

BRAND STORIES FROM QSR

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SMARTCHAIN DIGITAL SIGNAGE



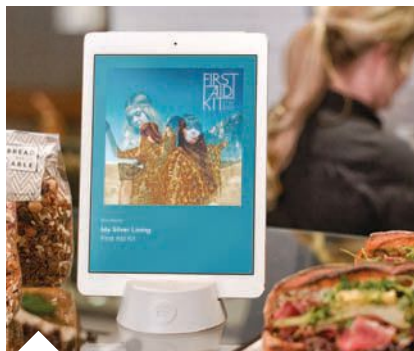
S2 Moving to Digital As costs decrease and technology advances, more brands are making the switch from paper to digital signage.

S12 The Keys to Successfully Implementing Digital Signage Industry experts share their tips for making the transition from print to digital smooth.

S16 Dynamic Data Advancements in digital technology allow restaurants to gather consumer information and drive sales.

S19 Key Players These are some of the industry's biggest names in digital signage.

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OPERATIONS
Study Shows 'Brand Fit Music' Lifts Sales by 9 Percent
This largest-of-its-kind study shows how music affects diners' purchasing decisions and how restaurants can boost sales. **SPONSORED BY SOUNDTRACK YOUR BRAND**
qsr.com/study

MENU DEVELOPMENT
How to Elevate Your Beverage Menu A unique cocktail list can set quick-service brands apart from the competition. **SPONSORED BY HALIBURTON INTERNATIONAL FOODS**



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MENU DEVELOPMENT
Q&A: How One Brand Boosts the Visual Appeal of Its Offerings Chef Jessica Foust of Farmer's Fridge explains how a vending machine concept uses blueberries to attract guests and provide diners with healthy snack and meal options on the go.
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