



QR Code Menu Services

WHAT IS A QR CODE?

Short for “quick response codes,” QR codes are square-shaped black-and-white symbols that can be scanned by a smart phone allowing its user to access an embedded URL link directing them to specific digital content, including food menus, drink menus, and daily specials.

HOW A QR CODE CAN BENEFIT OUR ON-PREMISE CUSTOMERS

- Contactless menu access: Having the guest scan the QR code on their mobile device eliminates the concern of potentially spreading germs by having multiple people handling the same printed menu.
- Easy menu updates: Instantly change prices, add or adjust menu items and remove sold out items from menu during service.
- Reduces cost and print turnaround time: Digital menus utilizing a QR code eliminate the ongoing print costs of single use menus and reduces turnaround time for print services and physical delivery to accounts.

QR code menu services are available to all customers and can be created in-house by the Graphics Department.

**Printed menus will still be available and can be provided to guests that do not have access to a mobile device capable of scanning a QR code. The menus will be either single-use or printed on synthetic paper that can be properly sanitized between each use.*

STEP BY STEP PROCEDURE FOR CREATING QR CODES:

Step 1: Customer posts menu directly to their platform of choice (website or social media).

Step 2: Customer provides the entire URL to their HBC salesperson (preferably via email).

Step 3: Salesperson provides the URL to the Graphics Department.

Step 4: Graphics Department creates the QR Code, as well as posters, flyers or table tents containing the QR Code for guests to scan to find all menus.

QR Code Example: This QR code was created by our graphics department for Barrels & Boards in Raynham.

Scan QR Code with your device's camera to be immediately directed to Customer's digital content.

