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**“The Future is Here – Menuvative
Revolutionizes the Concept of the Restaurant Menu”
~Interactive Menu Technologies, July 9, 2012**

Ann Arbor, Mich. – Interactive Menu Technologies (Imenuotech) is on the leading edge of setting a new trend in the restaurant industry. Imenuotech’s digital Android menu tablet, Menuvative, adds operational efficiencies to restaurants while improving the guests’ dining experience. But this is no ordinary digital menu that just reiterates a paper menu – this feature rich system does so much more.

Menuvative is a unique web-based menu system that provides absolute control over the look and style of interactive menus, provides operational efficiencies with real time updates as information is synchronized directly to the Android menu tablets and also offers Pairing Pro, a patent-pending wine pairing system that mimics the logic used by Sommeliers to generate the best possible wine pairings for every food item.

As a new tech tool in the industry, Menuvative provides:

- an **interactive menu experience** that allows guests to selectively view detailed images of plated food items, elegant descriptions, wine scores and tasting notes on as easy to read digital menu.
- an **invaluable training tool** for service staff to use to learn about the restaurant concept and food and wine pairings.
- **Pairing Pro**, a patent pending algorithm that mimics the logic behind the food and wine pairing process performed by sommeliers.
- **amazing efficiency** allowing restaurants to extend a sommelier’s recommendation to any guest at any time. This is especially useful in locations where there is not a sommelier on staff.
- **promotional viewing opportunities** for the restaurant without having to purchase printed materials such as posters, flyers, table tents, etc., since graphics from promotions can easily be added into any viewing option on the menu.
- **brand integrity**, allowing a restaurant to digitally convert any brand image into the creative design and layout of the menu tablet.
- **overall cost savings** from creating and stocking paper menus, and costs associated with re-prints from menu changes, out-of-stock items, etc.
- **overall operational efficiency** in coordinating real-time menu changes with a Chef’s diverse creativity.
- **increased food and wine sales** as guests ordering patterns become influenced by the recommendations of new select pairings and other suggested offerings.
- **adherence to federal regulations** - new FDA regulations from the Health Care Law require that restaurants provide calories and nutritional information on menus by 2014 - the ability to do that is embedded into these menus.

The menu, whether for one restaurant or a chain of hundreds, is often a valuable first impression and an essential link to the guest. The menu concept has not changed for as long as restaurants have used them. Aside from being less than green, reprinting menus with every menu change is time consuming and expensive. The burden of nutritional disclosure could soon make printed menus as long as *War and Peace*. Menuvative is the first, complete, interactive digital menu system designed for the restaurant industry. Menuvative offers easy image uploads creating a library of food images and the opportunity to carry a restaurant’s brand image to the digital format. It also integrates the full nutritional FDA database and can cleanly display the nutritional information for every menu item. In a matter of minutes, restaurants can change a single menu item, or the entire menu for one restaurant or a thousand, as often as needed, at absolutely no additional cost.

The long term savings over traditional printed menus are significant. In one case study, a casual seafood restaurant printing weekly menus will save over \$50,000 over five years by switching to Menuvative. Unlike printed menus, there are no space limitations – restaurants can add elegant, sales oriented descriptions, high-resolution images and allergy information for every dish. Additionally, one of the most unique features of this system is Pairing Pro, an amazing efficiency of this menu system that allows restaurants to extend a sommelier's recommendation to any guest at any time. This is especially useful in restaurants where there is not a Sommelier on staff.

Menuvative engages guests on a variety of levels. Guests have enjoyed the elegant descriptions and photos of each item, viewing wine scores and tasting notes and the easy readability of the menu. With regard to the guest's dining experience, you won't find any games, social media or any other internet interaction on the menu tablet. Menuvative is not a direct order process like a kiosk where an order is placed online and does not eliminate the interaction with the server at the restaurant. Menuvative provides a greater amount of information to each guest, enhancing the guest's dining experience. As guests are seated, they are handed a traditional looking smooth black leather-bound menu. But that is where tradition ends and the new menu experience begins. Upon opening the menu, a ten inch digital screen displays a crisp image of the restaurant logo and makes the statement "this is not your ordinary menu". As you scroll through the pages of the interactive menu tablet, guests will find this is far more informative than a traditional menu. A simple tap on any item delivers a chef's full description with an accompanying photograph, food and wine pairings and the potential to offer nutritional and allergy information.

Imenutech has been in design and development of Menuvative for the last three years and was first officially launched at The Chop House in Ann Arbor, Michigan in April of 2012. Mike Gibbons, President and CEO of Mainstreet Ventures and former Chairman of the National Restaurant Association, knew the tablets would be well received. They were so well received in fact that Mainstreet Ventures is now also launching Menuvative at The Chop Houses in Grand Rapids, Mich., Annapolis, Md., and Charleston, W. Va. Menuvative is also soon to launch at the Real Seafood Company in Ann Arbor, Mich. Revolution Grille, a new restaurant concept in Toledo, Ohio also uses Menuvative. Restaurants that have Menuvative are reporting a remarkable response from guests and staff, and as a result have seen a change in ordering patterns and an increase in food and wine sales. Guests are trying new food and wine pairings based on the recommendations from Menuvative's Pairing Pro, showing an increase in the variety of items ordered.

Although Imenutech is certainly not the first with the idea that a restaurant menu should be on a digital tablet, Menuvative is certainly a product that was designed to face the many different challenges that restaurants of all types have long experienced with printed menus, and takes a new approach to engaging the digital media into the restaurant concept.

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