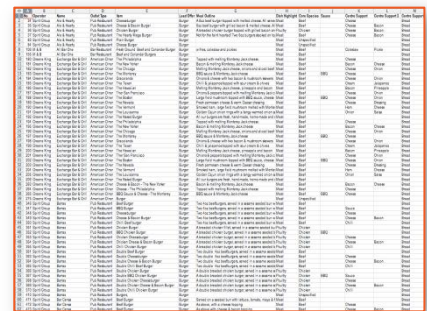


Menurama Food and Drink

The UK's leading analytical database of nationwide menus covering food dishes and drinks in the pub, restaurant and hotel sectors, categorising menu items presented to consumers across all available menu types to create a searchable repository of menu information. This allows menu planners, strategic decision makers, insight managers and sales and marketing teams to keep up to date with menu trends, spot new opportunities for their products and services and to stay one step ahead of the competition.

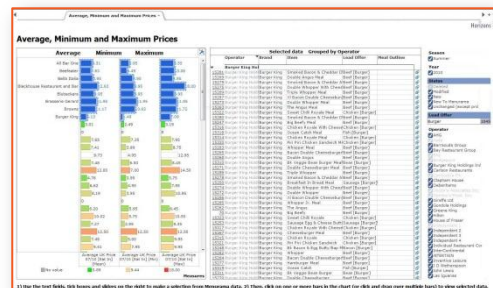
Product Outline

- Menus are collected from the UK's top 100 multiple and branded chain foodservice operators and leading independents in the South, Midlands, North and Scotland
- All possible menu types are collected (e.g. standard, children's, dessert, snack). Supplementary information (such as Specials Board items and promotional offers) are noted by hand
- 12,500 menu items are transcribed to our database word-for-word and then categorised
- New, changed and discontinued items are clearly shown along with price changes – 36 data fields in total
- Produced twice a year in March and September



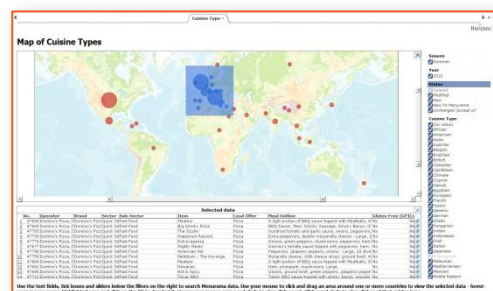
What do subscribers get?

- **Envision:** A powerful, easy-to-use analysis and data visualisation tool
- **Data:** A spreadsheet with full details of latest menu items and historical data
- **Executive Summary:** Analysis of results in text, table and graph formats
- **Menus:** High-resolution images of all menus
- **Support:** Telephone and email support



Frequently asked questions which Menurama is designed to answer:

- **Market Positioning:** How do my brands and overall offering compare to what my competitors are doing?
- **Gap Analysis:** Are there any dishes, drinks or price points not being offered to diners that I can exploit?
- **Range Analysis:** How many dishes of each course are being offered?
- **Range Detail:** What types of dishes are being offered in terms of main protein, sauce etc?
- **Price Architecture:** What are the minimum, maximum and average dish prices being charged?
- **Promotional Activity:** What deals are my competitors offering to entice consumers and how do mine compare?
- **Consumer Driver Messages:** What messages are operators including on their menus to help consumers make their dish choices – vegetarian, organic, healthy eating, provenance etc?
- **Menu Evolution:** Which dishes are newly added to menus and which have been deleted?
- How much does a typical steak meal cost?
- What are the price trends across different sectors and regions?



- How have menus, prices, plate sizes and weights changed since last year?
- What are the most frequently listed dishes?
- What flavour trends are emerging?
- How many mentions does a product brand name get?

Who subscribes to Menurama?

- Operators, distributors, manufacturers, government departments, trade associations and others

Sample data fields

- Operator name
- Brand name
- Outlet type (e.g. Irish bar, fish restaurant)
- Dish name
- Dish description on menu
- Consumer driver messages (e.g. suitable for vegetarians, gluten free)
- Calorie information
- Dish highlight (e.g. poultry)
- Core species (e.g. chicken)
- Sauce (e.g. gravy)
- Supporting items (e.g. crinkle chips, julienne carrots)
- Weight
- Plate size
- Meal type: placement within menu (e.g. starter dish, main course)
- Meal type: ethnicity (e.g. Thai)
- Price (by region, UK average, current & historical)
- Dish status (e.g. new, discontinued)

Further information

For further information about the benefits of our services to your business, please visit our website at www.hrzns.com or contact us on +44 (0)844 800 0456 or info@hrzns.com

Menurama Plus

In addition to the standard Menurama service, Menurama Plus includes analysis tailored to your business needs by comparing 4 brands from one Menurama release and covering the following analysis types:

- Range Analysis
 - Numbers
 - Course Component
 - Innovation
 - Gap Analysis
- Pricing Architecture
- Promotions
- Consumer Drivers

Analysis Type		Description
Range Analysis	Numbers	Number of starters, main courses, desserts, drinks, other (salads, side dishes etc)
	Course Component	Analysis of 4 variables (e.g. poultry, meat, fish, vegetarian OR sauce type OR dessert type)
	Innovation	Number and description of new lines for starters, main course, desserts, drinks, other
	Gap Analysis	Dish name and description for starters, main course, desserts, drinks, other
Pricing Architecture		Entry, exit / highest, average and most common / modal price for each of starters, main courses and desserts
Promotions		Description and number of promotions
Consumer Drivers		Frequency of appearance on menus of vegetarian, wheat free, gluten free, contains nuts

Further information

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