

MENUS-ON-THE-GO

Keeping your menu up to date, and being able to 86 (remove) items as they run out, is an important business practice. When deciding what you want to use for your menu, it is important to weigh the cost, how much time it will take to maintain, and if it will be effective for your store setup.

Chrome Cast

A Chromecast or other HDMI streaming device works great for displaying your menus anywhere with wifi. You can build your menu within Google Slides (or other Google apps), publish it to the web, and cast the link to the device. When you need to change slides, simply make your edits, re-publish to the web and recast the link to your device.

HDMI

An alternative to using a wireless device is hardwiring your TV/Monitors into a computer that you dedicate to your menus. Simply create your menus on the computer, and plug the HDMI into both the computer and the monitor. When you need to make changes, just use the freeze feature on the remote of your monitor, and unfreeze when you're done working. This works great if you want a menu that won't rely on the internet as graphics, slides, and PowerPoint can be downloaded and played offline.

Social Media

If you aren't ready to make the leap to a full menu display uphaul, adding social media as a secondary can be great. Post your menu to Instagram, Facebook, etc., and pin the post so customers can find it quickly and easily. When you run out of an item, you can post it on your story. Not every customer will see it, but when someone wants to check what you have or don't have, they'll know they can just check their phone for an idea. You can also post QR codes around your location and/or school so people can check out your items prior to coming in.

Fun Tip:

Add slides/sections to your menus featuring items you want to highlight, or sell more of.

Got a big football rivalry soon? Rename an item to fit, and make a slide featuring it!

Running a sale? Add a slide about the product and discount to the menu!