



## **FAQs: About the Foodtree Menu Quick Response (QR) Codes**

### **Why is Foodtree offering this service?**

We are building a global database of food sources and origins and we need food business that care about where food comes from to help.

Much like Oceanwise improved the way the public understood sustainable fishing practices, Foodtree sees technology as the next stage in a move towards a more open and transparent food system. Smartphone optimized integration enables everyone to easily find out where their food comes from, on the go. They can then make food decisions based on their needs - be it local, organic, gluten free, sustainable, authentic, delicious.

### **What is the cost?**

It is completely free to share the information and put a code on the menu. Foodtree provides the design file but any menu printing costs must be covered by the restaurant.

### **What are the benefits to the restaurant?**

Free menu QR codes

- help restaurants communicate about quality produce & distinguish themselves
- assist servers in explaining menu offerings and answering diners' questions
- support the farmers and artisans that support the restaurant

In addition to the free menu codes, restaurants can activate an interactive map on their Foodtree profile and embed this map in their website, also at no cost. They can use the free iPhone app to communicate their menu in photos and share through social media.

### **Who can participate?**

Any food business! We encourage anyone who wants to share their story to get in touch.

### **How are food businesses using your technology to their advantage?**

Restaurants are taking photos of new dishes or products with the iPhone app and sharing them with their Twitter followers and Facebook fans. Some are contemplating using it to help with their wine recommendations. Customers can take a photo of the label of a bottle they enjoyed and tag it to the winery, and find out who carries that brand, for easy future reference (or mushroom forager, brewery, baker, cheese maker).

### **Can food businesses that aren't restaurants participate?**

We'd love to chat. Right now we provide window decals to food businesses like butcher shops, grocers and fish markets that share their information - The Honest Butcher and 7 Seas Canada, both in Kitsilano, are two examples. We can get creative with how to incorporate the code on packaging, shelf talkers, product information material, etc.

### **I'm not a food business but want to get involved - how can I do this?**

Sign up for a free Foodtree account and download the iPhone app to join the conversation! And ask your favorite restaurants where their ingredients come from and tell them about Foodtree.



**Is this only in Vancouver?**

The QR Codes are live in Vancouver but we'd love for any restaurant in Canada or the US to participate.

**If a restaurant doesn't use exclusively local or organic produce, is it still welcome?**

Of course - we are providing a tool for restaurants and food businesses to share what they are proud of. If a chef's discovered the most amazing Italian burrata or a sommelier is really proud of their specialty wine list, that's unique and we want to provide a mechanism for them to share that information. It's up to the diner to decide if it suits their eating priorities. This is about open information, not judgement.

**What effort is required on the part of the restaurant to participate?**

Very little. A restaurant that already has a profile with connections in our database only need to contact us for a code. If they're not yet there, we can add them and any connections within a few hours.

**What does the code look like?**

We've customized a few options and can make adjustments to suit the menu. The essential requirements are

- the code must be big enough, and sharp enough resolution, that a smartphone can successfully scan it; and
- the Foodtree logo must appear next to the code.

Anything else can be up for discussion, though we do recommend including a call to action to tell the customer why they should scan the code.

**Bishops**



Scan here to discover the story behind our menu.

powered by **FOODTREE**

**Rocky Mountain Flatbread Co**



Scan here to discover the **story** behind our **menu**.

Oceanwise's approved sustainable seafood.  
Fair trade and organic coffee and tea.  
Local organic produce wherever possible.  
Local organic free range and hormone-free meat and chicken.

via.fdr.me/rckymtnkits  
on your phone



We are pleased to partner with Foodtree to provide you with details about the farmers and producers we support.  
www.foodtree.com & free iphone app

**Nicli Antica Pizzeria**



Scan here to discover the **story** behind our **menu**.

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