

# Value Menu

## THE TOP 12 BENEFITS OF DIGITAL MENU BOARDS

Our April 2012 survey of quick service and fast casual restaurant operators revealed the top benefits of digital menu board systems.

### LUNCH & DINNER

**1** Centralized control of menu board content



67.9%

**2** Better pricing flexibility



49.1%

**3** Lower costs to make menu changes



49.1%

**4** Increased customer satisfaction



47.2%

**5** Increased sales of promotional items



37.7%

**6** Improved operational efficiency



37.7%

TODAY ONLY: BUY ANY OF THESE ITEMS AND ADD A LARGE SOFT DRINK FOR ONLY \$1

NEC

### SIDES & BEVERAGES

**7** Better compliance with menu labeling laws



22.6%

**8** Higher check averages



20.8%

**9** Increased sales of high margin items



18.9%

**10** Improved order accuracy



17.0%

**11** Increased foot traffic



15.1%

**12** Higher margin per transaction



9.4%

SIGN UP FOR CUSTOMER REWARDS AND GET A FREE SIDE ITEM NOW

NEC

**drive-thru**

accounts for approximately **70%** of quick service restaurant sales

Of restaurants that employ digital menu boards, ONLY 27.3% have installed them at the drive-thru



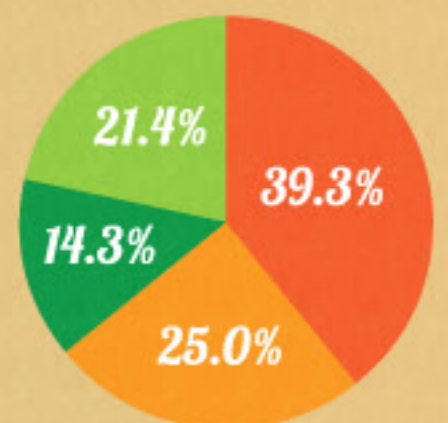
### AVERAGE TIME TO RECOUP DIGITAL MENU BOARD INVESTMENT



### SALES LIFT

Digital menu boards typically help restaurants sell more

- < 1% Sales Lift
- 1% - 3% Sales Lift
- 3% - 5% Sales Lift
- > 5% Sales Lift



### MENU LABELING: YES WE CAN!

Digital menu boards can help restaurants that are now required to show calorie counts on menu items

The Affordable Care Act of 2010 — Obamacare

Food establishments with 20 or more locations to provide calorie counts on menus and menu boards for standard menu items

200,000+ restaurants affected  
71% of adults are trying to eat healthier

With digital menu boards showing nutritional value, they can do so much easier

[http://www.restaurant.org/nra\\_news\\_blog/2011/04/fda-issues-proposal-on-how-to-implement-new-nutrition-disclosure-rule-for-chain-restaurants-similar.cfm](http://www.restaurant.org/nra_news_blog/2011/04/fda-issues-proposal-on-how-to-implement-new-nutrition-disclosure-rule-for-chain-restaurants-similar.cfm)  
<http://www.fastcasual.com/whitepapers/2559/Digital-Menu-Boards-and-Labeling-Laws>  
[http://restaurant.org/pdfs/research/2011forecast\\_pfb.pdf](http://restaurant.org/pdfs/research/2011forecast_pfb.pdf)

Presented By:

