



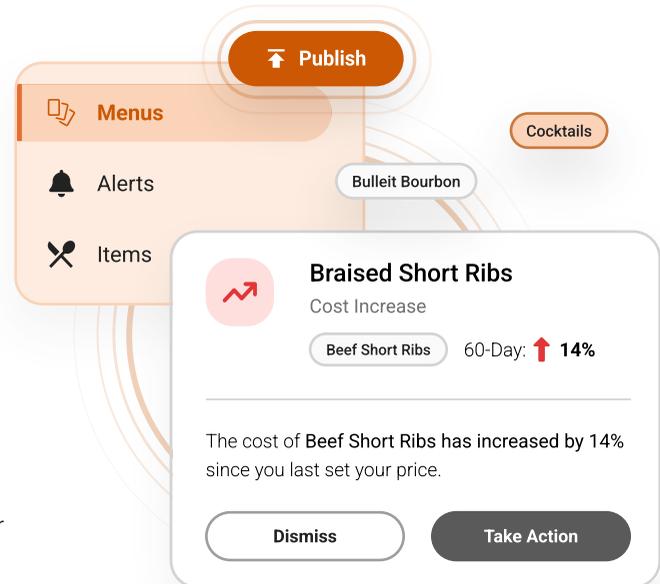
# Smarter pricing, better margins

The Intelligent Menu Platform

## Address rising food and labor costs and improve your margin

*Stellar Menu was designed by restaurateurs who know how hard it is to achieve financial success in the industry.*

- Our platform safeguards your restaurant's margin by monitoring ingredient costs, pricing trends, and competitive prices and notifying you when your current menu prices put you at risk of lost profits.
- When the time is right to update prices, you can do so in seconds, with updates automatically publishing across your print, mobile, and website menus.



## The Stellar Menu Process



### Easy Onboarding

With our comprehensive menu set-up service, we'll recreate your current menus, including logos, colors, and other branding elements. Then, use our intuitive, user-friendly interface to refine as needed.



### Menu analysis

No need to input all your recipes and ingredients. The platform intelligently learns the cost-driving ingredients of each dish.



### Price monitoring

Stellar Menu monitors ingredient costs, price trends, and competitive pricing and alerts you when to consider updating your prices or removing items from the menu.



### Menu updating

Easily change prices, add and promote new menu items, and hide items when you run out—even in the middle of service. Changes automatically roll out across your print, mobile, and website menus, saving you hours of frustration.

# Product Features

## Centralized menu manager

Stellar Menu is a centralized data source for all your menus, allowing you to easily update your print, mobile, and website menus with just one change, ensuring accuracy and consistency across all variations. No need to spend hours on updates or rely on designers and web developers.

## Proactive cost monitoring

To safeguard your restaurant's profit margin, Stellar Menu monitors ingredient costs, price trends, and competitive pricing. The platform automatically scans your menu for ingredients and tracks their market prices to empower you to make data-driven pricing decisions.

## Profit optimization alerts

When the platform identifies that your menu prices are not in line with rising ingredient costs, you receive proactive alerts, which enable you to take swift action, adjusting your price as needed and protecting your profit.

## One-click item and price updating

Keeping your menus current has never been easier. Update prices and item availability in seconds. Changes automatically roll across your print, website, and mobile menus with a single click, saving you time and frustration.

## POS integration

Stellar Menu detects and incorporates price and availability changes you make within your POS system and detects and notifies you about inconsistencies between the POS and customer-facing menus. This streamlined synchronization simplifies menu management and ensures a consistent, up-to-date representation of your offerings across platforms.

## Food and beverage descriptions tool

The platform automatically generates captivating descriptions for your food, wine, and cocktails, eliminating the burden on servers, saving you time, and streamlining the menu creation process. With engaging descriptions, your menu will be your top-selling tool, making it easier to promote high-margin items and increase check averages.

## Menu recommendations

The platform is a powerful upselling tool, as it automatically generates recommendations, such as pairing wines with each entree. These tailored suggestions enhance the dining experience and encourage patrons to explore additional options, ultimately increasing overall spend.

**With Stellar Menu, Strangers & Saints improved their margin by 3%, adding \$30,000 to their bottom line.**

## Why choose Stellar Menu?

- Optimize menu pricing
- Protect margin
- Increase revenue
- Maximize check average
- Promote items and events
- Position high-margin items
- Move perishable items
- Streamline operations
- Reduce waste
- Provide dietary information
- Provide allergen information
- Improve the patron experience
- Gain valuable insights
- Make decisions based on data