



Danielle DeAngelo,

Director of Research & Development at Playa Bowls



Playa Bowls & SmartMenu: A Digital Menu Transformation

How Playa Bowls streamlined guest-facing nutritional information and allergen data through the SmartMenu and MenuSync API. Delivering accuracy, speed and confidence to every guest interaction.

CUSTOMER SUCCESS STORY

Why Playa Bowls Chose SmartMenu

The Goal

Playa Bowls integrated with SmartMenu and its API to **streamline guest-facing nutritional information and allergens**, allowing them to deliver accurate data more directly and efficiently than ever before.

"We integrated with SmartMenu and its API to streamline our guest-facing nutritional information and allergens, allowing us to deliver accurate data more directly and efficiently." -
Danielle DeAngelo Director of Research & Development

The Challenge Before SmartMenu

- Nutritional info managed via **Excel files** manually uploaded to the website
- High risk of **human error** in every update cycle
- Allergen information was **not published online** at all
- Guests had to **contact the team directly** for allergen details
- Cumbersome process for both guests and internal staff

A Seamless Rollout & Onboarding Experience

From day one, the SmartMenu implementation set a new standard for what a technology rollout could look like for a fast-moving restaurant brand.

User-Friendly System

The entire platform — between MenuCalc and SmartMenu — is extremely intuitive, making it easy for the Playa Bowls team to manage day-to-day without friction.

Seamless Integration

The rollout was described as **truly seamless** — no major disruptions, no steep learning curves, and no delays in getting the system live for guests.

Supportive Onboarding Team

The EveryBite/MenuCalc onboarding team was **incredibly supportive and consistently available** to answer questions and provide guidance whenever needed.

Guest Response & Measurable Results



Fewer Nutrition Inquiries

A significant decrease in guest inquiries about nutritional information since SmartMenu launched guests are finding answers on their own.



Allergen Momentum

Allergen information has recently been launched on the website, with a similar reduction in guest inquiries anticipated as guests begin utilizing the resource.



Smoother Operations

Reduced back-and-forth between guests and staff, freeing the team to focus on delivering great experiences rather than answering repetitive questions.

✔ *"Guests seem to be responding very well. Since launching SmartMenu, we've noticed a significant decrease in inquiries related to nutritional information, guests are finding what they need more easily and confidently on their own."*

The expectation is clear: once allergen information goes live, Playa Bowls anticipates the **same operational benefits** they experienced after launching SmartMenu for nutritionals, fewer questions, faster service, and greater guest confidence.

Mission Alignment & Final Verdict: Would You Recommend Brands Switch To a SmartMenu?

Aligned with Playa Bowls' Mission

*"SmartMenu aligns **exceptionally well** with Playa Bowls especially as the brand continues to innovate and introduce new menu items each month. The platform makes it easy to generate accurate nutritional information and deliver it to guests quickly, ensuring both **speed and precision** as the menu evolves."*

 "Fast-moving, innovation-driven brands need platforms that can keep up. SmartMenu delivers exactly that."

"The integration with SmartMenu and the API has been well worth it. It has significantly streamlined our workflow and reduced the risk of errors across our nutritional and allergen processes." - *Danielle DeAngelo Director of Research & Development*

- **Streamlined workflow** across nutritional and allergen processes
- **Reduced error risk** compared to manual Excel-based methods
- **Incredibly user-friendly** ideal for fast-moving brands
- A platform built for **innovation-driven** restaurant operations

Playa Bowls guests use SmartMenu to make highly personalized menu choices.

In 90 days, the dashboard recorded nearly 100,000 diner visits, more than 112,000 SmartMenu interactions, and almost 12,000 clicks on dish order items.

99,693

Diner visits

112,132

Diner interactions

7,089

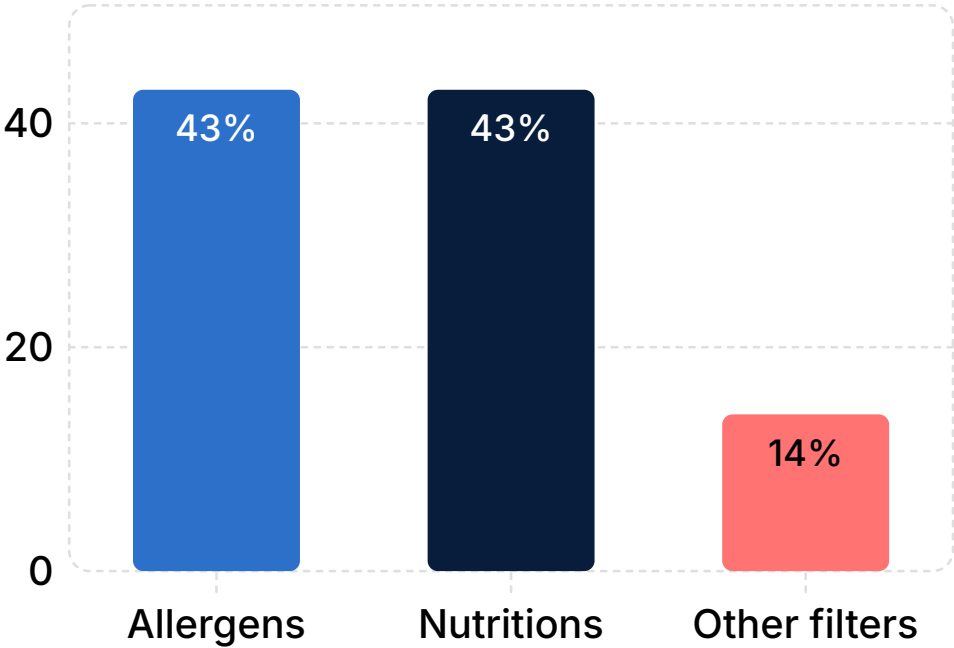
Filter interactions

11,845

Dish order clicks

Where filter activity went

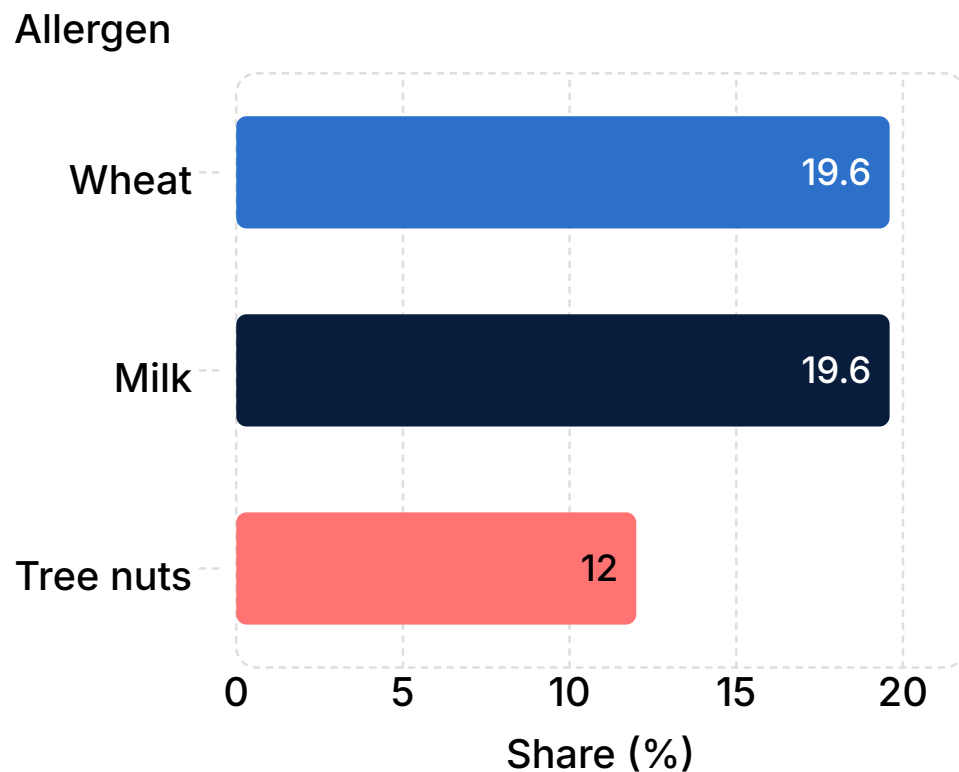
Share of filter activity (%)



Over 90 days, Playa Bowls' SmartMenu recorded **99,693 diner visits** and **112,132 diner interactions**. Guests used the experience to explore menu items and tailor their choices to their needs, generating **7,089 filter interactions**. Interestingly, Allergen filters accounted for **43%** of that activity, while nutrient and calorie filters together contributed another **43%**. Protein led nutrient filtering, and wheat and milk were the most-selected allergen filters. Guests also took **11,845 clicks on dish order items**, showing substantial activity moving from personalized menu discovery toward ordering.

The insights behind the numbers

Most-selected allergen filters (% of allergen-filter activity)



Personalization addressed both food needs and nutrition goals. Allergen filters made up **43%** of filter activity. Nutrient and calorie filters together accounted for another **43%**. Protein was the most-used nutrient filter, representing **49% of nutrient-filter selections**.

Guests showed clear interest in specific allergens. Wheat and milk were the two most-selected allergen filters, each at about **19.6%** of allergen-filter activity. Tree nuts followed at **12%**.

- **Guests explored in depth.** SmartMenu recorded about **16 interactions per diner who interacted** (112,132 interactions across 7,104 diners). That suggests guests were doing more than opening the menu: they were exploring dishes, applying preferences, and customizing.
- **Guests used SmartMenu to move toward an order.** The dashboard recorded **11,845 dish order-item clicks**—a strong measure of ordering intent. It's best described as clicks toward ordering, since the dashboard does not show whether each click resulted in a completed purchase.
- **Ingredient-level choices made the experience personal.** Guests used both included- and excluded-ingredient filters. Bananas, blueberries, and strawberries were the most-selected included ingredients; bananas and walnuts were the most-selected exclusions.