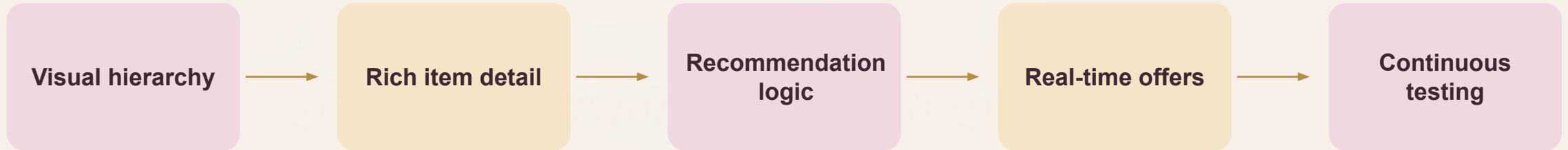
Every guest. Every table. Every visit.

The industry has optimized advertising, online ordering, delivery apps and loyalty. The in-house menu experience — where the highest-margin choices are made — has remained comparatively static.



What E-Commerce Already Knows

Presentation is not decoration. It is conversion architecture.



MenuVative imports these proven merchandising behaviors into the restaurant's most valuable channel: the in-house menu.

Not more buttons. Not self-ordering. Just better selling.

Enhanced Menu Engineering

The discipline moves from spreadsheet theory to live menu execution.



Classic menu engineering identifies where profit lives. MenuVative gives operators the ability to shape attention, improve perceived value, promote profitable choices, and revise instantly.

Digital Menu Merchandising

A full-service menu can finally behave like a modern selling environment.

Hero imagery Make profitable items craveable before the server speaks.

Storytelling Turn origin, technique and quality into perceived value.

Guided discovery Help guests find the right choice faster.

Suggestive selling Feature pairings, add-ons, sides, wine and desserts naturally.

Promotion control Deploy features, LTOs and happy-hour offers without clutter.

**Merchandise
like e-commerce.
Serve
like full service.**

Unparalleled Operating Control

Profitability becomes something an operator can actively manage, not merely review after the fact.

1

Change menus instantly

2

Steer demand toward better margins

3

Protect profit when costs move

4

Consolidate marketing at the point of choice

MenuVative turns the menu from a fixed cost center into a controllable revenue system.

The result: more control over every dollar of revenue potential already walking through the door.

What MenuVative Is Not

This distinction eliminates the biggest adoption fear.

NOT POS

NOT self-ordering

NOT payment

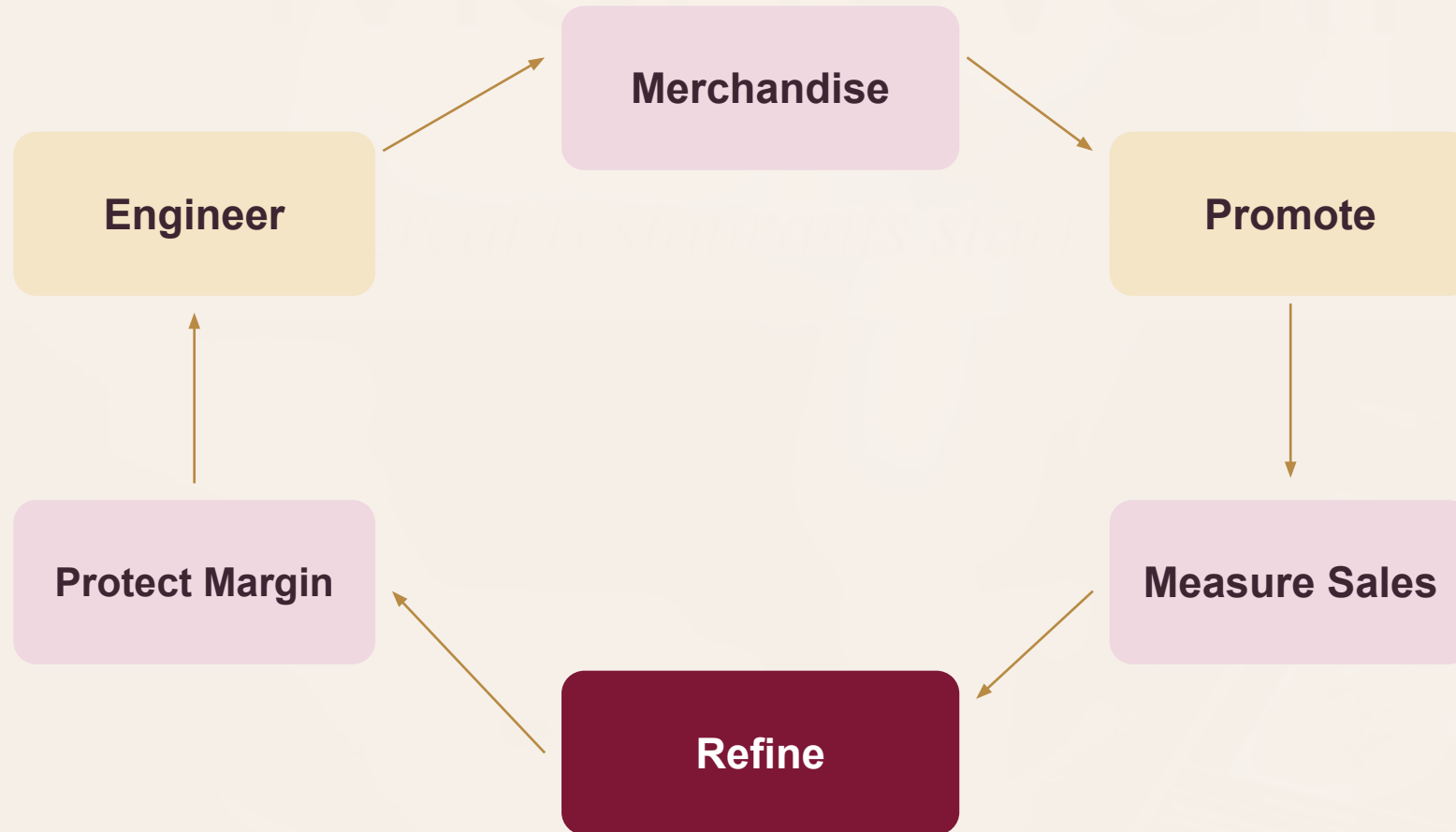
Server interaction remains intact.

MenuVative is used like a traditional menu, but with a modern selling engine behind it. Guests still browse. Servers still serve. Operators control the presentation.

MenuVative → Server Interaction → POS Transaction / Payment

The Profitability Loop

A menu platform built for continuous improvement.



No expensive POS integration is required to improve presentation. Operators can use sales data, cost data and classic menu engineering to revise the menu presentation again and again.

The New Positioning

A category definition restaurant operators can understand.

MenuVative is not just a digital menu.

MenuVative is a Digital Menu Merchandising Platform because it gives restaurants greater control over how their menu impacts revenue.

For operators who do not take revenue potential for granted.

“Most digital menus only change the format of the menu. POS platforms change the transaction. MenuVative changes the selling power of the menu itself. It brings the merchandising discipline restaurants already see in e-commerce into the full-service dining room — without replacing service, changing ordering, or requiring POS integration.”



The promise: more control over attention, demand, margin and revenue potential.

Next Step

Rebuild your menu around business outcomes, not menu format.



MenuVative gives full-service restaurants the operational control to merchandise smarter, sell better, and protect profitability.

great restaurants start with great menus