Reopening "How-Tos"
Practical Solutions for Payments, Menus, and More

Presented by: Illinois Restaurant Association, SpotMenu/BrandMuscle, Heartland and Modjoul in conjunction with Cook County Board President Toni Preckwinkle and the Cook County Community Recovery Initiative including partners Illinois Business Immigration Coalition and National Partnership for New Americans.

July 23, 2020

Para escuchar en español, use el botón Interpretación.
Panelists

Rich Mendis
Chief Strategy Officer
SpotMenus / BrandMuscle

Scott Weiner
Principal / Co-Founder
The Fifty/50 Restaurant Group

Jeff Bruce
Relationship Manager
Heartland

Sarah Essich
Account Manager
Modjoul
QR Code Digital Menus for Establishments in Illinois
Rich Mendis
* Chief Strategy Officer, SpotMenus / BrandMuscle

Scott Weiner
* Principal/Co-Founder, The Fifty/50 Restaurant Group
Why Digital Menus?

1. Sanitary
2. Convenient
3. Instant updates
4. Cost effective
5. Environmentally friendly

31% update menus every month
1 in 5 update menus every week
80% US smartphone penetration
90% of smartphones have native QR code scanning

SpotMenus displays 1 digital menu every second
Who is SpotMenus/BrandMuscle?

20 YEARS
OF LOCAL MARKETING EXCELLENCE

300+
Of the world's largest brands

1M+
Local businesses supported

1.6M
Menu books produced annually

250K+
Creative designs produced annually

DIAGEO
BACARDI
Beam Suntory
Red Bull
Southern Glazer’s
Pernod Ricard
Moët Hennessy
PATRÓN.

Republic National Distributing Company
Hyatt
Panera Bread
SONIC
Reinhart
Breakthru
Brown-Forman
Fedway

SPOTMENUS® by brandmuscle
Heartland
modjoul
Cook County Community Recovery Initiative
ABIC
American Business Immigration Coalition
NPNA

ILLINOIS RESTAURANT ASSOCIATION
SpotMenus Digital Menu Platform

- Reduce need for physical menu use in a COVID-19 world
- Scan QR code to view menu instantly on a web page
- Secure, convenient and simple: no registration, no privacy concerns, simple experience
- Accessibility support with text option
- Menus can be viewed anywhere for take-out customers or patio seating
Scan this QR code with your smartphone camera

Scan image above with smartphone camera

SCAN TO VIEW MENU
Fast, Safe, Easy
No sign-up or app required

ADDRESS, CITY, STATE ZIP CODE
SpotMenus Restaurant Benefits

* Powerful menu management capabilities: based on day/time/location (eg. lunch vs dinner, happy hour, specials, etc..)
* Multiple menus and menu types
* Text menus with unlimited categories, items, and pricing
* Capture data on QR scans and menu page impressions
* Reporting coming soon
* Online support forums coming soon
SpotMenus Welcome Kit (Download Free)

Everything you need to display SpotMenus signage at your on-premise locations:
- Window clings
- A-frames
- Laminated inserts
- More items available

Future: smart-enabled materials (NFC, Bluetooth Beacons)
- More accurate location
- Context sensitive menus
# Why SpotMenus and How Much Does it Cost?

<table>
<thead>
<tr>
<th></th>
<th>SpotMenus™ by brandmuscle</th>
<th>Other QR Menu Solutions</th>
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<tbody>
<tr>
<td>Unlimited Menus</td>
<td></td>
<td>Limited menus</td>
</tr>
<tr>
<td>Unlimited QR Scans</td>
<td></td>
<td>Limited scans</td>
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<tr>
<td>Multi-location, Franchise Support</td>
<td></td>
<td>Single location</td>
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<tr>
<td>Email Support</td>
<td></td>
<td>Support cost extra</td>
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<tr>
<td>Digital and Printed Signage Available</td>
<td></td>
<td>No print option available</td>
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<tr>
<td>Distributor Sponsor Option</td>
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<td>n/a</td>
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<tr>
<td><strong>Only $4.99 per month per location</strong></td>
<td></td>
<td>Comparative capabilities at $20 per month or more</td>
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For IRA Members: 120 Days Free Trial
SpotMenus Success Story

* 10+ locations on SpotMenus
* Leading with digital menus: physical menus available on request
* Over 112,000 menus displayed
* Multiple location managers can edit menus as needed for instant updates to customers
* Do not need multiple QR Codes
120 Day Free Trial for IRA Members
Sign up at...

https://spotmenus.com/iraoffer
Visit [https://spotmenus.com/iraoffer](https://spotmenus.com/iraoffer) to Sign Up

**New to SpotMenus?**
Sign up for free trial, cancel at any time

1. **Sign Up**

[Visit SpotMenus](https://spotmenus.com/iraoffer) for free trial and sign up. Cancel at any time.
Download QR Code & Add Menus

Mercury Chophouse

Add New Location

Edit Location

Company ID: 7
Location ID: 4
Sponsor ID(s): 4

Download QR Code (SVG)

Download Print-Ready Welcome Kit (PDF)
Welcome to SpotMenus!

How to Get Started:

1. Review the promotional materials included within this welcome kit.
   The kit includes:
   - SpotMenus® Signage (1)
   - SpotMenus® Pocket Guides (8)
   - SpotMenus® Window Clings (6)
   - SpotMenus® A-Frame (3)

2. Your QR code is unique and found here in each signage and menu.

3. Once you have scanned your QR code, you can be there by scanning the QR code again with your smartphone camera.

Scan to View Menu:

- Fast, Safe, Easy
- No sign-up or app required

Questions? www.SpotMenus.com/PAC help@spotmenus.com

4x6 Server Pocket Guides (8)
5x5 Window Clings (6)
4x6 Laminated A-Frame (3)

Print & Display SpotMenus Signage Immediately
Join SpotMenus Now
https://spotmenus.com/iraoffer
Heartland

Jeff Bruce

* Relationship Manager, Heartland
Payments Technology with the “New Normal”

Jeff Bruce, Relationship Manager 7.23.20
773.398.1013 / jeffrey.bruce@e-hps.com
NFC Payments - Apple Pay / Google Pay

- Most payment terminals today are able to accept NFC (Near Field Communication) = Apple Pay / Google Pay
- Stand Alone Terminals & Integrated with POS
Online Ordering

- **Fully Integrated** (comes as part of POS solution)
- **Integrated... sort of** (not designed into original system, but has 3rd party plugin integrations)
- **Not Integrated with POS / Stand Alone Solution**
- **Utilize 3rd Party Online Ordering for delivery if no delivery staff**, but make sure you have your own OLO tool as the “Carry Out” option on your website.
- **Question to ask yourself**: are your OLO partners having you build their brand while charging you an arm and a leg? Time to explore alternatives?
- **Menu Items Offered**: many operators having significant success due to offering items such as bread, milk, etc, that many would normally purchase at a grocery store.
Contactless Menu Viewing, Ordering, and Checkout

- **QR Codes** for online menu access - free and easy to setup

- **Guest Engagement App** - Menu Access, Ordering, Scan-To-Pay, Virtual Gift+Loyalty are cutting edge technologies now available and fully integrated with select POS solutions

- **Customer Perception** - Safe restaurants = repeat customers
Waitlist Text Messaging

• Waitlist allows you to text your customers when their table is ready
Kitchen Display Screens (KDS)

- Consider implementing a KDS solution to eliminate physical tickets for kitchen staff
- Employee Perception - Safe work environment = employee retention
Summary

• Bonus if your POS is enabled for the following:
  • Credit Surcharge Program - Card Brand Compliant and Integrated with POS.
  • Fully Integrated OLO (your own, not a 3rd party)
  • Guest Engagement App for Ordering, Scan-To-Pay, Virtual Gift+Loyalty
  • Curbside Pickup Features (car details, 2 way texting)
  • Waitlist Text Features
  • Ghost Kitchen Features (allows for multiple OLO “rooms” with universal publishing options)

• Risk Free Value-Added Savings Services:
  • GPO Rebate Programs (free money, no contracts)
  • Employee Pre-Tax Spending Services (employee retention)
Sarah Essich
* Account Manager, Modjoul
Health & Safety Solutions

Our mission is to improve the safety record of every company by providing data and actionable insights to eliminate employee injuries from the workplace, while also preventing the spread of illness through screening, social distancing, and contact tracing.

www.modjoul.com
Modjoul Health Platform

**Employee**

- Completes symptom questionnaire on his/her own smartphone

**Employee**

- Receives a Health Score derived from the answers to the completed questionnaire

**Employer**

- Scans the QR code that is presented by the employee

**Employer**

- Knows if they are cleared for entry
**Employee Readiness Roster**

The status of the worker check-in will be stored in the cloud for the employer to access if needed.

If a user does not pass a check-in, an alert can be sent in the form of an SMS, API post, or email to a designated user or system.

Automation of temperature and other vital signs can be explored through integration with 3rd party wearables.

*If employee doesn’t have smartphone, a tablet can be provided to answer symptom questions and the QR code could be printed or scanned from the tablet.*
Employee screening is becoming the new normal, but how can an employer show their customers/visitors that they are following best practices?

The Modjoul platform provides a defined process for employees to check in through a Readiness Score.

The same Readiness Score can be displayed on an employer level to let everyone know your business is clear.
Easy to Use
The wear and go model of SmartBelt means all you to do it put it on to start seeing data.

Contact Tracing & Social Distancing

Lumbar Safety

Movement Metrics and MET

Forklift & Vehicle Driving

Flexibility in Use
Modular design provides versatility and allows the device to be worn as a belt, a waist clip, or a hard hat attachment.

Vibration Motor
The onboard vibration motor provides real-time haptic feedback to a user when an at risk movement is performed.

Large Battery
Allows for up to two consecutive users saving costs, and physical storage space.

Two Way Communication
Alert button opens possibilities of two way communication between the user and the platform.
Q&A

Thank you!