

NEWS RELEASE
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iPad Menu Launch at LIFT Restaurant

Vancouver, BC – As of today, printed menus are optional at LIFT Restaurant with the launch of iPad menus. In partnership with technology developer Binnj Inc. from London Ontario, LIFT is the first Vancouver restaurant to participate in a four-week trial of the company's LiveMenu iPad application.

"We're very excited to be the first Vancouver restaurant to test this iPad menu system," states Bob Lindsay, managing partner at LIFT. "It's incredible what this software can do. Although it's never going to replace the need for knowledgeable servers, we feel it's a fun, interactive way to complement the dining experience."

In addition to the signature Apple touch-screen technology, the iPad menus feature detailed food descriptors and photography, wine tasting notes and food/wine pairing recommendations. Similar to adding items to a cart when online shopping, restaurant guests can compile their order and hand the iPad back to the server.

The next generation of the software will have expanded features including the ability to sort food menu items by categories such as vegetarian or gluten-free. Servers will also be able to simply "bump" an iPad to retrieve the order through a hand-held interface.

LIFT plans to monitor and evaluate feedback from guests and staff over the course of the trial period.

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Located on the Coal Harbour waterfront at 333 Menchions Mews, LIFT offers west coast dining, a rooftop deck and full-spectrum views spanning Stanley Park, North Shore Mountains and downtown Vancouver.

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More on LIFT: www.liftbarandgrill.com