The Smart Menu Mission

Utilising the power of data to create consumer engagement, Smart Menu provides your customers with food information they can trust. Our aim is for everyone to know what is in their food.

Smart Menu

We provide enterprise solutions to display digital food and allergen information at POS for **32 leading food brands in over 3200 restaurants.**

Smart Menu Pro was first launched in 2016 and we have been developing our offering over the last three years to provide our customers with a market leading digital solution.

Our POS technology enables guests to find dishes matching their food preferences and the choice to interact with dietary data in a way that they choose either via the web or tablet application.

Our 'Smart API' gives you control to update all of your digital channels at once. Our data is real time, provided 24/7 and supported by a team of food and digital experts. Our apps provide your business with a rich source of insight on your guest's food preferences.

32
Brands

16,500
IOS Downloads

3200+
Restaurants

7500
Smart Menu Devices

Smart Menu - How it works

Smart Menu runs through our Smart Chef API, from here, all food information is available to your customers and back of house staff
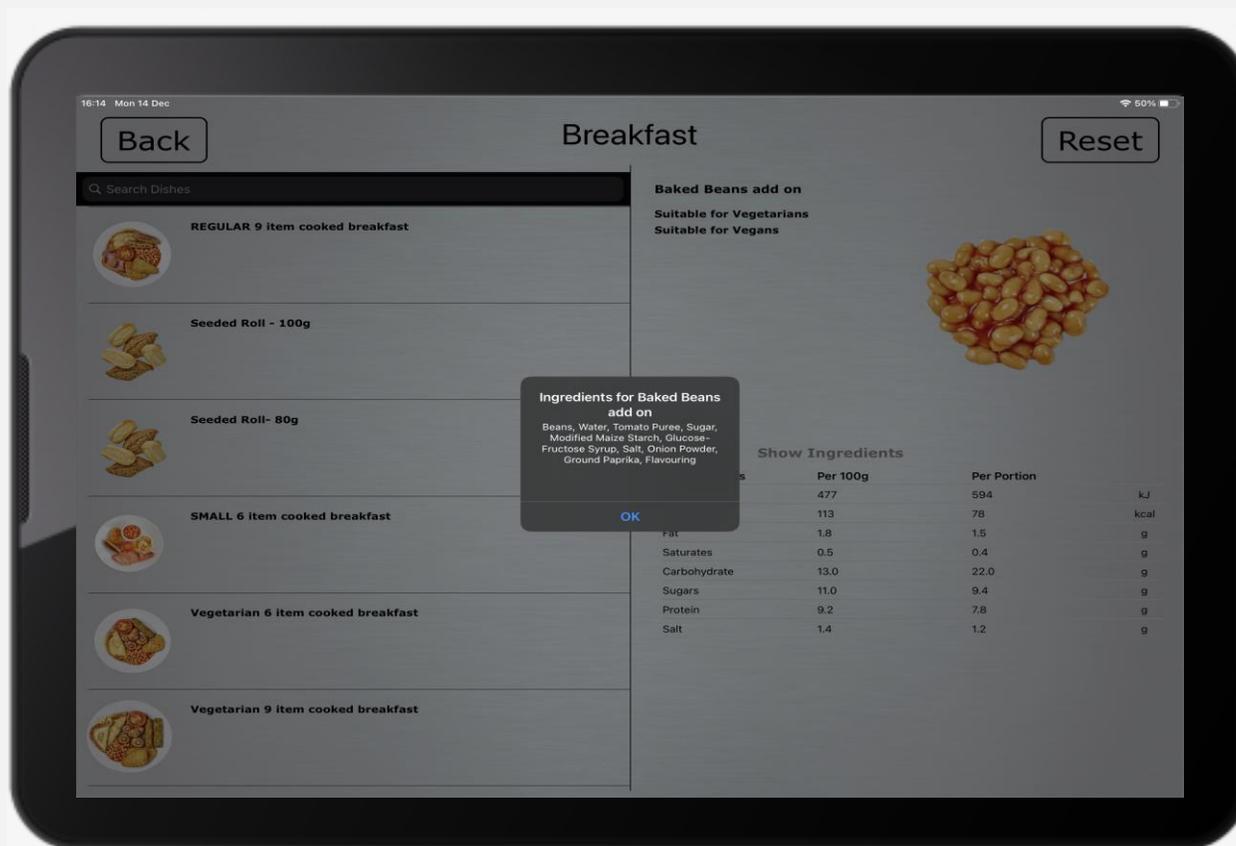
Your full menu is available on Smart Menu, providing allergen, ingredient & nutrition information at the tap of a screen

Assuring customers that food is safe for their individual dietary requirements

Bespoke branding and sub-branding to seamlessly promote your brand image.

Food information you can trust

Full ingredient declaration

Smart Menu shows customers a full ingredient list of each item

We ensure this vital information is easily accessible through our tablet application

Smart Menu gives those with specific dietary preferences confidence when eating out

Nutritional data is also available, offering complete transparency.

Complete customer control

Smart Menu allows customers to customise their menu to see what is safe for them to eat based on their individual requirements

They can select the allergens they want to avoid and see what options are safe for them

The app allows allergen preferences to be saved and cleared by each user.

The Result

Smart Menu is the next gen digital menu application created to enable businesses to go digital and make easy-to-access allergen information available to their customers.

Smart Menu provides real time validated allergen and dietary information for your customers, as well as nutrition information such as calories, sugar and salt levels.

Our Smart Menu app is ideal for hotels, restaurants, cafes, pubs and bars – where it is not always easy to find ingredient and allergen information.

100%
FIC Compliant
Ingredient Declarations

Choose
Vegan &
Vegetarian Dishes

Display
Nutritional values by
per 100g and per
serving

14
Major Allergens in Filter
Options

Smart Menu

The Society of Food Hygiene and Technology ®

SOFHT AWARDS 2020 WINNER

Chat to one of our food safety consultants now to find a Smart solution for your business.

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Smart Menu: About Us

SmartMenu

INDUSTRY
Food & Beverages

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IMPLEMENTATION PARTNERS
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COMPATIBLE APPLICATIONS
Smart Supplier, Smart Chef,