



Opportunities and Challenges

Welcome to 2009, the start of a new year with exciting new opportunities and challenges.

Included in the menumate News Letter is information on a number of additions at menumate. We have profiled some of our new customers from Sydney, Tauranga, Wellington and Christchurch. There is some information on the next release of menumate with some of the features that it will contain and we have highlighted the new reporting module available to you using Summa Business Intelligence software.

One of the biggest challenges facing a lot of businesses this year and especially over the next 3 months is the much publicised economic times and projected recession. The good news is that menumate is not just a Point of Sale system used to calculate the amount of sales for each day menumate is a tool to be used to add profit to your business, control costs, reduce administration costs and provide analytical reporting for you to make business decisions. Take stock control for example, many of you may be using a third party company to do your stock control for \$1000s and \$1000s of dollars per year. When with the right training you can use menumate at no cost to do the same job and provide the same if not better information.

The final page of this News Letter presents some training opportunities for all our customers to help you all to maximise the use of menumate and use it to better your business profit.

Best wishes and Good Luck with the New Year.

Andrew McClurg
Managing Director
andrewm@menumate.com

Sydney welcomes menumate !

Magic Memories Sydney Tower & Sydney Opera House, Australia: Magic Memories are a Queenstown based company taking on the world with added value tourism attraction and merchandise management. menumate is extremely proud to provide the point of sale systems for Magic Memories at the Sydney Opera House, Tower and Aquarium. Magic Memories uses menumate for POS, stock management and sales reporting. Sydney is also the city for the first Australian Coffee Culture. Coffee Culture Sydney in Crows Nest follows on from the incredibly successful franchise in New Zealand.



Setting New Heights



Magic Memories Sydney Opera House, Sky Tower Sydney Sydney, Australia

On an average day in New Zealand and Australia Magic Memories sees more than 35,000 people and takes around 48,500 photographs and 80 videos using 82 computers and 80 cameras.

Magic Memories is a tourism imaging company that specialises in photography, videography and web systems. menumate is pleased to provide the POS and reporting tools for magic memories.



Flying Burrito Brothers Tauranga, New Zealand

Tauranga is the most recent town in New Zealand to be blessed with the fabulous franchise restaurant of Flying Burrito Brothers. Following on from huge success in both Wellington and Christchurch, menumate is really appreciative to be part of the fast growing and popular restaurant chain. menumate is installed in Flying Burrito Brother for sales reporting, point of sale and table management with the ability for accurate stock control of food and beverage.



Duke Carvell's Wellington, New Zealand

Wellington is the host to a large number of great restaurants, cafes and bars. Located up Cuba Street in Swan Lane, Duke Carvell's Emporium is adding to that list. Duke Carvell's has already got the town talking with its great food, beverages and service. menumate is proud to continue to be a large part of the Wellington restaurant scene and equally pleased to be able to work with the team at Duke Carvell's.



Clearwater Resort Christchurch, New Zealand

Part of the Peppers group of resorts, Clearwater is a leading resort in Christchurch presenting high quality accommodation, great food and beverage and an international 18 hole golf course hosting the NZ PGA golf tournament. menumate has been installed in the Food and Beverage of the resort and clubrooms linking to the Maxial front of house management system and used for sales reporting and stock management.

Recent new menumate customers

Awaroa Lodge, Coffee Culture Bush Inn, Little India Hoon Hay and Auckland, Minx, Cartel, Orca Restaurant Raglan, Caffe Italiano, Shadow Lounge, Fresh & Wild, Good Bye Blue Mondays, Caesars, The Village Inn, Sultans Cafe & Restaurant, Corianders, The Green Man, Zeroes, Bella Cucina, Finz Down Under, Tru Bar, Grosvenor Hotel, Hot Springs Motor Lodge, Winnie Bagoes Ferrymead, MJs Coffee, The Gun Shop Restaurant, Global Burgers, Coffee Culture Sydney, Hand Made Burgers, Rocket Salad, West Coast Bar & Grill, Oporto Chicken, Scopa, Robbies Dunedin, Coffee Culture Timaru, Robbies Queenspark, Thai Food Group, Bambalinas, Golden Dragon.....

Latest Product from menumate



Web Based Multi Site Business Intelligence Reporting;

In conjunction with Summa Business Intelligence we are pleased to launch an interface from menumate to Summa. Summa is a great web based business intelligence reporting product that will enable users of menumate to log into their own reporting module and dashboard from anywhere in the world to monitor daily sales figures and drill down into each stores detailed sales information. menumate updates the

sales information automatically every night. All reporting is then available for all your businesses the next morning. To view the demonstration package go to www.menumate.com/index.cfm/Web_Based_Reporting and log into the demonstration module using the username of menumate and the password of BI. For a full demonstration or to discuss Summa for your business contact menumate on 0800 657300 or email andrewm@menumate.com

New Version of menumate!

Due for release at the end of March 2009, menumate V4.12 will become available with a number of new features and developments that include the following:

- **Flexible Discounting and Surcharges.**
Preload Public Holiday Surcharges for the coming year that will automatically turn on.
Create multiple discounted price levels for loyalty members or happy hours. Turn discounts on and off based on time and dates. Allow discounts to stack on top of each other when required.
- **Flexible Receipt Formatting:**
Create your own receipt layout. Print the receipts by date or by food and beverage or by guest.
The new receipt formatting allows tab or tables to print the receipt by date the sale was made.
- **Debtors Module:**
Interface to MYOB accounting software for a full Debtors module. Export invoices to MYOB weekly and use MYOB to print A4 fully formatted customer statements.
- **Kitchen Display:**
Take advantage of a kitchen monitor for fast food service or cafes with new formatting and flexible bump bar options.
Multiple Syndicate Codes: Combine your smart card loyalty system with other likeminded business to combine the marketing potential and customer databases.
- **DPS EFTPOS:**
Utilise the fastest eftpos terminal on the market with DPS ADSL eftpos terminal, reduce phone line costs, speed up the speed of sales, increase number of transactions. Amazing 0.5 second approval time.

More Profit with menumate



Why have Stock Control?

Stock control provides a number of critical aspects to a business, from controlling shrinkage, reducing capital required to hold slow moving stock, reducing administration costs through reordering and ensuring correct margins are maintained in your business. These all add to your bottom line profit.

What is it Worth?

Take a sample restaurant. The turnover of the restaurant is \$1,000,000 per annum. Their customer spend is 55% Food and 45% beverage. Their ideal and budgeted food cost is 30%. This is then \$ 165,000 per annum. The restaurant has no stock control in place for either food and beverage.

Meal prices are set at the time of designing the menu. Given that no stock control is in place there may be a difference between the budgeted food cost and what is really happening. If the actual was 33% (a minor 3% difference) the cost to the restaurant over the year is

\$16,500 in PROFIT.

This is only looking at a saving in Food Costs. Take into account the same calculation on beverage shrinkage, ability to manage and maintain (or increase) the gross profit on each item, reduced stock holding (cash savings) the total savings and profit added to the restaurant could be over

\$35,000 in PROFIT. It does not need to stop there with the use of menumate to protect and increase your profit.

“ Stock Control to manage shrinkage and costs, Loyalty Systems to increase customer counts, Clocking in of Staff to reduce wage administration costs, Link menumate to your accounting system to reduce double entry and produce financial reporting on your business Weekly.... Plus more. ”

Training with menumate

Training Available on all menumate modules include:

- **Implementing Stock Control of Beverages** to reduce shrinkage and ensure the correct Gross Profit is being made on every item being sold.
- **Implementing Stock Control of Food** to manage food costs, reduce wastage and ensure the correct margin is being made on each meal as seasonal pricing effects the ingredients.
- **Running an effective Loyalty Rewards System** to encourage regular and loyal customers (UK Statistics show loyalty club members visit a business 2 to 3 times more than a non loyalty customers and when they do they spend 50% more on average)
- **Interface menumate to your payroll** system to manage staff attendance and reduce administration costs of data entry
- **Link menumate to your accounting system** to elimination double entry of invoices, increase management of creditors and provide weekly financial (Profit and Loss) reporting for your business.
- **Use your hand held terminals** not just to take orders but as a tool to increase average spend per guest. (What would \$1 more per guest do to your profit?)

Training can be provided on site using our one on one menumate Implementation Program working in your business one at a time on all or some of the menumate tools.

Group or Seminar Style training can be provided in regions where multiple menumate users can be trained on our demonstration system and then implement the tools on site with our support.

Interested in training...? email andrewm@menumate.com
or visit www.menumate.com

