

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.



ILLINOIS



RESTAURANT
ASSOCIATION

IllinoisRestaurants.org

Cook County **Community
Recovery
Initiative**



Rapid relief loans, technical assistance and outreach
for small businesses and gig workers.

CookCountyIl.gov/Recovery



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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 Manger

Modjoul

SPOTMENUS™

by brandmuscle.

QR Code Digital Menus for Establishments in Illinois



SpotMenus / BrandMuscle



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

SpotMenu 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

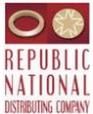


Beam
SUNTORY



Pernod Ricard

Moët Hennessy



HYATT®



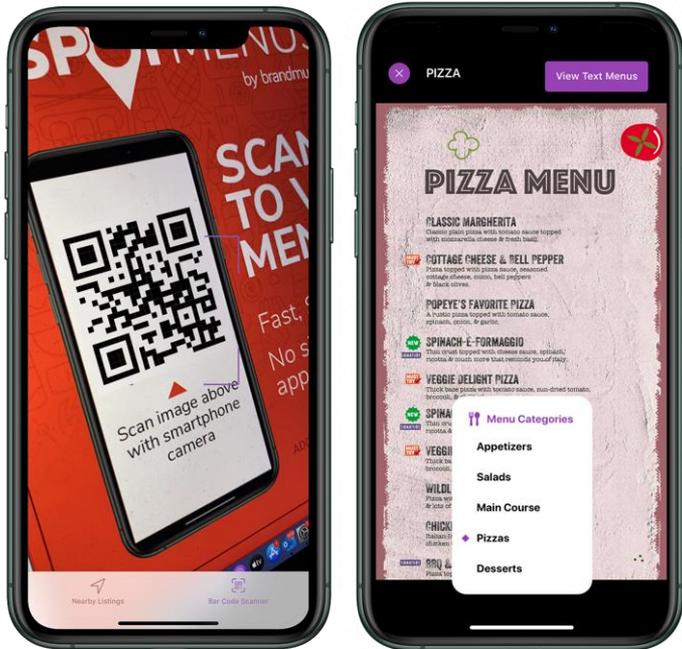
Reinhart
FOODSERVICE
Get it right from us.



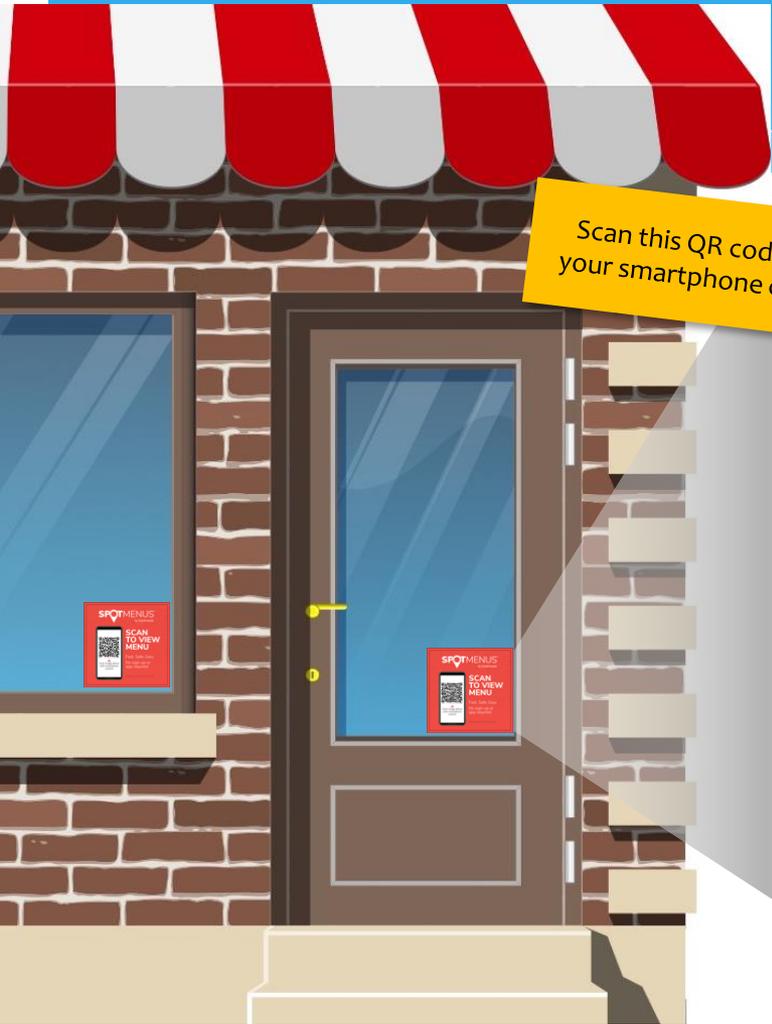
BROWN-FORMAN



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

SPOTMENUS™

by brandmuscle.



SCAN TO VIEW MENU

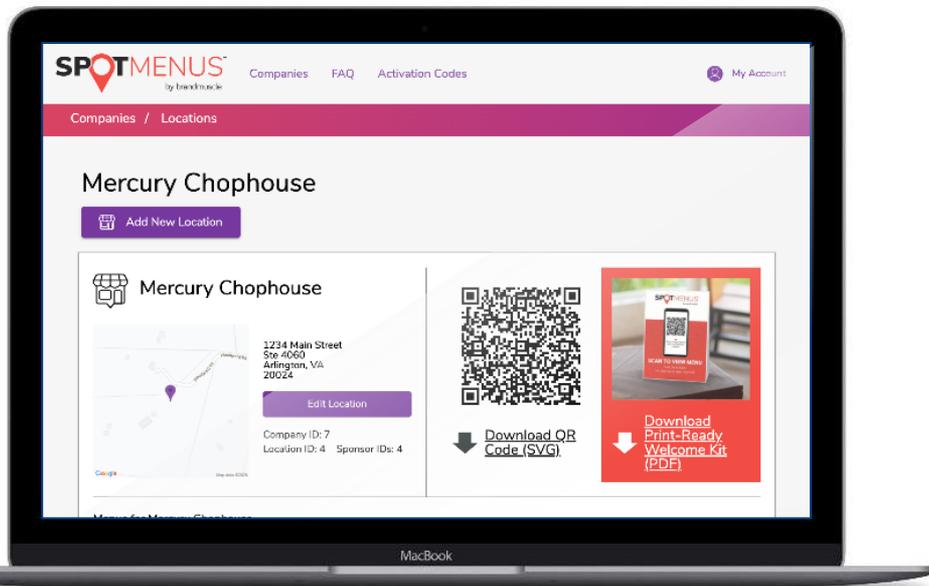
Fast, Safe, Easy
No sign-up or app required

ADDRESS, CITY, STATE ZIP CODE

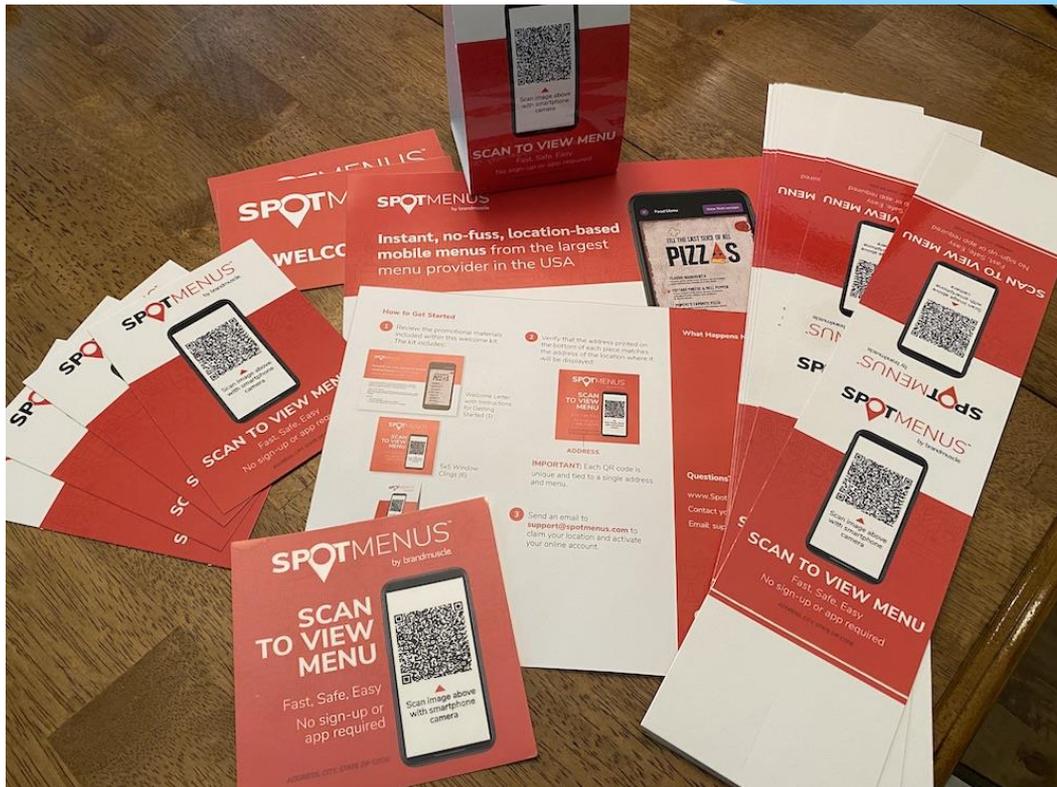


SpotMenus Restaurant Benefits

- * 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?



Other QR Menu Solutions

Unlimited Menus	Limited menus
Unlimited QR Scans	Limited scans
Multi-location, Franchise Support	Single location
Email Support	Support cost extra
Digital and Printed Signage Available	No print option available
Distributor Sponsor Option	n/a
Only \$4.99 per month per location	Comparative capabilities at \$20 per month or more

For IRA Members: 120 Days Free Trial



SpotMenus Success Story

★ THE FIFTY/50 ★ RESTAURANT GROUP

- * 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





Just show me the menu!



120 Day Free Trial for IRA Members
Sign up at...

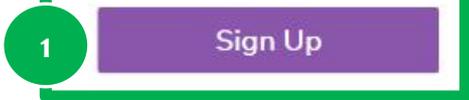
<https://spotmenus.com/iraoffer>



Visit <https://spotmenus.com/iraoffer> to Sign Up



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



Need Help? support@spotmenus.com

Welcome Back!

Log in to SpotMenus

Email Address

Password [Forgot Password?](#)



Brandmuscle Employee? [Sign in](#)



Download QR Code & Add Menus

SPOTMENUS
by brandmuscle

Companies FAQ Activation Codes [My Account](#)

Companies / Locations

Mercury Chophouse

[Add New Location](#)

Mercury Chophouse

1234 Main Street
Ste 4060
Arlington, VA
20024

[Edit Location](#)

Company ID: 7
Location ID: 4 Sponsor IDs: 4

[Download QR Code \(SVG\)](#)

[Download Print-Ready Welcome Kit \(PDF\)](#)

[Add Menu](#)

Print & Display SpotMenus Signage Immediately

Welcome to SpotMenus! **SPOTMENUS** by brandmuscle

How to Get Started

1. Review the promotional materials included within this welcome kit. The kit includes:
 - Illustration An Eating Standard (2)
 - Self-Window Clings (5)
 - Self-Server Pocket Guides (5)
 - Self-Laminated A-Frame (3)
2. Verify that the address printed on the bottom of each piece matches the address of the location where it will be displayed.

IMPORTANT: Each QR code is unique and tied to a single address and menu.
3. Once you have posted your SpotMenus signs you can test them by scanning the QR code with your smartphone camera.

Questions?
www.SpotMenus.com/FAQ
email: support@spotmenus.com

Want to See How SpotMenus Works?



Instructions for Getting Started (1)

SPOTMENUS by brandmuscle



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

ADDRESS LIST & STATE BY CODE

4x6 Server Pocket Guides (8)

SPOTMENUS by brandmuscle



SCAN TO VIEW MENU
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ADDRESS LIST & STATE BY CODE

5x5 Window Clings (6)

SPOTMENUS by brandmuscle



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

ADDRESS LIST & STATE BY CODE

4x6 Laminated A-Frame (3)



SPOTMENUS™

by brandmuscle.

Join SpotMenus Now
<https://spotmenus.com/iraoffer>



Heartland



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



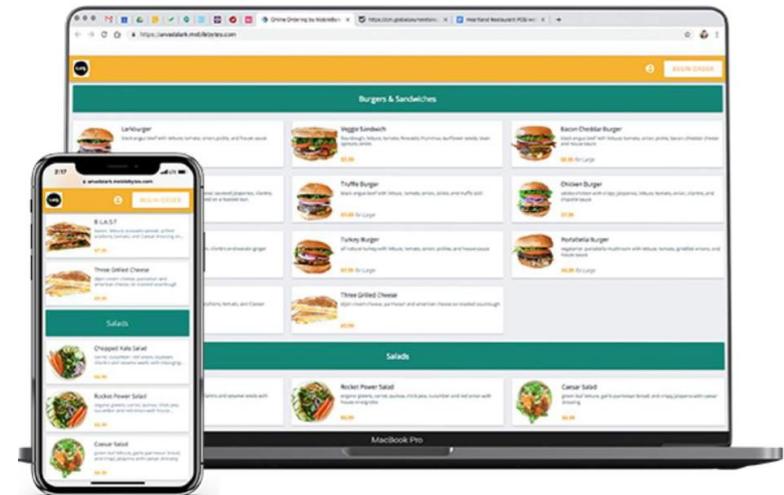
- Most payment terminals today are able to accept NFC (Near Field Communication) = Apple Pay / Google Pay
- Stand Alone Terminals & Integrated with POS



Online Ordering



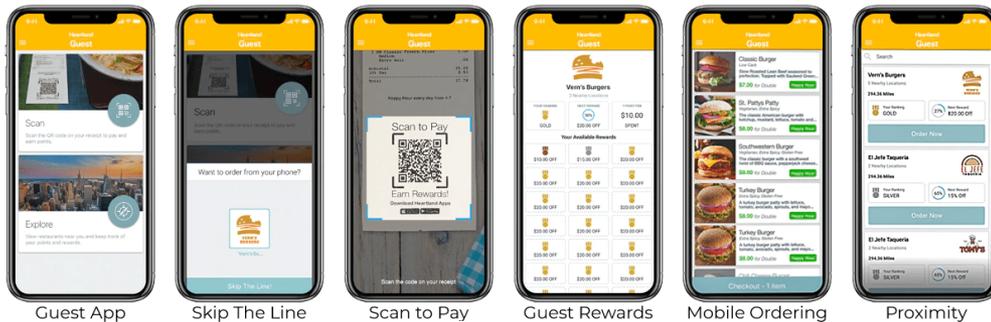
- **Fully Integrated** (comes as part of POS solution)
- **Integrated... sort of** (not designed into original system, but has 3rd party plugin integrations)
- **Not Integrated with POS / Stand Alone Solution**
- **Utilize 3rd Party Online Ordering for delivery if no delivery staff**, but make sure you 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

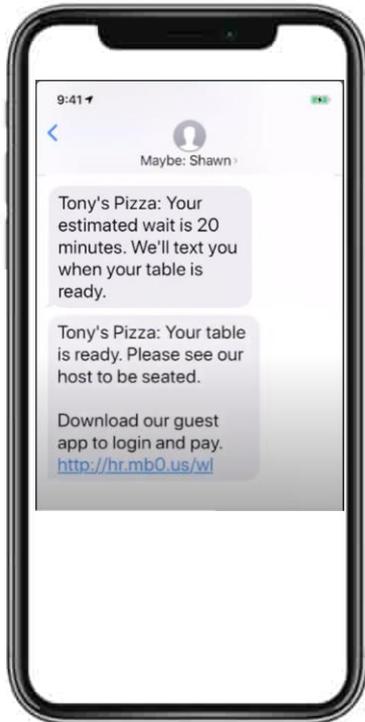
Heartland Restaurant Guest Engagement App

Enhance any restaurant experience.



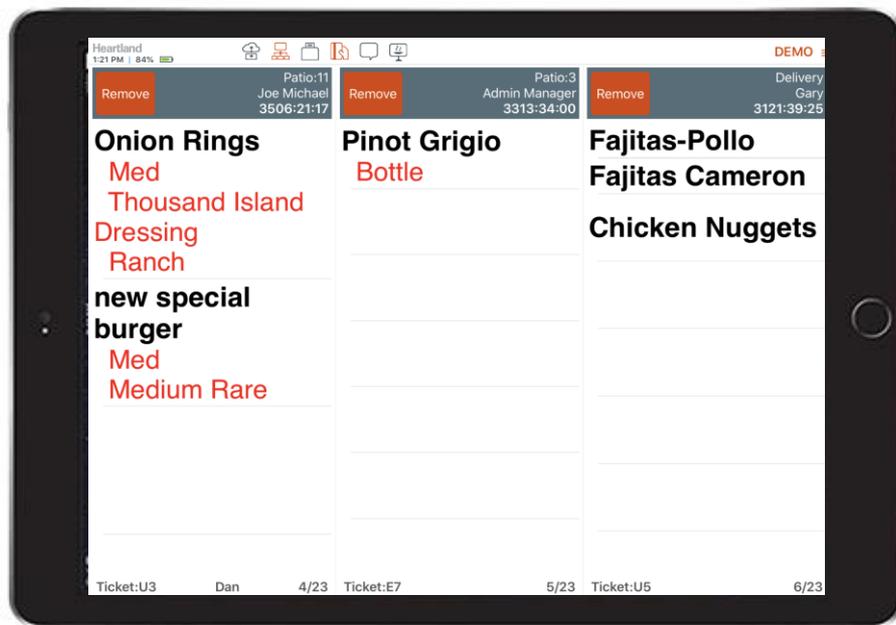
- **QR Codes** for online menu access - free and easy to setup
- **Guest Engagement App** - Menu Access, Ordering, Scan-To-Pay, Virtual Gift+Loyalty are cutting edge technologies now available and fully integrated with select POS solutions
- **Customer Perception** - Safe restaurants = repeat customers

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)



Modjoul



Sarah Essich

* Account Manager, Modjoul



Heartland

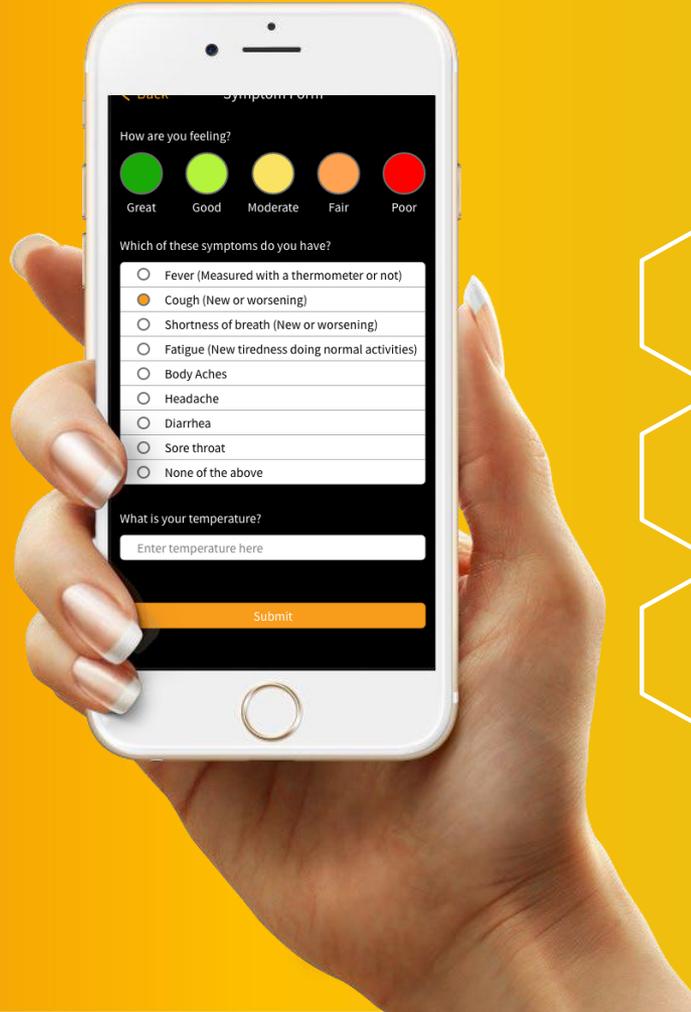




modjoul

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.



Improved Safety



Maximize Work Time



Increased Efficiency

www.modjoul.com



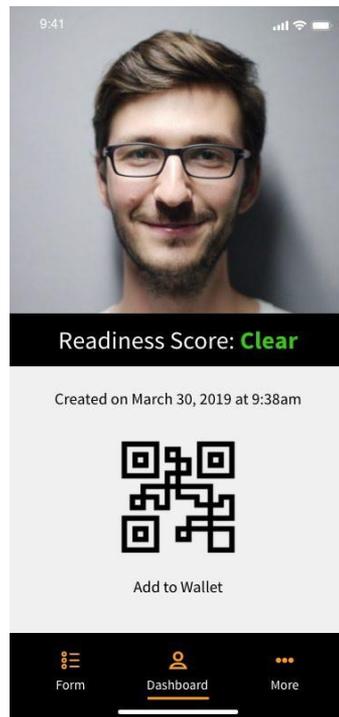
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Modjoul Health Platform

Employee

Employee completes symptom questionnaire on his/her own smartphone

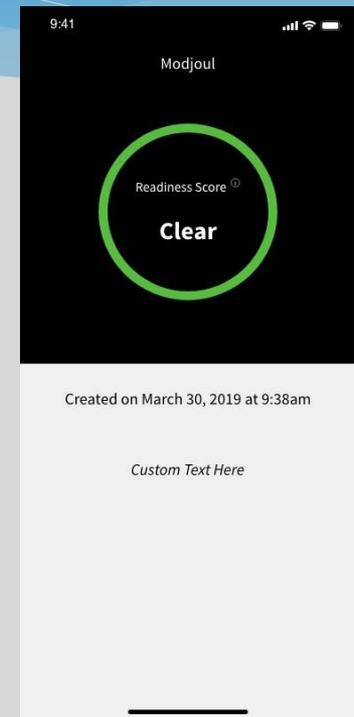


Employee receives a Health Score is derived from the answers to the completed questionnaire

Employer



Employer / Screener scans the QR code that is presented by the employee



Employer/Screener and Employee will know if they are cleared for entry



Employee Readiness Roster



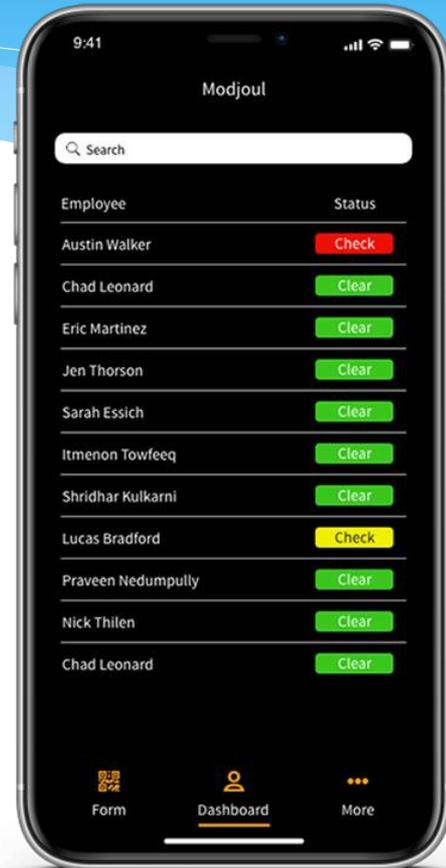
The status of the worker check-in will be stored in the cloud for the employer to access if needed.



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

Building Consumer Confidence



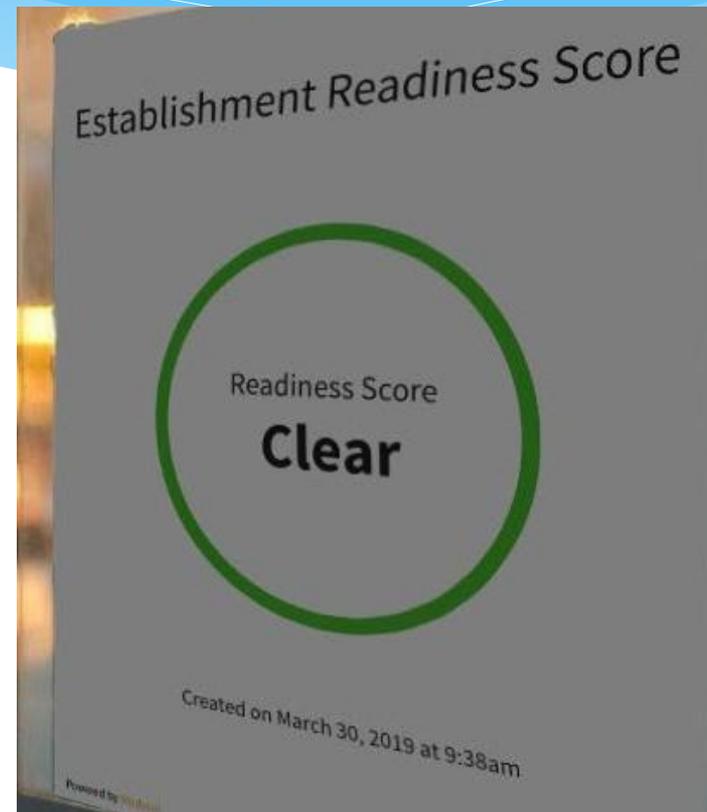
Employee screening is becoming the new normal, but how can an employer show their customers/visitors that they are following best practices?



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.



SmartBelt Features

Vibration Motor

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

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



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

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.





Modjoul

Contact Us

www.modjoul.com

ERIC MARTINEZ, CEO & FOUNDER

JEN THORSON, COO & FOUNDER

www.modjoul.com



Heartland



Q&A

Thank you!



Heartland

