



AARON ALLEN & associates

GLOBAL RESTAURANT CONSULTING

“10 COOL THINGS™”

COOL WAYS FOR RESTAURANTS TO USE QR CODES

QR codes, short for quick response codes, are those blocks of square dots that look like some sort of New Age Rorschach Test or maybe one of those visual puzzles that if you stare at long enough you'll see a different image. In reality, they can reveal a whole lot more.

COOL WAYS FOR RESTAURANTS TO USE QR CODES

1 9 8 7 6 5 4 3 2 1

ENHANCE YOUR MENU

Menus are best when they're concise and uncluttered. But guests also like to have more information about a dish. Instead of the waiter reciting the ingredients and cooking method. Link to detailed descriptions with individual codes. Radisson Edwardian Hotels in Great Britain and Mike's City Diner in Boston put QR codes on their menus so diners can see a video of signature dishes being prepared.



Image Credit: <http://gizmodo.com/5347194/augmented-reality-yelp-will-murder-all-other-iphone-restaurant-apps-my-health>
<http://www.matomessage.com/yelp-releases-impressive-mobile-marketing-numbers/>

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NUTRITIONAL INFORMATION

Some people want to know the nutritional information of the food; some people don't. Link to details about calories and carbs with a QR code and let the guest decide. The Nutrition Center of Netherlands is doing it on a big scale, with QR codes on 1,500 billboards throughout the country that link to nutritional info.



Image Credit: <http://chris-lehan.blogspot.com/2012/08/qr-codes-and-nutritional-information.html>
<http://scan2.co/gallery>

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GIVE OUTSIDERS A LOOK IN

Put a QR code on the front door or window for people passing by to scan. Link to a video that gives them a virtual tour of your restaurant to entice them to come inside. It works for the real estate industry, it can work for restaurants, too.



Image Credit: John Tlumacki of the Boston Globe
<http://www.siznieas.com/114105/2012/09/25/new-york-ny-council-passes-bill-to-require-restaurants-to-post-qr-codes>

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INCREASE GUEST SURVEY RESPONSES

Print a QR code on the receipt that links to a guest survey that customers can fill out when they get home. That's what Guemo's Taco Bar in Austin does.



Image Credit: John Tlumacki of the Boston Globe
<http://www.siznieas.com/114105/2012/09/25/new-york-ny-nyc-council-passes-bill-to-require-restaurants-to-post-qr-codes>

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TAKE GUESTS INTO THE KITCHEN

Put a code on the menu that links to a video of your chef in action along with a voiceover that explains your restaurant's philosophy of food. Mesob, an Ethiopian restaurant in New Jersey, shows guests how injera is made.



Image Credit: <http://mesobrestaurant.blogspot.com/2011/01/how-to-use-qr-codes-at-mesob-ethiopian.html>

COOL WAYS FOR RESTAURANTS TO USE QR CODES

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- 2
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- 7
- 8
- 9

TURN A SMALL AD INTO A BIG ONE

With a QR code, the smallest black and white print ad can turn into one that sings and dances in living color, like the one for Avalon restaurant in Scottsdale, Arizona, does.

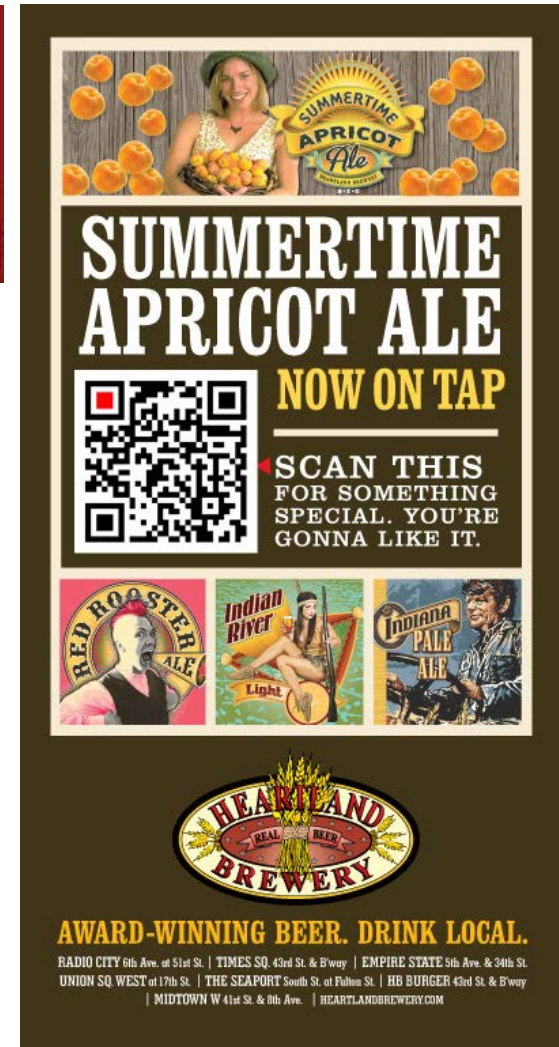


Image Credit: <http://qrcodegenius.com/2011/05/qr-codes-don%E2%80%99t-forget-to-add-them-to-your-ad/>
<http://qarywhere.blogspot.com/2011/06/scan-qr-code-get-free-beer-in-nyc.html>

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SHOW THE FOOD

Photos of food printed on a menu can look tawdry. Use QR codes to link to professionally produced photos of your signature dishes, like Ayara Thai restaurant in Westchester, Calif.

<i>Salads</i>	
Spicy Beef Salad 	9
<small>Grilled sliced beef, lemongrass, scallions, mint leaves, lime juice and fresh chili over a bed of lettuce.</small>	
Beef Waterfall 	9
<small>Grilled sliced beef with green onion, scallions, dry-roasted chili powder, rice powder, lime juice, and mint leaves on a bed of lettuce.</small>	
Papaya Pok-Pok 	8
<small>Shredded green papaya, tomatoes, carrots, and long beans. Topped with peanuts and dried shrimp. Salad mixed traditionally using a wooden mortar and pestle.</small>	
Herb 	9
<small>Mixed meat with spicy lime vinaigrette dressing. Your choice of beef, chicken, or pork. Served with mixed greens.</small>	
Glass Noodle Salad 	9
<small>Delicately mixed glass noodle with ground pork, shrimp, red onions, fresh chili, cilantro, lime juice, and exotic Thai chili paste. For the low-carb soul!</small>	
Ayara Salad	8
<small>Fresh lettuce, tomatoes, cucumbers, onions boiled eggs, and tofu with your choice of dressing: Thai Peanut or House Dressing.</small>	
<i>Specials</i>	
BBQ Chicken	10
<small>Tender marinated half chicken grilled in a Thai barbecue sauce, served with Ayara's spicy BBQ sauce.</small>	
Crazy Fish	M.P.
<small>Fried whole pompano topped with 3-flavor spicy sauce.</small>	
Ayara's Salmon	14
<small>Salmon filet fried to golden perfection with fresh green apples, cashew nuts and red onions, served with spicy sauce.</small>	
Kai Jiew	
<small>Fluffy Thai-style omelet Plain 6 / Pork or Chicken 7 / Shrimp or Crab 9</small>	
<i>Lunch Combos</i>	
<small>Served Monday-Friday from 11am-2pm Sorry, no substitutions. (all combos include side salad)</small>	
1. Pad Thai / Chicken Satay / Veggie Roll	9
2. Jasmine Rice / Cashew Nut Chicken / Fried Wontons	9
3. Jasmine Rice / Pork Kra Piam / Chicken Tom Yum Soup	9
4. Jasmine Rice / Chicken Massaman Curry / Spicy Beef Salad	9
<i>Beverages</i>	
Thai Iced Tea / Coffee	2 / glass
Lemonade	
<small>Coke / Diet-Coke / Sprite / Orange Soda / Fruit Punch / Iced Tea (bottomless)</small>	



AYARA THAI CUISINE

HOURS

Sunday – Thursday 10:30 AM – 10:00 PM
Friday – Saturday 10:30 AM – 12:00 Midnight

6245 West 87th Street
Westchester, California 90045

Telephone (310) 410-8848
Fax (310) 410-8849

FAST + EASY ORDERING!

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Dine in • Take Out • Delivery • Event Catering

Minimum \$15 order for Delivery



Image Credit: <http://www.ayarathaicuisine.com/AyaraMenuB.pdf>
<http://textmeusa.wordpress.com/2012/03/13/4-ways-restaurants-should-use-qr-codes/>

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OFFER SPECIALS

Put a QR code on the wall near the front of the restaurant that links to a special promotion. Guests will make a point to stop in and scan it just to see what the deal of the day offers. Chino Latino, a fusion restaurant in Minneapolis, has QR codes throughout the building – even in the restrooms.



Image Credit: <http://www.logosnap.com/blog/craziest-places-qr-codes/>
<http://www.vita.mn/113400809.html?page=all>

<http://www.mojbistro.net/blog/2012/4/24/8-ways-to-use-qr-codes-for-restaurant-mobile-marketing/>

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KEEP THINGS MOVING

Quick serve restaurants, such as Convivio in Porto, Portugal, can speed the ordering process by allowing guests to scan their orders while waiting in line. Once they reach the cashier, they can show the order number and pay for the purchase.



Image Credit <http://infoaimenu.com/en/>

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SAVE THE TREES

Instead of paper takeout menus that are expensive to print, put your menu on a QR code that guests can scan on their way out the door.



Image Credit: <http://140marketing.co.uk/what-is-a-qr-code/qr-code-marketing-restaurants/restaurant-marketing-ideas-qr-codes#.UN5njmg2KSI>
<http://techcrunch.com/2011/11/17/paperlinks-makes-takeout-menus-more-interactive-with-qr-codes/>



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