

Scala and Digital Menu Boards



Digital signage is being adopted at a fantastic rate. Many forward looking companies (McDonalds, Burger King) are sending messages to customers and employees at the speed of business.



"The new offer of 'infotainment' and the attractive menu display are generally well received by our guests. Young people are especially enthusiastic"
 Heinz-Peter Dicks,
 Development Director at
 BURGER KING® Deutschland.



Introduce digital menu boards to your dining establishment and find welcome improvements:

- Increase profit per customer by highlighting appropriate menu items
- Easily comply with regulations for displaying nutritional info
- Strengthen your influence on purchases and impulse buys by

leveraging season, location and demographics

- Eliminate costs for static menu boards and enjoy a system with simple upkeep
- Update your menu as often as you like and coordinate offerings based on time of day

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So...what do you think?

We are confident that if ANY of the following apply to your business, digital signage could benefit you:

- Multiple locations
- Large menu selection
- Menus that change multiple times per day
- Menu options that include perishable items
- Low per check revenue
- Franchises
- Limited onsite staff
- Remote sites that require communication from head office/other locations
- Support for "green" initiatives
- Staff training required

"The digital system that was installed was an exact fit for the environment and overall brand image that Berry Chill desired to implement. Our customers have reacted very positively."

-Michael Farah,
Founder & CEO,
Berry Chill

These **Real World Successes** will paint a clear picture:

- **Ad Space:**
McDonalds sells advertising to both business partners and 3rd parties.
- **Boost Business:**
Pasta Gourmet's sales increased 16% on high profit margin items.
- **Bigger Bottom Line:**
Overall food cost decreased by 3% for **Salad Spinner**.
- **Inform The Masses:**
Berry Chill strengthened brand and informed customers of their culture of having a daily rotation of flavors.
- **Add Your Own Flavor:**
Krystal Restaurant customized their locations to trigger screen content upon the car's arrival and departure. Customers can also scroll through the menu and watch TV.

"Since we have installed digital menu boards, our food cost has decreased by 3%. "

-Rich Levy
Chief Executive Officer
Salad Spinner

Other significant benefits of a digital menu board:

- **Attract customers** with consistent attention grabbing graphics.
- **Update items and prices** from your computer and behind the scenes within minutes.
- **Test promotions** and price points.
- Easy compliance with **nutrition information display** requirements.



"The Scala menu boards provide incredible amounts of information that is invaluable to our customers. We're glad to have Scala as a partner in this program."

Alysia Margiloff, Marketing Manager
Entertainment Food Service
Pepsi-Cola North America.