

Restaurant QR Menu Launch Checklist

A practical pre-print review for turning a QR menu from a static PDF replacement into a guest-friendly operating surface.

WHAT THIS HELPS YOU DECIDE

- Know whether the QR menu is ready for real table service.
- Catch menu, pricing, scan, and placement issues before printing.
- Decide which updates should stay editable behind the same QR code.

FORMAT

4-page launch guide

BEST FOR

Restaurants, cafes, bars, food trucks

USE IT

Before table stickers or menus go to print

Create an editable QR page at <https://linkstac.com>

Use this guide before print, then keep the page behind the code editable after launch.

Use the QR code like an operating surface, not a static file.

Design the scan moment

Guests scan while seated, hungry, and often distracted. The first screen should help them choose, not make them pinch a PDF or hunt for categories.

- Put menu categories, specials, and ordering context above deep brand copy.
- Keep the table label specific, such as Scan for today's menu.
- Test the destination while seated at a real table, not only from a laptop.

Keep operational content editable

The most expensive QR mistake is printing a code tied to content that changes every week. Treat price, availability, allergens, and specials as live fields.

- Separate stable brand content from daily operational content.
- Review which dishes, hours, and offers are likely to change this month.
- Use one fixed QR code only when the page behind it can be updated.

A practical scan decision matrix.

COPY AND CONTEXT EXAMPLES

GOOD TABLE LABEL

Scan for today's menu

Sets expectation that the menu is current.

WEAK TABLE LABEL

Scan me

Does not tell the guest why the scan is useful.

BEST FIRST UPDATE

Hide unavailable items before service starts

Prevents staff from correcting the menu verbally all night.

PASS / RISK SCORECARD

Mobile readability

Pass: A guest can read categories and prices without zooming.

Risk: PDF or desktop page requires pinch-zoom.

Menu freshness

Pass: Prices, specials, allergens, and sold-out items can change after print.

Risk: Any menu change requires reprinting table materials.

Placement clarity

Pass: The printed CTA explains what the guest gets after scanning.

Risk: The code appears without context.

Make the next print decision visible.

Answer these before approving the next print run or expanding a QR placement.

QUESTION 1

Which menu details change most often?

QUESTION 2

Where will guests scan from: table, counter, window, or packaging?

QUESTION 3

What should staff no longer need to explain once the page is live?

FINAL LAUNCH CHECK

- Scan the code on at least two phones before printing.
- Put hours, specials, allergens, and price changes behind an editable page.
- Keep the menu layout mobile-first instead of linking to a desktop PDF.
- Add a clear table-side call to action near the printed code.
- Review scan activity after the first week and move weak placements.

 Turn this into a live QR destination with Linkstac.

<https://linkstac.com>