

Lemonade Sweetens its Restaurants with Digital Signage

The fast-growing fast casual partnered with Embed Digital to maximize the guest experience.

By Richard Slawsky | Contributing writer, FastCasual.com

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The Players

Embed Digital, based in Irvine, California, provides turnkey 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.

Lemonade is a hip, modern cafeteria with an international menu and designer dishware that reflects Los Angeles' diverse neighborhoods. Founded by chef Alan Jackson in 2008 with his wife and co-founder Heidi Jackson, this fast-casual restaurant now boasts 28 locations across California as well as their first international branch in Dubai.

With an emphasis on fresh, seasonal ingredients, Chef Jackson not only shares his famous recipes but also profiles his formula for eating well. Lemonade was recently featured on Zagat's 10 Hottest Fast-Casual Chains in Los Angeles and has quickly become a household favorite.

The Challenge

Lemonade fulfills the need for the “comfy, casual” cafeteria-style food, but it also realizes that customers expect a tailored experience and/or the power to create their own.

So while Lemonade had a colorful, healthy and bright menu needed to create that experience, Chef Jackson needed a way to guide guests to eliminate the feeling of being lost in their “cafeteria style” restaurant. Despite Lemonade’s extensive menu, customers typically choose small side dishes instead of combining complimentary items for a full, satisfying meal experience.

In addition, because Lemonade’s playful, vegetable-centric menu draws from a variety of global influences and changes several times per year, it was very costly for the restaurant to redesign and reprint their menus each time this happened.



The Solution

In 2017, Lemonade partnered with Embed Digital and introduced digital menu boards in their flagship store in Venice, California.

The menu boards were meant to address a number of issues at the restaurant. Foremost among those was the need to guide guests through the Lemonade experience.

“An important part of a successful fast-casual restaurant is effective wayfinding to assist customers in ‘navigating the line’,” said Mike Sisco, CEO of Embed Digital. “Our solution was to place a digital menu board above each station that clearly indicates the food group section with the corresponding items below, making it easier for customers to navigate their way to their desired counter and make their selections.”



To highlight Chef Alan's food pairing ideas, Embed Digital's design team created stunning images of these plated items and featured them on their corresponding menu boards. This display of mouth-watering "food pairing ideas" serves to inspire guests to pair items they might not have considered when choosing their meal. It also creates a vibrant, eye catching visual that keeps customers coming back for more.

The Results

Lemonade's Venice flagship operation, at the corner of Abbot Kinney and Venice boulevards, is the first of a new breed of restaurants designed to reflect the personality of their neighborhood settings throughout California neighborhoods.

Lemonade at Abbot Kinney features state-of-the-art LED menu boards and new entree food stations in addition to the restaurant's signature a la carte selections. The menu boards assist guests in choosing from a lineup of custom crafted plates, a carving station with gourmet roasted sous vide steak, chicken and Ahi tuna dishes as well as all-new entree salads and toasted sandwiches. It also features grab-and-go meals and a new line up of fresh cold-pressed lemonades.

The restaurant is open daily from 11 a.m. -10 p.m. and offers catering services seven days a week.

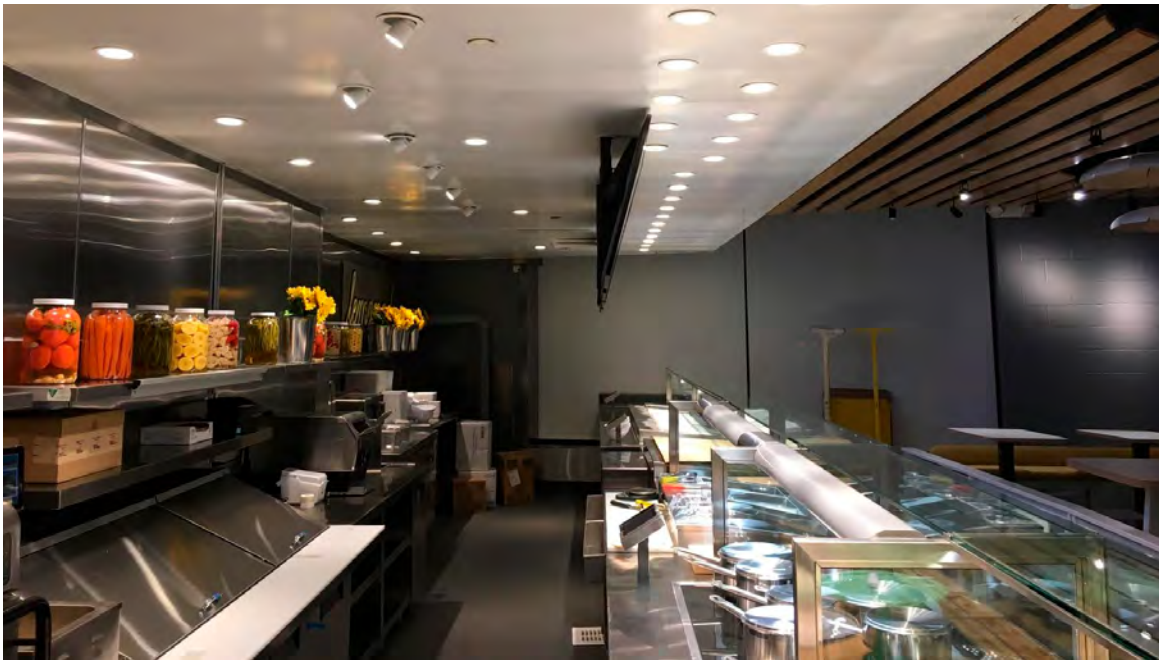
"Working with the team at Lemonade has been a wonderful experience for us," Sisco said. "We feel like we have grown and expanded with them and we look forward to continuing our partnership for many years to come."

The success of Embed’s digital menu solution for Lemonade was largely due to the strategic placement of menu boards, allowing customers to find their way to their desired menu items, resulting in shorter wait times and an overall less hectic environment.

Dynamic “food pairing” images inspire customers to purchase complete meals, drinks and sides of which they were previously unaware, resulting in an increase in the average ticket amount.

And thanks to Embed Digital’s full-service suite of design and management services, Lemonade was able to do away with the costly production of new menus. Embed Digital’s team of designers work closely with Lemonade’s management and can quickly adjust menu items, prices and special promotions. These changes are then published directly to the specified screen(s) at the specified location(s).

Going forward, along with two new locations slated to open in the Bay Area this summer, Lemonade plans to modernize several other Southern California locations and set the stage for further expansion later in the year.



About the sponsor:

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