

 Guest Ordering

Roadmap

**Q1 2025**

**Zonal**



# Key themes for 2025 and beyond

***Closing the gaps*** between the physical and digital worlds

***Migrating core responsibilities*** to Zonal Connect

Providing a ***richer integration*** across our ecosystem

Providing a ***richer set of insights and reporting*** across our ecosystem

Beer Battered Onion Rings

194 kcal

Golden and crispy. Battered using our finest ale.

£4.50



In-Line Product Images in White Label Ordering

4.6%  
ABV

Displaying Product ABV

TBC

TBC

Zonal connect

Product Readiness Checker

5%  
£1.00

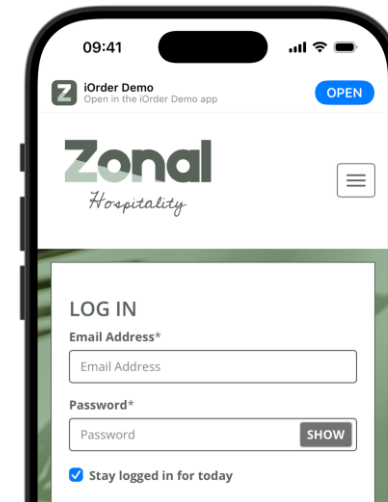
10%  
£2.00

15%  
£3.00

20%  
£4.00

Customisable Tip Percentages

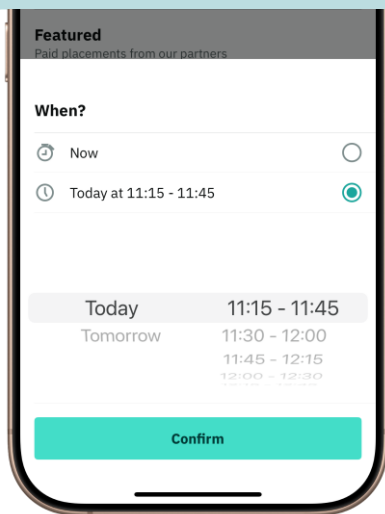
All Day Sign-in in Web Ordering



Order & Pay or Pay My Bill via a Single QR Code

3 courses  
for £26.50

On the day Promotions in Pre-Order



Aztec Delayed Orders in Zonal Delivery

Guest Ordering  
in 2025



Menu Portion Visibility in Pre-Order

ROOM  
302

Edit Delivery to Location Addresses

TBC

TBC

Kiosk Ordering Enhancements



API

API Improvements

# Summary of Guest Ordering for Q1 2025 – Q4 2025

Theme	Q1 2025	Q2 2025	Q3 2025	Q4 2025
<b><i>Closing the gaps</i></b> between the physical and digitals worlds	<p>Customers using Zonal Delivery will be able to see the pickup time of the order on the dispense ticket and kitchen screens.</p> <p>Integrators using Kiosk Ordering will be able to send through a collection time.</p> <p>Customers will be able to customise the tip values that are presented to guests in White Label Ordering.</p> <p>Guests will be able to scan a QR code that will allow them to Order &amp; Pay or Pay My Bill for a given table number.</p> <p>Guests using Web Ordering can stay logged in for the rest of the day. ©</p>	<p>Guests using White Label Ordering will be able to redeem their loyalty currency balance as part of their ordering journey.</p> <p>Guests using White Label Ordering will receive an improved experience when ordering has been disabled using Mobile Ordering Manager.</p> <p>Customers will be able to configure messaging that is shown to guests when browsing a menu relating to Dietary Requirements.</p>	<p>Subject to review Published during Q2</p>	<p>Subject to review Published during Q3</p>
<b><i>Migrating core responsibilities</i></b> to Zonal Connect		<p>Customers will be able to check their readiness of their product data to be migrated to Zonal Connect Product.</p>		
Providing a <b><i>richer set of insights and reporting</i></b> across our ecosystem	<p>Integrators will be able to obtain menu availability via the API. ©</p>			

Q1 2025

# Improvements to Delivery & Kiosk Order Modes

Support Zonal Delivery by improving the Delivery order mode, removing the need for a defined table number and/or with a defined order time.

Support Kiosk Ordering integrators by allowing them to not pass in a table number.



**Zonal**

Q1 2025

# Edit Delivery to Location Addresses

Streamline the updating of Delivery to Location addresses by adding a 'download' option.



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Q1 2025

# Support for All Day Sign-in Web Ordering

Reduce friction for placing repeat orders when the guest is logged in, by giving them the ability to stay logged in for the rest of the day.

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