

## Strategic board menu that changes gastronomic promotions according to the time of the day

Goofretti is a chain of handmade waffles and pancakes with more than 15 locations throughout Spain.

Goofretti contacted TMM GROUP to help the customer decide between all the options in a more visual way and to adapt the content of the menu in an automated way depending on the time slots for breakfast, lunch and snacks.

Waapiti's technology makes it possible to create screen partitions that serve different purposes. In such partitions, static content and dynamic content that changes according to different variables is programmed.

The most important consequence of the investment in Digital Signage is the increase in turnover, due to the strong attraction for customers to see the possibilities of the menu and ask for more 'extras', learn about promotions and be inspired by quality audio-visual content.



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