

MenuMap

A menu that already knows the guest's taste

What MenuMap is

MenuMap is a personal assistant for choosing dishes in restaurants.

A guest opens a restaurant in MenuMap or scans a QR code, states their tastes, allergens and the ingredients they avoid - and sees not a long menu, but the dishes that suit them best.

MenuMap answers two simple questions:

- **Where should I go?**
- **What should I order there?**

For the guest, it means a faster and more confident choice.

For the restaurant - a higher chance that every guest finds "their" dish on the menu, orders it and comes back again.

The problem we solve

Most digital menus simply show a list. The guest sees dozens of items and still has to figure out on their own:

- what they will enjoy;
- where allergens or unsuitable ingredients might be hiding;
- which dishes match their mood;
- what exactly is worth ordering in this restaurant.

As a result, strong dishes get lost in the menu, and the guest's decision remains a matter of chance: based on a photo, a name, a price or a waiter's advice.

MenuMap changes this scenario:

The menu stops being a passive list and becomes a personal recommendation.

A simple example. A guest with a nut allergy opens a menu with 80 items. Instead of questioning the waiter about every dish or settling for a "safe" salad, in MenuMap she immediately sees nut-free dishes sorted to her tastes. The choice takes a minute, not ten - and it is a choice in favour of the dish she truly wants, not the simplest one.

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How it works for the guest

1. The guest opens MenuMap or scans a QR code in the restaurant.
2. States what they like, what they don't eat and which ingredients don't suit them.
3. Opens the restaurant's menu.
4. Sees the dishes sorted to their taste.
5. Rates the dishes, and the recommendations become more accurate over time.

The guest does not search at random. They immediately see where to start.

Why this matters right now

The market has changed: the fight is no longer for traffic, but for every single visit.

- In the first half of 2025, footfall in venues across most Ukrainian cities fell by 7–16%; revenue grew by only 5% - and exclusively due to prices (Poster, sample of 8,800 venues).
- In 2024, 47% of restaurateurs recorded a decline in profitability, and 21% made no profit at all.
- In 2025, more than 10,600 venues closed, half of them having lasted less than a year and a half (Opendatabot).

The conclusion is simple: **every guest who has already walked in costs more than ever**. Letting them get lost in the menu, order “at random” and never return is a luxury the market no longer forgives.

At the same time, guests have grown used to digital products adapting to them - music, films, products, feeds. Services like Expienza and ChoiceQR have already accustomed the market to electronic menus - but the menu itself remains the same for everyone. It is time to take the next step: a menu should not merely open on a phone, it should help you choose. This is exactly the role MenuMap takes on.

What the restaurant gets

The main thing: connecting requires no changes in how the venue operates. There is no need to integrate a new system, change the POS, rework the menu or train the staff. MenuMap works as an additional recommendation layer on top of the existing menu and does not replace the QR menu, the website, delivery or the accounting system.

Today it comes down to three concrete things:

1. **Visibility of strong dishes.** The items that best match a guest's tastes no longer get lost on the fifth page of the menu.
2. **A more confident guest choice.** A person with an allergy or dietary restrictions chooses without fear and without ten questions to the waiter.
3. **Aggregated interest analytics.** Which dishes are viewed, saved and rated - without any personal data.

Over time - menu analytics across locations, spotting underrated items, testing new dishes through recommendations, and personalised promotion without losing the guest's trust.

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But what about competition? Recommendations are built on the preferences of the specific guest - so the people who come to your venue are a relevant audience your kitchen genuinely suits. Such a guest is more likely to leave satisfied and come back. You don't get random traffic - you get people who were looking for exactly the kind of menu you have.

This is not yet another catalogue. It is a way to make the menu an active sales tool.

The principle of trust - and why it benefits the restaurant

MenuMap works with tastes, allergens and dietary restrictions, so trust is critical. We do not sell guests' personal profiles to restaurants - the venue receives only aggregated analytics.

This is not a limitation but the engine of your visibility: a guest who trusts the recommendations uses them more often - and more people see your dishes.

What's next

Fill in the form - and get free trial access to the MenuMap analytics dashboard.

There is nothing to integrate. The menu stays as it is. You will see how it looks through your guests' eyes - and which dishes deserve more attention.

In brief

MenuMap is not just another digital menu.

The guest finds what suits them faster.

The restaurant showcases its strong dishes better.

The menu becomes not a list of items, but a source of data, recommendations and demand.

MenuMap is a menu that already knows the guest's taste.

Sources: Poster studies "2024 Results" (7,000+ venues) and "First Half of 2025" (8,800 venues); Opendatabot, based on the Unified State Register, 2025.