



Counter displays are an essential tool in every Red Swan Pizza location because they support multiple key areas of the business.

- 1- First, they highlight our **current LTOs** and promotions, making sure customers always see the newest and most relevant offers right at the counter.
- 2- Second, they improve the customer experience by **featuring QR codes** for online ordering and reviews, allowing guests to order quickly or leave feedback with just a simple scan.
- 3- Third, they help showcase added value items like our **free toppings and dips**, reminding customers of the customization and extras they can enjoy with their meal.

For example, a customer walks in and says, **"I'll take the \$9.95 special."**

The team member can simply point to the display and say:

"It's easy — just scan the code with your phone to order. Fast and simple!"

Counter displays make ordering clearer, faster, and more engaging — while strengthening branding and increasing awareness of everything Red Swan Pizza offers.