



# Creating the Modern-Day Farm Stand with Digital Menus

Greenleaf Gourmet Chopshop partners with Embed Digital to emphasize the restaurant's 'farm-to-table' philosophy

By Richard Slawsky | Contributing writer, FastCasual.com

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## The Players

**Embed Digital**, based in Irvine, California, provides turn-key digital signage solutions for businesses of all types, offering everything from content creation to hardware installation. Everyone at Embed Digital is on its customer service team, from the CEO who may pick up the phone to the furry friends that may lick you as you walk in the door.

**Greenleaf Gourmet Chopshop**, based in Southern California, is a fast-casual restaurant specializing in fresh food, responsible sourcing and authentic experiences.

Jonathan Rollo, Greenleaf's "Commander-in-Leaf," began pursuing his passion for cooking by training at the world-wide leader of innovation and creativity, Le Cordon Bleu of Chicago. After spending two years managing and cooking for the acclaimed Rose Bud Group in Chicago, Rollo took his experience and skillset to the Patina Restaurant Group in Los Angeles. Following a successive string of Patina developments in and out of Los Angeles, including the iconic Hollywood Bowl, Rollo embarked on his passion project in 2007, opening his first Greenleaf Gourmet Chopshop.

## The Challenge

One of the top complaints restaurants receive from their guests is a lack of menu readability, which leads to confusion, indecisiveness and added wait time. In recognition of that issue, Rollo wanted a flexible, clean solution for Greenleaf Gourmet Chopshop that decreased customer frustration while retaining the authentic character the restaurant has cultivated.

Among Rollo's goals were to make Greenleaf's 50-plus item menu easily digestible, showcasing beautiful food photography while extending a consistent brand identity. In addition, he wanted to be able to easily change menus according to day and time, and emphasize the restaurant's "farm-to-table" philosophy and seasonal freshness.

"Creating authentic, community-based dining experiences is what separates Greenleaf Gourmet Chopshop from other restaurants in the healthy-living marketplace," Rollo said. "With a full bar including fresh craft cocktails, indoor and outdoor patio seating, and on-site chef's garden, Greenleaf Gourmet Chopshop is the modern farm stand."

Greenleaf Gourmet Chopshop's newest location was set to open in a beautiful space in Venice, California, and the Greenleaf team needed an elegant menu solution to match the upscale location and mission statement – "Eat Well, Live Well!"



## The Solution

To help address Rollo's concerns and create a unique experience for Greenleaf's guests, the restaurant partnered with signage and menu board provider Embed Digital.

Embed Digital created a 6-screen, ceiling-mounted solution to organize Greenleaf's menu and make it easy for customers to quickly scan through the daily/hourly options. The





company's design team split the restaurant's fluctuating, extensive menu into modular segments that could be rearranged into different menu sets for different dayparts.

Along with a new brunch menu, Embed Digital created a "leaf cycle" marketing piece that emphasizes Greenleaf's passion for local and sustainable ingredient sourcing.

Realizing that good typographic hierarchy is crucial in increasing the readability of a display; Embed Digital paired a flexible, high-contrast font family with a friendly body copy font to ensure legibility from a distance. Utilizing their stunning food photography, the company's designers showcased the vibrancy and freshness of the food with animated carousels that cycle through the menu choices.

In addition, they designed the menu layouts to reflect Greenleaf's current branding on their website and reference the textured, crafty look of other locations.

"Greenleaf's major 'customer swells' included happy hour and weekend brunch, so we programmed different versions of the menu to be displayed during these hours," said Mike Sisco, CEO of Embed Digital. "And since the screens are visible from a street with high foot traffic, we also programmed marketing images to be displayed during closed hours to inform and lure potential customers."

## The Results

The menu board solution Embed Digital developed for Greenleaf created an efficient and engaging experience for their customers with a full, readable menu.

Guests can quickly decide on their order and reduce lines and wait times. The animated menu items draw their eyes and create a desire to order the beautifully plated dishes.

“We’ve seen a booming increase in sales whenever an image of a particular menu item is shown,” said Cissy Baldwin, director of sales and marketing, Greenleaf Gourmet Chopshop.

With the seventh and newest Greenleaf Gourmet Chopshop opening at the Americana at Brand in Glendale, California, the farm-to-face culinary concept embodies Rollo’s wellness philosophy of using local, fresh, natural and organic ingredients that are both delicious and wholesome.

“This project was a great challenge for us, but we were very happy to work with Greenleaf’s team to create a perfect solution for a wonderful dining experience,” Sisco said. “Our partnership with Greenleaf continues to grow and we look forward to each new opening and the chance to improve their customer experience all over Southern California!”



### About the sponsor:

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