

 TouchMenu

## Digital menu displays

An automated digital menu solution.



# Digital menus save both time and money.

A digital menu and signage solution will replace static displays and show off your menu, promotions and brand in an attractive and enticing way, while engaging customers and boosting sales.

Not only will TouchMenu save your staff precious time on things like re-writing the specials board every day, but also save you the cost and hassle of printing brand new signage every time you want to make a change to a dish, price or menu item. Product sizes, prices, and layout can all be adjusted instantly to present the menu information just the way you want it.



# Menus that match your branding.

TouchMenu is fully customisable and can be branded to match your venue's design. Add some colour to the service area with a bright, enticing menu that grabs your customer's attention and promotes your products in the best possible light.

The flexibility given by TouchMenu means you can choose to use either static branded imagery, or animated video content to showcase your menus. You can also use it as an opportunity for advertising space on a display that customers will be fully engaged in for a length of time. This maximises the potential for promotions and even the possibility of additional advertiser revenue.





## Multi-Screen.

Run multiple screens throughout your venue displaying different menus from a single management terminal.



## Happy Hour.

Programme TouchMenu to automatically adjust the pricing of products during a specified period of time.



## Promotions.

Promotions can be automatically displayed on the menu board when the till schedules a price change.



## Stock Control.

Integrated with TouchPoint and TouchOffice Web, the menu displays will automatically update with stock changes.



## Switch menus.

Rotate between multiple menus on one screen. Automatically switch between drinks & food or breakfast & lunch.



## Upselling.

Consider the engineering of your menu choices to ensure you're encouraging higher order values.



## Automatic Updates.

Automatically update prices and communicate to customers when items are out of stock.



## Advertise.

Use screen space to advertise to your customers. Let customers know about your offers before they order.

# Keep your customers informed.

TouchMenu is the ideal digital solution to help keep your customers informed.

Let them know exactly what's on the menu, the correct price, the calorie count, whether products contain allergens and if there's any 'low stock' or 'out of stock' items.

Adjustments can be easily made via TouchPoint or TouchOffice Web to update all of the above, or to schedule changes as required.





## Streamline your operations with one simple, fully integrated ecosystem from ICRTouch.

It really is worth taking the time to evaluate and consolidate your current systems. Are you battling with complicated reports that aren't easy to access? Is your front of house team still using outdated paper systems? Is your kitchen team getting frustrated with confusing handwritten tickets?

All software solutions from ICRTouch have been designed and developed specifically for the hospitality industry to improve efficiency, with ease of use in mind.

TouchMenu integrates seamlessly with not just the TouchPoint till software, but also with TouchOffice Web back-office management to ensure that as a business owner, you have the ability to easily and quickly make changes and react accordingly.



 TouchPoint

 TouchOffice Web

 PocketTouch

 TouchKitchen

 SelfService

 ByTable