



# Reimagining Menu Management with AR: The Future of Dining

Smarter Dining and Operations with AR

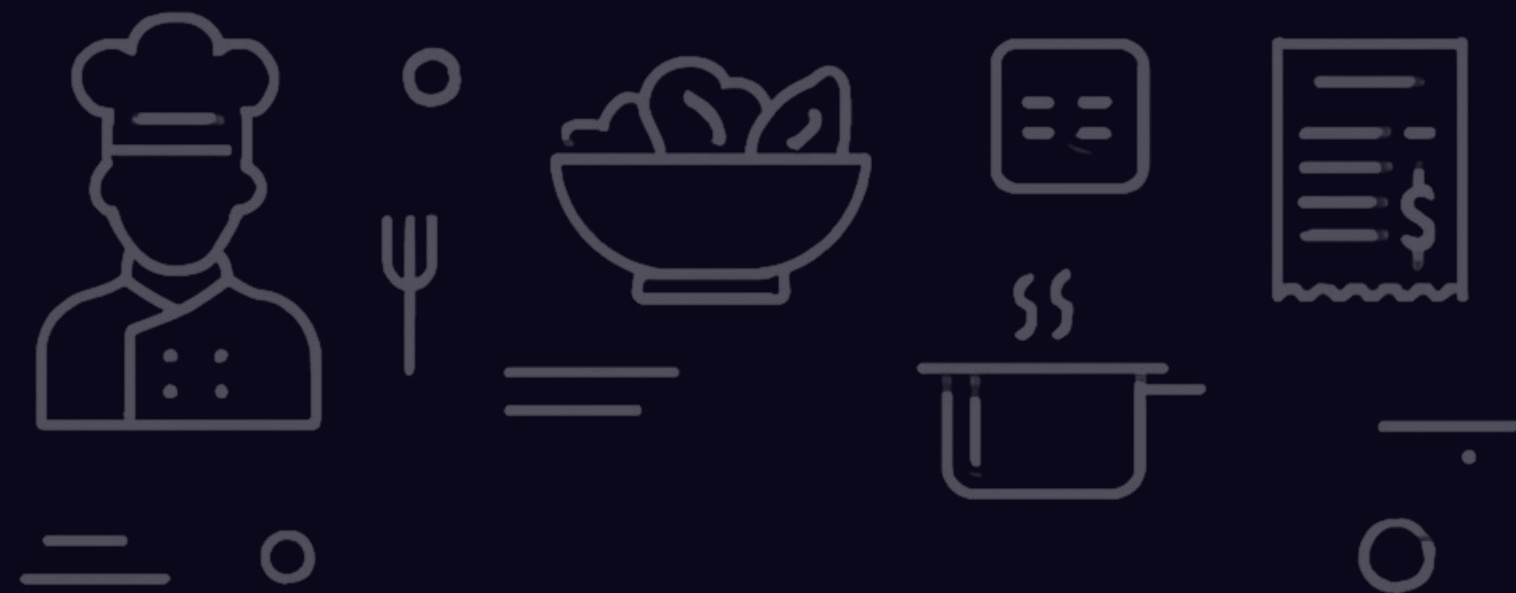


# Agenda

- Identifying the Problem
- Vision and Use Cases
- Strategic and Implementation Insights

# Identifying the Problem

Understanding the limitations of current menu management



The Problem

# Today's Menu Management Falls Short

- Static menus lack visual appeal and interactivity
- Customers struggle to visualize meals from text descriptions
- Kitchen staff rely on printed tickets or screens, leading to inefficiencies
- Errors and delays are common during peak hours



The Problem

# Supporting Data

**60%**

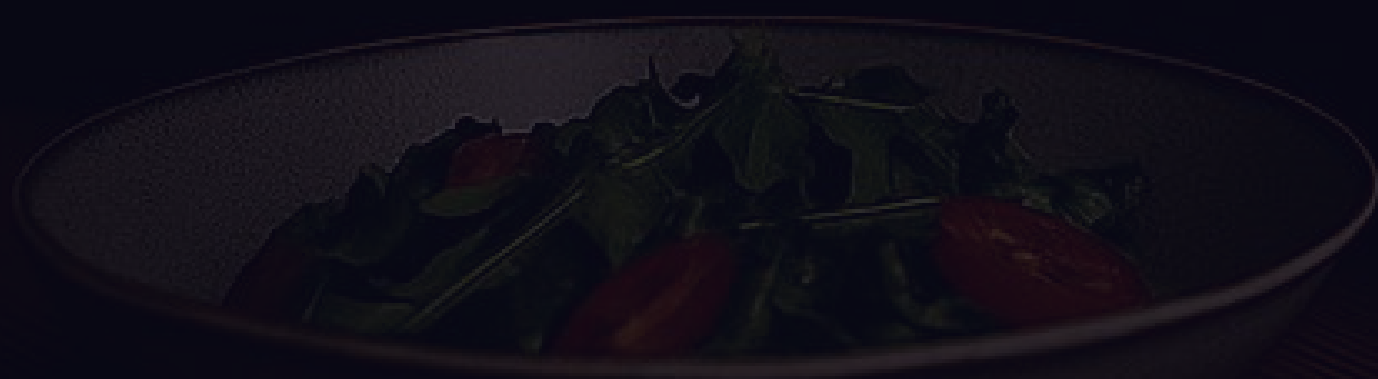
of diners say they are more likely to order a dish if they can see a visual preview

*(QSR Magazine)*

**30%**

of foodservice mistakes stem from miscommunication between order and kitchen

*(National Restaurant Association)*



The Opportunity

# The Case for Immersive AR-Driven Solutions

- Consumers increasingly expect digital and immersive experiences
- AR adoption is growing through mobile and wearable tech
- Visual engagement drives higher order value and satisfaction
- Enhanced kitchen workflows can reduce errors and increase throughput



The Opportunity

## Supporting Data

# 37.1%

AR in retail and hospitality is projected to grow at 37.1% CAGR through 2030

*(Allied Market Research)*

# 20–30%

Restaurants that use visual menu tech report 20–30% increase in average ticket size

*(Forbes)*

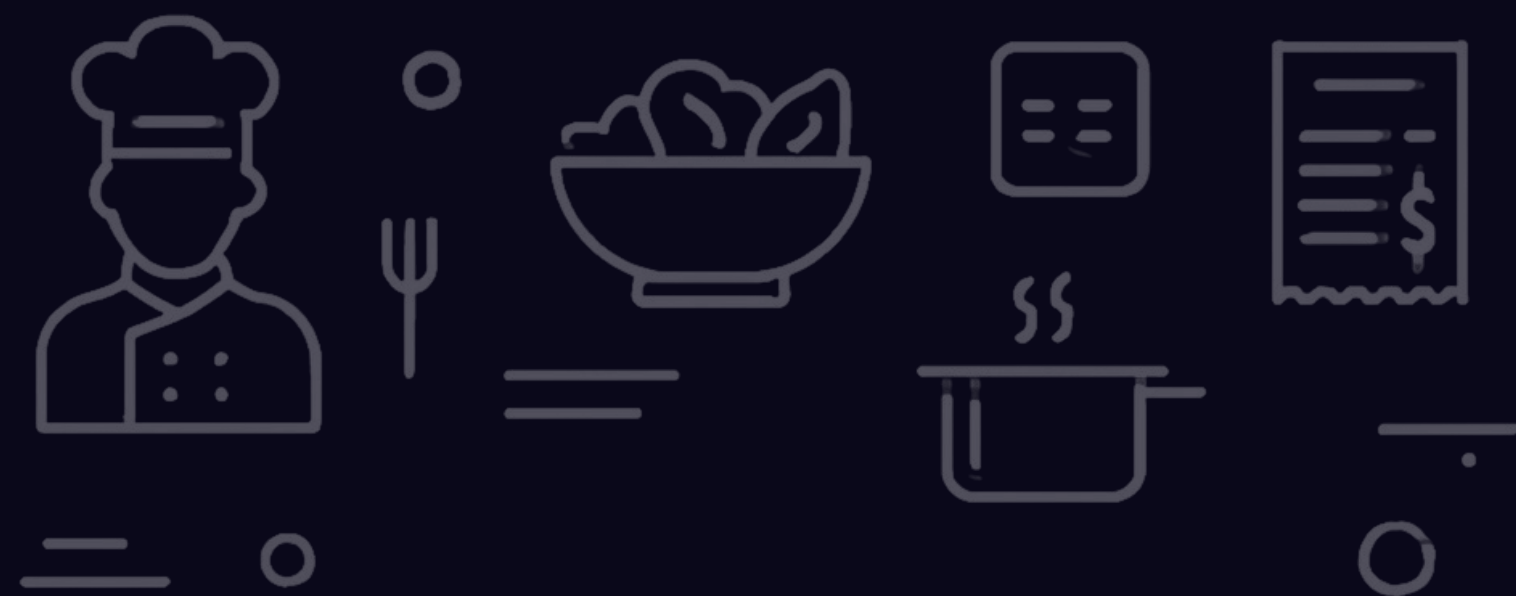
# Up to 40%

Kitchen automation and smart workflow tools reduce prep errors by up to 40%

*(McKinsey Digital)*

# Vision and Use Cases

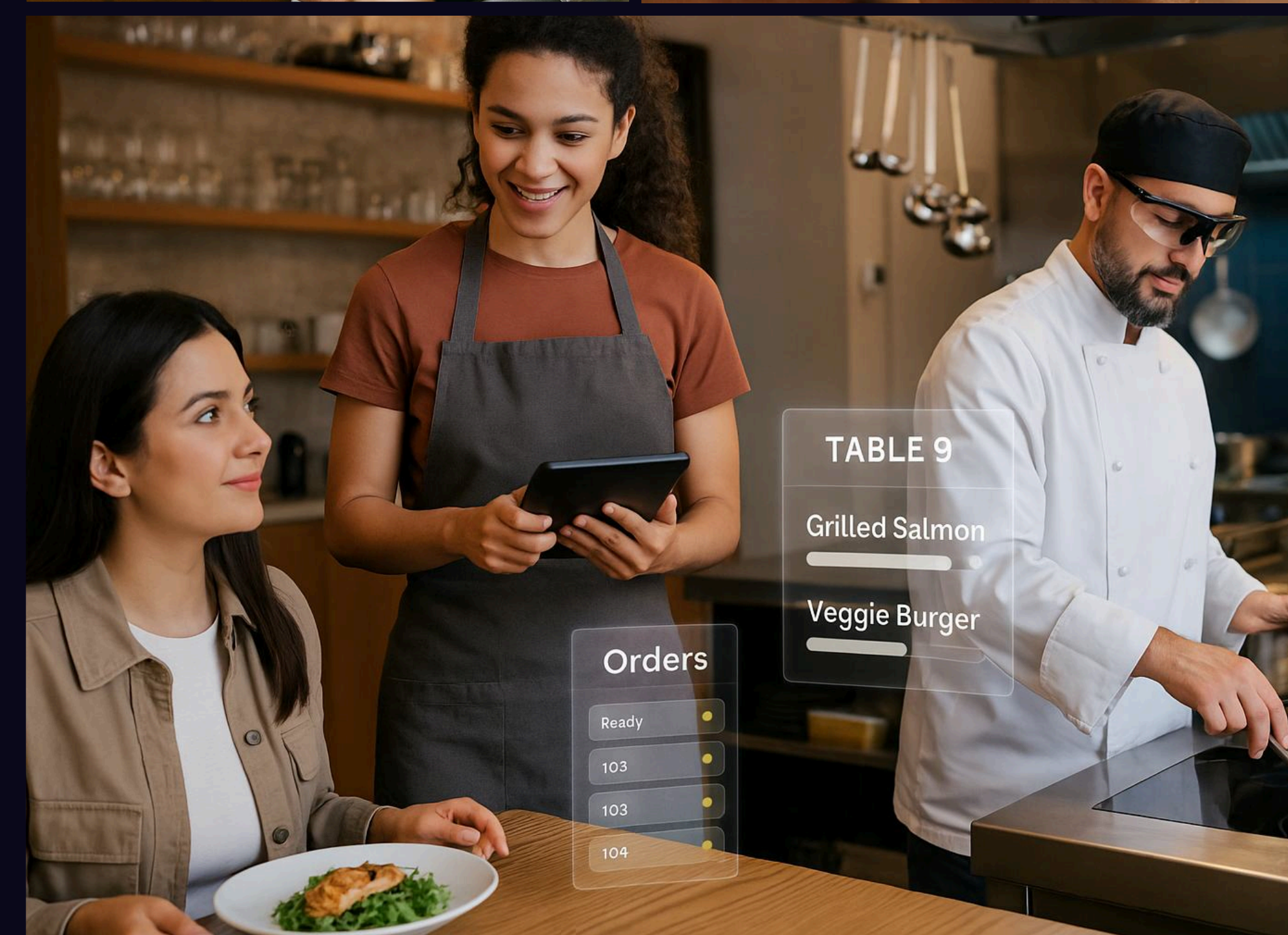
Exploring the potential of AR in dining



## Vision Overview

# Introducing Augmented & Immersive Menu Management

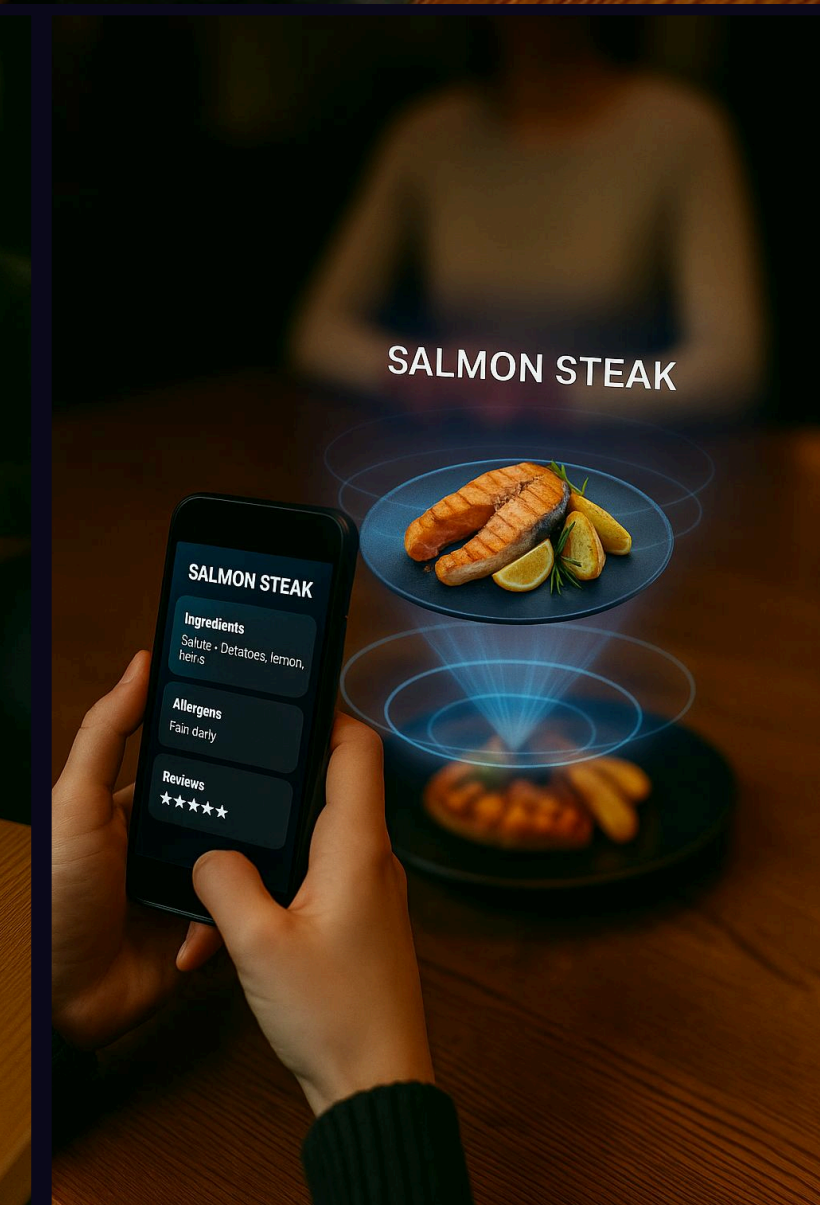
- Use AR to display realistic 3D renderings of menu items
- Staff use AR glasses/tablets to visualize ticket flows in real-time
- Create a shared, dynamic interface for front-of-house and back-of-house



Customer Experience Use Case

# AR-Enhanced Ordering for Guests

- Scan a QR code or use an AR-enabled app
- View lifelike 3D models of dishes on the table
- Tap to see ingredients, allergens, and reviews
- Confidently place orders with fewer questions



# Payment Puck + AR Menu

Payment Puck + AR



## Staff Efficiency Use Case

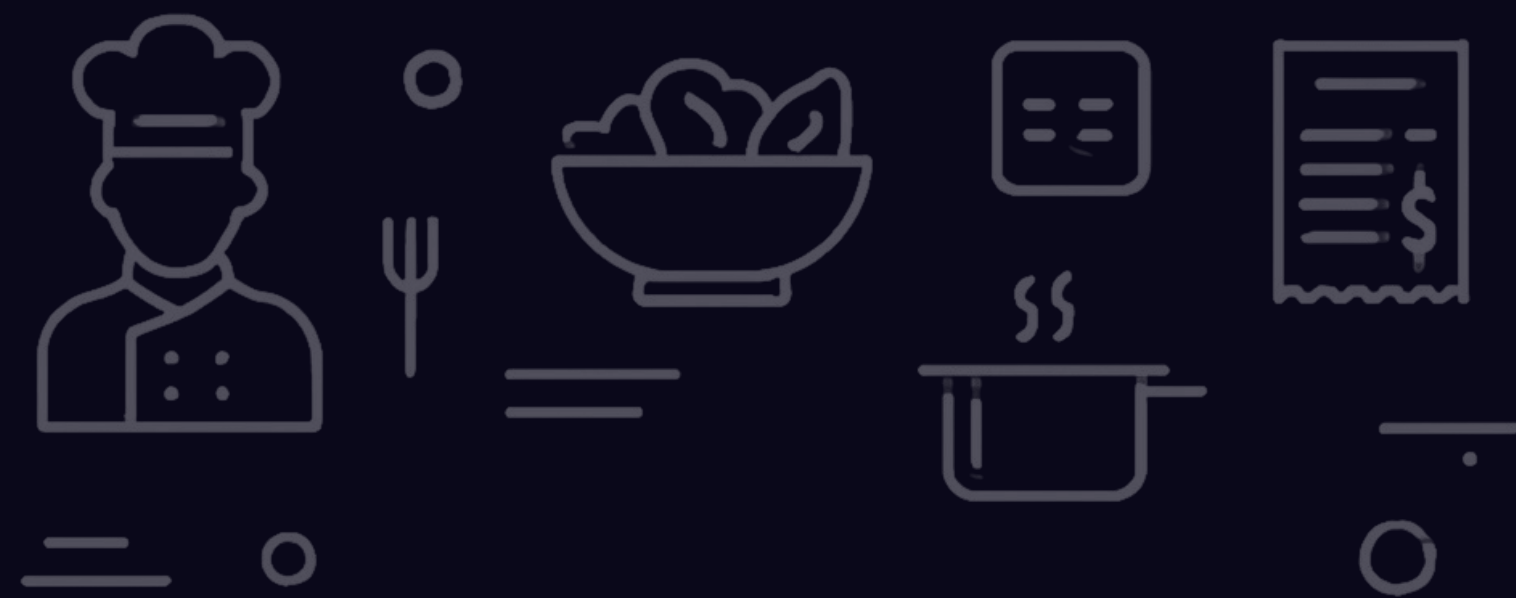
# AR Workflow for Kitchen and Frontline Staff

- Staff view active ticket flows overlaid on workstations
- Prep and plating steps visualized in 3D
- Reduce cognitive load and streamline handoffs
- Fewer errors, faster prep, happier customers



# Strategic & Implementation Insights

Business impact and deployment strategy



# Strategic Benefits for Merchants

- Boost conversion and average order value through visualization
- Improve staff productivity and reduce training time
- Differentiate brand with cutting-edge tech
- Future-ready infrastructure for next-gen experiences




**BURGER**  
Ingredients

- Cheese
- Beef patty
- Lettuce
- Onion
- Bun

☆☆☆☆☆

MENU



INGREDIENTS

- Cheese
- Beef patty
- Lettuce

# The future ...

KDS + AR

Order 24

- Batuol
- Gcber
- Properemhnt

Order 1

Order 25

- Muut
- Dcouucetolngi
- Daber

POS + AR

## BURGER

### Ingredients

- Burger
- Bect paity
- Lettuce
- Onion



AR Glasses

Payment Puck + AR

Flexible Tablet - HH

**BURGER**

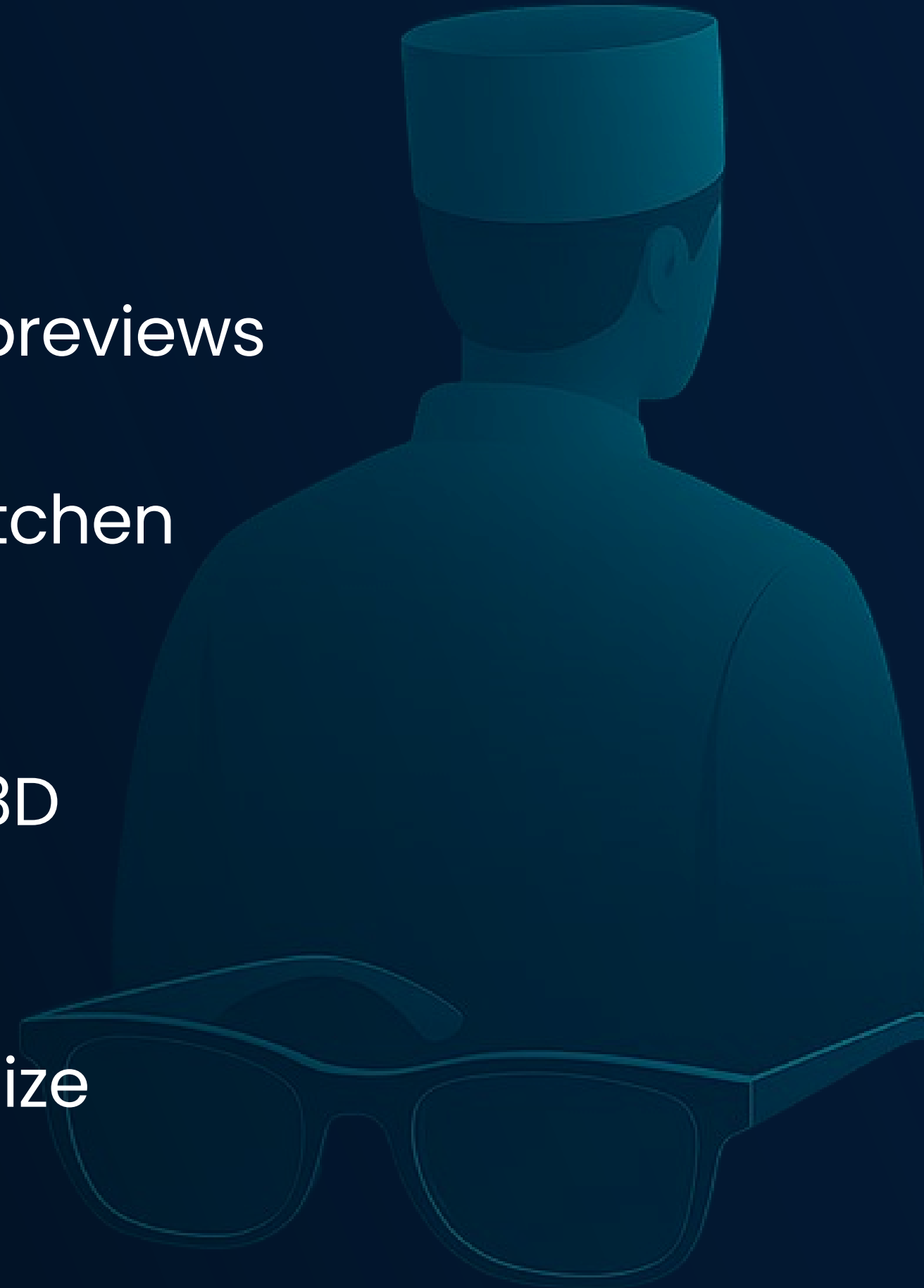
- Ouirger
- Bectr patty
- retrinlla
- Onnion

Burger

Beirgen

# Path to Deployment

- Pilot with mobile AR-enabled menu previews
- Integrate AR ticketing with existing kitchen displays
- Extend to wearable devices and full 3D interface
- Use analytics to iterate and personalize experiences



Order 1	Order 2
<input checked="" type="checkbox"/> Salmon	<input checked="" type="checkbox"/> Steak
<input checked="" type="checkbox"/> Burger	<input checked="" type="checkbox"/> Mushroom
<input checked="" type="checkbox"/> CactuSalad	<input checked="" type="checkbox"/> Soup
<input checked="" type="checkbox"/> Onion	<input checked="" type="checkbox"/> Onion





# Let's **Build** the **Future** of **Dining**

Enable AR menu prototyping through cross-functional collaboration and access to pilot partners.



# Thank you!

## Future areas in progress:

- Voice-First and Touchless Interfaces
- Context-Aware, Predictive Commerce
- Predictive Autopilot Mode
- Invisible Checkout (Leave when ready)

# APPENDIX

Customer Experience Use Case

# AR-Enhanced Ordering for Guests

- Scan a QR code or use an AR-enabled app
- View lifelike 3D models of dishes on the table
- Tap to see ingredients, allergens, and reviews
- Confidently place orders with fewer questions

