Accor, Hard Rock and Gordon Ramsey's Hell's Kitchen setting the benchmark with My Menu



Kansas City, Oct 3, 2020 (Issuewire.com**)** - My Menu a digital menu platform for restaurants, bars, clubs & pubs to take contactless orders and accept payments, making menus more accessible and restaurants becoming COVID-19 compliant overnight. With over 300+ hotels and 3000+ restaurant install base across 30+ countries, My Menu has established itself as a clear global leader in the contactless menu vertical.

My Menu's innovative technology allows for much needed upselling at the point of ordering and helps increase the average order value helping the hospitality industry make a way in recouping it's lost due to the pandemic.

Accor was the first hotel company to define a corporate policy when it came to the contactless menu, as early as May of this year. Floor Bleeker, Chief Information Officer at Accor said

"The health, safety and well-being of our guests and team members remain a top priority for Accor,

especially during these unprecedented times. As a part of the #ALLSAFE program, the Accor Middle East & Africa IT team have partnered with My Menu, a global leader in the digital menu that redefine the way guests order food entirely contactless. Through this partnership, guests can now enjoy a menu copy on their personal device by scanning the restaurant's QR code and without the need to download any application."

"To date, more than 500 restaurants in over 150 Accor Hotels in the Middle East & Africa region have seamlessly implemented My Menu to ensure a contactless yet efficient service for guests." added Floor.

Although most hotel brands haven't announced a corporate standard a decision is being made at the property level. Many Marriott properties such as JW Marriott Marquis, The Grosvenor House, Le Meridien, Westin and others such as Caesar's Palace, Meydan Hotels were among the early adopters of My Menu.

Globally loved iconic brand Hard Rock had this to say

"Love All, Serve All

At Hard Rock, we've lived by this motto for nearly 50 years. And right now, it's more important than ever to us when it comes to keeping you safe.

That's why we are going out of our way to ensure that your visit to Hard Rock Cafe is as safe (and enjoyable) as we can possibly make it.

Part of these measures is teaming up with My Menu to ensure that all of our menus are now digital - simply scan the QR code on your table and read the menu on your personal device. It's easy and safe and our team of young, digitally minded, socially distanced servers are on hand to answer any queries you may have, to ensure your table is clean enough to eat off and to offer a friendly squirt of sanitizer if you want it. Stay safe and sound. After all, tattoos don't wash off - but germs do!" said Nada Hayati, General manager at Hard Rock

Other popular brands who understood the importance of contactless menu at an early stage are Gordon Ramsey's Hell's Kitchen, Nandos, Wagamama, Carluccio's, Max, Zafran to name a few.

When asked why are so many well-known brands opting for My Menu? The CEO and Co-founder of My Menu - Abhishek Bose said

"Our core objective at My Menu is to increase the average check value of any restaurant. I believe hotels and restaurants have realized that a good QR Code Menu is much more than just a safety feature. My Menu implemented with all its features has proven to increase sales by 30%!"

My Menu has recently announced direct integration with payment gateways such as Stripe, Razorpay, 2Checkout and Checkout. This enables restaurants in to accept online payment directly into their account.

To take advantage of the free trial and for further information visit https://www.mydigimenu.com/

My Menu is an 'all-in-one' menu and order management system for hospitality venues. The QR Code Generator and Menu ordering system provide guests with a complete contactless, self-ordering and self-

payment system. My Menu’s online ordering and delivery module help the restaurant to start accepting orders directly at zero commission. My Menu improves efficiency and guest experience while increasing revenue. Integration with multiple payment gateways such as stripe, checkout, 2checkout, razor pay ensures restaurants can start accepting payments online directly into their accounts.

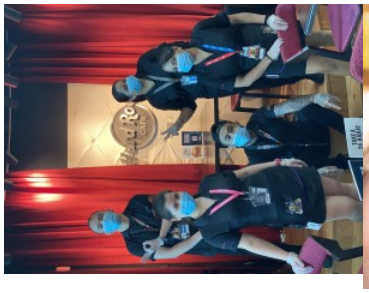
Press contact

Mario Gomez

pr@mydigimenu.com

Download PR & Images

https://drive.google.com/drive/folders/1aw3mwMvLEFOIiWPx7REmAVqxoBPerg9q?usp=sharing









Media Contact

Mario Gomez

pr@mydigimenu.com

+971502298622

JLT

Source : My Menu

See on IssueWire