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OpenMenu™ Strengthens its Menu Platform with a Unique ID System for Menus

OpenMenu™ has improved first standard for online restaurant menus by introducing a unique ID system on menus, menu groups and menu items. This will change how menu information is tracked across websites, mobile apps and restaurant based solutions.

Columbia, SC December 20, 2011 – One of the main issues with restaurant data on the internet is the isolation and fragmentation of menus. OpenMenu steps in to solve this problem by releasing a menu platform that is built for sharing, distributing and regulating restaurant menus. Our menu platform has been developed to power a restaurants entire online presence from a single standardized menu, all the while providing a suite of tools for developers to get access to the menu and restaurant information. The latest changes to our OpenMenu Format menu standard takes this distribution, sharing and open-model to the next level with a unique ID system for menus, menu groups and menu items.

The OpenMenu Format v1.6 with unique IDs on menus, menu groups and menu items make this menu platform solid enough for any solution and creates the opportunity for developers to create solutions never before possible. Chris Hanscom, CEO / founder, states, *“We are excited about this release as it opens the doors for tracking menus, menu groups and menu items across many systems. This further strengthens our position of a single menu platform powering the internet. We can’t wait to see what developers will do with access to this new unique ID system.”*

No longer does a restaurant have to worry about updating its information in the dozens or hundreds of locations where it resides. Restaurants maintain their menu through an OpenMenu Registrar in a single, online location. OpenMenu handles the maintenance of the unique ID system, and distribution, so restaurants can freely and easily maintain their online presence.

For information: <http://OpenMenu.org> or

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