



Your Food & Drink

Simplified and Personalised



*TELL ME WHAT YOU EAT AND I WILL
TELL YOU WHAT YOU ARE!*

Anthelme Brillat-Savarin, 1826



QUALITY AND LOCAL

59%

**59% of us say it is important to
support UK farms and producers**

FSA

90%

**Of all consumers 90% say
they are passionate about food**

Sacla



WE WANT TO KNOW

THE IMPORTANCE OF

me~nu™

FOOD & DRINK - SIMPLIFIED & PERSONALISED

The UK's Food and Drink industry is one of the most diverse, producing some of the highest quality food and drink in the world.

Our producers work to standards higher and more demanding than most countries require, ensuring that the locally produced food we enjoy is high quality, sustainable, ethical and provided by an essential part of our nation's economy.

Our mission with **me~nu™** is to help you discover and celebrate businesses that utilise the quality and diversity of British (and overseas) produce to provide the best quality and value dishes.



UNLOCK YOUR me~nu™

We are a nation of food lovers, proud of the incredible work our farmers and producers do to provide us with high quality, sustainable dishes that we love.

Almost all of us want to know more about the food and drink we buy in restaurants or cafés when deciding what to pick from the huge varieties of menus.

85%

**85% of us now want to be sure
we are buying high quality products**
Edelman

86%

**86% of us are calling for
menu transparency in restaurants**
Technomic

DISCOVERED BY YOU

Where it is from?

How was it grown or reared?

Is it sustainable?

What are the ingredients?

Is it good for us and the planet?

Does it fit with my dietary preferences?

(For those with allergies or intolerances accurate information is vital)

The problem is that virtually all the information we want or need to make fully informed decisions is locked up in multiple, complex systems and usually in indecipherable jargon.



47%

**47% of us want clear information
on ingredients and sourcing**

Neilsen

65%

**65% of us say it's important to
understand how our food is produced**

Neilsen



PERSONALISED FOR YOU BY

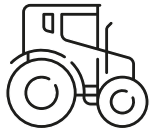
me~nu™

Our true purpose is to transform complex, technical food and drink data into transparent and easy to digest (pun intended) information so as to enable you to make fully informed decisions that fit your individual needs and preferences.

We love independent food and drink businesses that are committed to the highest standards of sustainability, quality and their local supply chains, enabling them to share all of this with you through our platform.

The businesses we work with know that transparency and quality are essential to growing trusted relationships with you and delivering the world class, fully personalised customer experience you expect, through our **me~nu** app

THE OLD WAY



PRODUCERS



RESTAURANTS



You

**We produce a superior product,
but no one knows about it. How do we?**

1. Get the message out so more people know?
2. Tell the story of our amazing products and their quality?
3. Help restaurants tell our story so that consumers really value our sustainable, quality products?

**How can we prove our commitment
to local, quality, suppliers?**

1. Our customers want to know more about the food we provide how can we make that transparent?
2. We want to ensure our customers with special dietary needs are always fully informed, how can we do that better?
3. Our customers are our priority, how can we improve our relationship with them?

**How do we know where the
product on the menu come from?**

1. How do we know they meet our ethical and sustainability expectations?
2. Are there any allergens or other ingredients we can't eat?
3. We want to know that the restaurant really does care about local, quality and sustainable suppliers. Its really important to us. How can we find out?

THE me~nu™ WAY

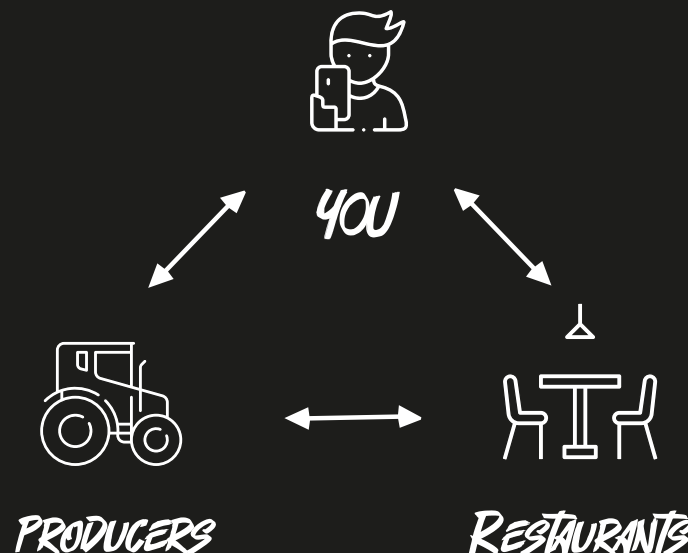
me~nu™ changes the relationship between you, restaurants and producers by enabling you to see the verified information you want about the food and drink you are choosing. There is a lot of information available, so we personalise it to your specific needs and preferences.

YOU

1. Instantly accessible interactive menu
2. Full personalisation of the menu through the app
3. For those with specific dietary needs or restrictions, take the worry out of restaurant visits with personalised, dynamic information
4. Enjoy interactive content that provides insight into the producers supplying the restaurant
5. If you follow the restaurant through the app, receive exclusive offers, updates and content tailored to your personal preferences

PRODUCERS

1. This covers farmers, fishermen, growers, makers, small producers and more
2. Discover the story behind the producer
3. Understand the standards that the producer complies with
4. Discover the producer's commitment to quality, sustainability and local produce
5. See the producer's certificates and industry body memberships
6. See the producer's awards
7. Understand whether or not the produce fits your dietary needs and preferences



RESTAURANTS

1. Explore the menu in-depth in the restaurant or before you arrive
2. Understand the full nutritional profile of dishes on the menu
3. Access dynamic and accurate food safety data on allergens and intolerances
4. See for yourself how much the restaurant is committed to its local supply chain
5. Explore the producers the restaurant buys from
6. Explore the restaurant's commitment to sustainability and quality
7. See the restaurant's awards and reviews
8. Share reviews once you've eaten at the restaurant



IT'S PERSONALISED



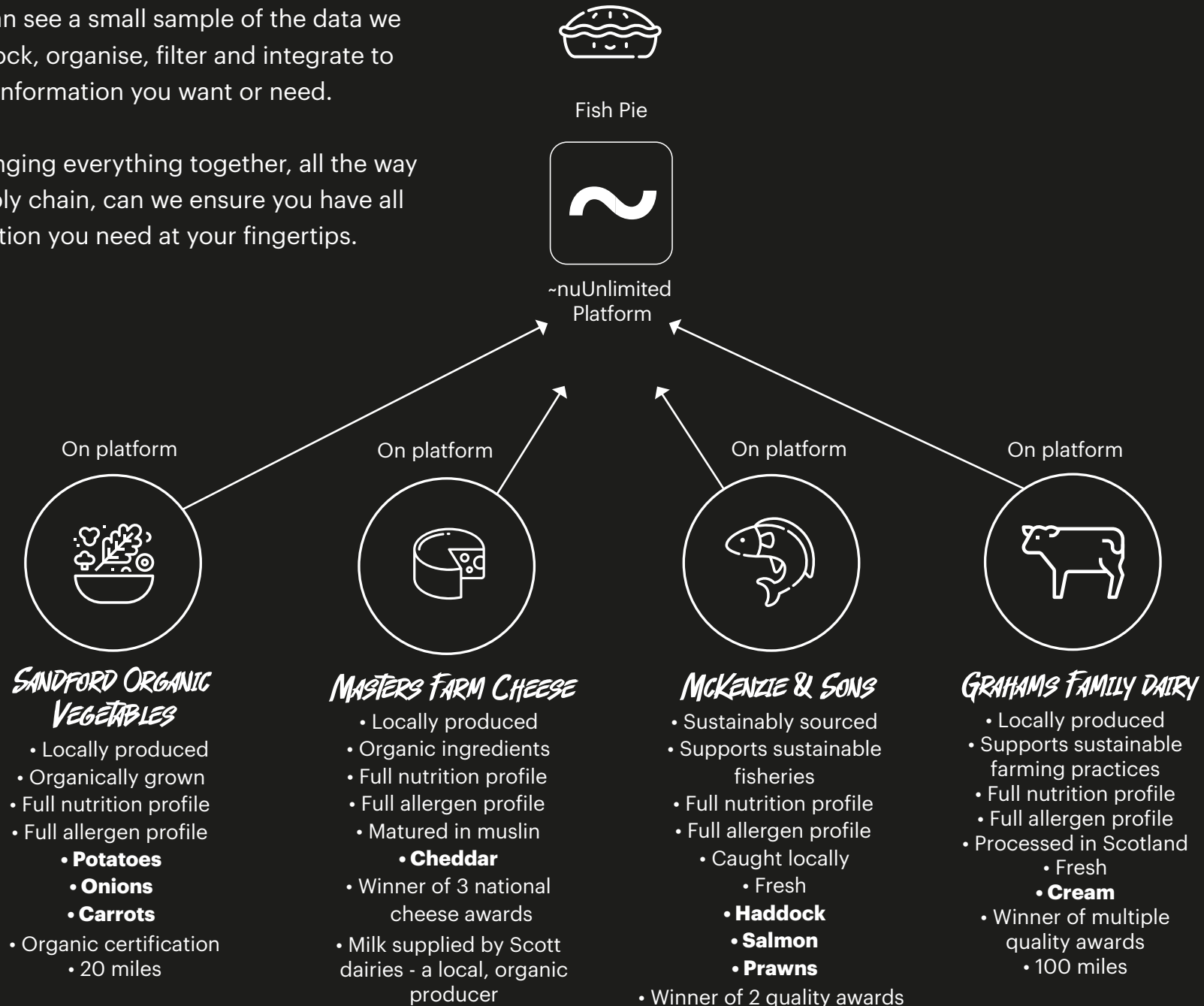
**All you need is a reasonably modern
smartphone with a camera to get started.**

Wherever you see a tag like the
one pictured right on a menu, a product
or anything else, just scan it with your
smartphone camera and we'll deliver
the content and information you expect.



Here you can see a small sample of the data we have to unlock, organise, filter and integrate to deliver the information you want or need.

Only by bringing everything together, all the way up the supply chain, can we ensure you have all the information you need at your fingertips.





It's a bit like creating your very own local high street filled with the restaurants and cafés you love and making sure they are there to serve you, just the way you like.

Best of all, if you change your personalisation, the change is reflected in all the brands and businesses you follow – instantly.

If you choose to download **me~nu™**, you can personalise virtually everything to enjoy an experience as unique as you are.





FOR FOOD HEROES

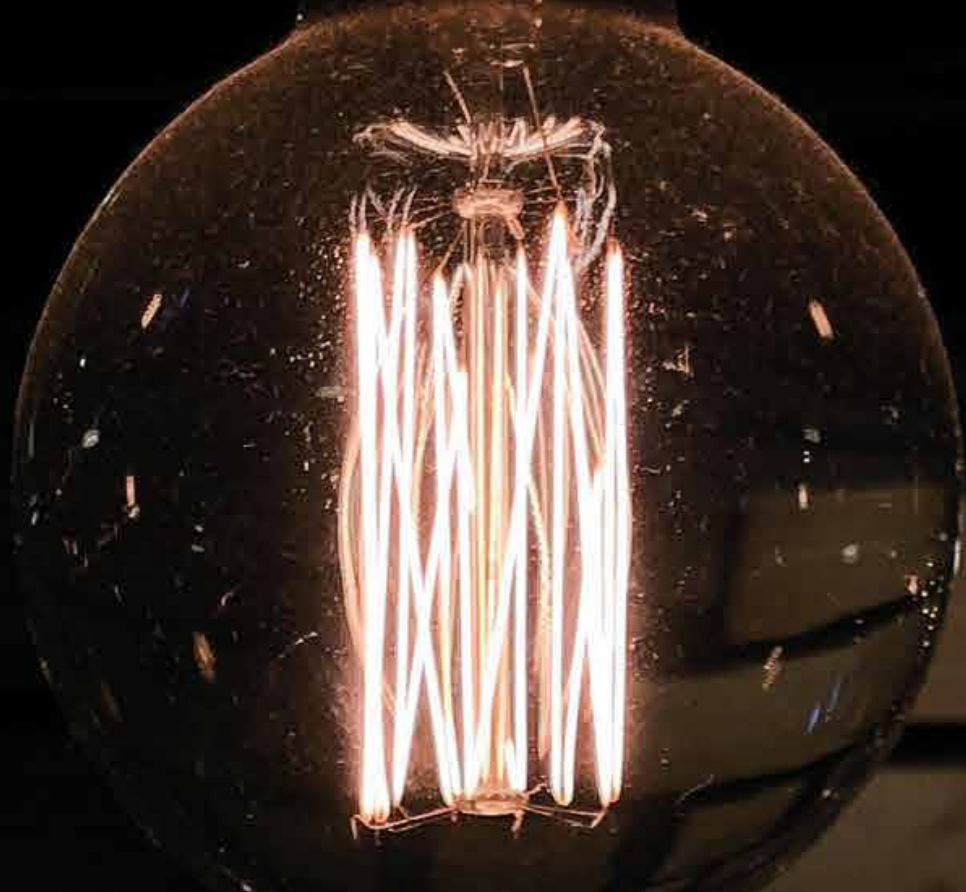


Most of us want all the information and content in one place where we can instantly access it, so we designed the **me~nu**™ app to include all the functions you want in an app covering high quality independent food and drink.

Driven by a powerful platform that builds on verified and validated data, **me~nu**™ is designed to be the 'go to' for everything food and drink that you can trust to be honest and transparent.

There is so much more coming in the next few months that will make **me~nu**™ an even more powerful resource for all us food and drink lovers.





We are not about big global brands that buy your attention with glossy ad campaigns full of green washed virtue signalling.

We are for the independent, growing food and drink heroes that do deserve your attention and support. They are the authentic ones leading the way on quality, sustainability, the circular economy and the provenance of their products.

me~nu gives these businesses a powerful voice on a platform that makes it easy for you to find them, learn about them, buy from them, follow them and stay in the loop.

**YOU'RE
INVITED**



Follow us on Facebook to stay in the loop and be one of the first to get access to **me~nu**[™] and the exceptional products and businesses that are leading the way in making their businesses and products completely transparent.

Or you can get some practice in and scan the QR on the left which will take you to our Facebook page.



Food & Drink, Simplified & Personalised

Head Office

nuUnlimited Ltd
142 Station Road
Chingford
London
E4 6AN

Scotland

T: 01294 645545

nuUnlimited Trading Ltd
22 Quarry Road
Irvine
North Ayrshire
KA12 0TH

www.nuunlimited.com
info@nuunlimited.com

Imagery in this brochure provided by unsplash.com



HELPING YOU WITH THE NEW NORMAL

As we move into the 'new normal' some of the restrictions that will be placed on the hospitality sector are beginning to firm up.

Although how the sector will be able to operate or how far apart we will have to remain socially distanced are not clear, some elements of the nuUnlimited platform operations already comply with some of the suggested 'new normal' regulations as outlined on the right.

SINGLE USE MENUS

Our downloadable menus are safer than single use menus and access from a QR code or a web link.

SOCIALLY DISTANCED INTERACTION

The quality of information available from our menus covering provenance, sustainability, quality, nutrition, allergens and others ensures that diners have all the information they need to hand, reducing the need for direct interaction with staff to answer questions.

PULL MARKETING

As hospitality reopens, you will be just one of a vast number of voices trying to catch the attention of your customers. Our pull marketing tools within the app enable you to market direct to customers with personalised offers and information.

ORDER FROM TABLE MODULE

Although not ready yet, we are in the process of finalising an *order from table module* to enable you to operate with minimal staff interaction with diners.