

3 WAYS DIGITAL MENUS BOOST BAR & RESTAURANT SALES

HIGHLIGHTING YOUR MENU

01

Digital screens are **viewed 660% more than static screens.**

Consumers recall **83% of the information they see on digital screens**—far more than with traditional media.

I LOVE the unique look of TapHunter's digital menus. They're a big step up from menus that look like every other bar's.

Bryan Daniels, Brewcaipa Brewery

Name	Style	ABV	IBU	Price
ANGRY ORCHARD APPLE CIDER	Cider	5.0%	10	\$2.00
EVERY LILKIND	Wheat	5.0%	10	\$2.00
BRECKENRIDGE ADOBE WHEAT	American Wheat Beer	5.0%	10	\$2.00
BULL BUSH BIG OCN BROWN ALE	American Brown Ale	5.0%	10	\$2.00
BULL BUSH OHIO FUEL	American Lager	5.0%	10	\$2.00
COORS LIGHT	American Light Lager	4.2%	10	\$1.99
MESQUITES MIRROR POND PALE ALE	American Pale Ale	5.0%	10	\$2.00
DRY DOCK APRICOT BLONDE	Pilsner	5.1%	10	\$2.00
EPIC THE GOVORNIA	2014 Best of Brewcaipa Beer	5.0%	10	\$2.00
GREAT DIVIDE OATMEAL YETI	Imperial Stout	6.0%	10	\$2.45
HEINEKEN	Wheat Beer	5.0%	10	\$2.00

INCREASING ORDERS

02

Bars & restaurants with **digital menus grow sales 3-5%.**

Margin per **transaction increases 2.5-3%.**

1 in 5 consumers makes an unplanned

02

sales 3-5%.

Margin per transaction increases 2.5-3%.

1 in 5 consumers makes an unplanned purchase after seeing items on digital screens.

The digital drink menu is very good looking and really gets guests' attention.

Brent Drescher, The District Tap



IMPROVING CUSTOMER EXPERIENCE

03

79% of customers agree that technology improves their dining experience.

An easy-to-read menu is a top priority for 74% of patrons.

Customers love the menu boards and really appreciate the ability to see where the beers are from.

Adam Mendenhall, Lyzzards Lounge



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