



Menutech automatically generates Velia's brochure-folded menu in 3 different styles and accelerates the weekly preparation of food and beverage selections.

Industry
Restaurant/Cocktail Bar

Location
Italy

Challenges

- Complex design customisation.
- Repetitive tasks.
- Internationalisation of guests.
- Increasing number of food transparency regulations (e.g. mandatory declaration of frozen goods in Italy).

Favourite features

- Automated translations.
- Automated detection of allergens.
- Linked menu templates and styles.

Success metrics

- Bilingual menus are prepared every week in just 15 minutes.
- Zero design task required: the brochure is automatically generated by Menutech.

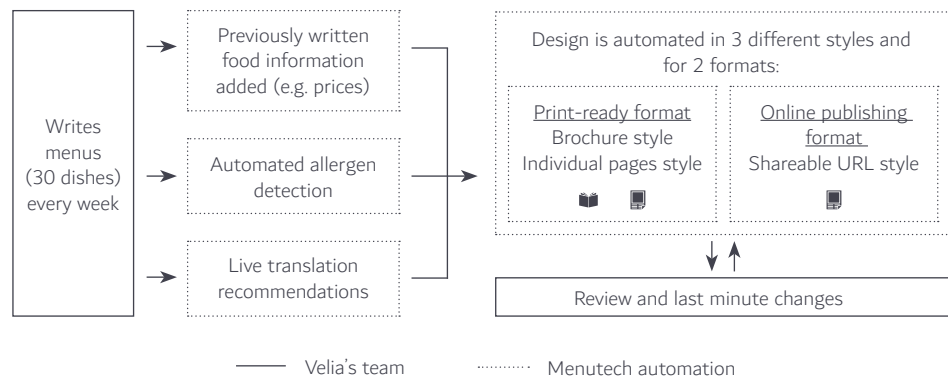
About the Velia Restaurant and Cocktail Bar

The Umbria-based Velia restaurant and cocktail bar offers a modern twist to Italian cuisine, signature cocktails and lounge music. Chef Velia de Angelis, well-known for her participation in Rai 1 (Italy's flagship television channel) cooking shows has returned to her home town to pursue a new chapter in her gastronomy career.

The goal

- A same menu content is exported into various styles (lunch or evening, restaurant or cocktail bar),
- Last minute changes are synchronised across Velia's database.
- Menus, Translations and Allergen Tables can be quickly re-exported
- The bilingual head of service prepares menus in advance. Other staff members have access to menus, dishes and translations - thus keeping linguistic quality consistently high even if bilingual staff are out of office.

The solution Menutech provided



The Menutech technology

The brochure half-fold format requires a double sided booklet printing system:

- Automated page number reordering.
- Automated page rotation for duplex printing.
- Automated insertion of English translations with the Italian text.
- Automated layout rearrangement for printing as well as for digital publishing.
- Dynamic legend, thus only showing the allergens and special labels contained in the menu. The legend is also automatically translated.

