

VGS® MENU BOARD ORDER PROCESS

WPS STARBUCKS® & VGS® MENU BOARD PROGRAM



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Email starbucks@vgs-inc.com or your NCP Solutions Lab representative

VGS MENU BOARD ORDER PROCESS

Pre-work

Pre-order Template: The VGS Online Order Portal has a 2 hour time limit to complete your templates. To prevent lost work, read through the pre-work information below and enter all item, pricing and calorie information into the *WPS Menu and Pricing Template* document and use this form to fill out the online templates.

Calorie & Pricing Information

Requirements:

The FDA requires calorie information to be listed on menu boards if an establishment is a restaurant or similar retail food establishment that is part of a chain of 20 or more locations doing business under the same name and offering for sale substantially the same menu items. Please note this takes into account your operation, not Starbucks. For more information, view the FDA Requirements here: [Food Labeling & Nutrition | FDA](#)

Calculating Calories & Pricing:

NCP Solutions Lab provides basic core beverage nutritional information, all other finished beverage nutritional and suggested beverage pricing is the responsibility of the operator.

Café Name & Logo: Per the We Proudly Serve logo guidelines, the operator name or logo must be present on collateral with the WPS logo as the secondary logo. (e.g., it's Joe's Café first, and Starbucks plays a supporting role). Please ensure you have your café name or logo to enter on the Menu Boards.

If you choose to add your location logo to the menu board, you will be able to upload the file to the site. Ensure that your logo file has the below specifications:

- Logo must be minimum of 2" h at 100 - 150 dpi
- File type of .eps, .tif or .jpg file.
- Max file size is 5.00MB.

Order Options

Online: All standard orders for VGS menu boards can be placed through the VGS Online Portal at <http://vgssupport.com/StarbucksPortal/Login.aspx>.

Manual Form: For non-standard orders such as Digital files for existing monitors, poster replacements, custom menu boards, or anything not from the standard program can be processed using one of the below manual order forms provided by your Starbucks Representative.

- AeroLinea® Menu Board Order Form
- MagaLens® Menu Board Order Form
- Digital Menu Board Order Form

Please reach out to starbucks@vgs-inc.com prior to placing your manual order.

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Web order process

First login: All standard orders for VGS menu boards can be placed through the VGS Online Portal at <http://vgssupport.com/StarbucksPortal/Login.aspx>. If you should have any questions while navigating the portal or trying to place your order please contact VGS at starbucks@vgs-inc.com.

To begin, click on the First Time User link from the home page. Upon entry enter your Starbucks account number (mandatory) and create a personal password which you will use to log into the site going forward.

Placing an order

NOTE There is a 2 hour time out for completing your templates. Your templates must be saved TO YOUR SHOPPING CART in order to save your work. Saving the templates as you go is not saving them to the cart. You must click save to cart. You can make changes and adjustments to the templates from the cart prior to check out.

Before starting, review the style guides for each menu board option (AeroLinea, MagaLens and Digital) are available from a link on the Starbucks Menu Set Up page.

Once your account is set up, please feel free to shop our selections of Starbucks We Proudly Serve menu board options by:

1. Select each item by clicking on the button or check box
2. Enter quantity when requested on the layout page
3. Choose next to move to the next page

Add a logo (optional): Logo must be minimum of 2”h at 100 - 150 dpi to be considered. You can upload an .eps, .tif or .jpg file. Max file size is 5.00MB.

Building your Template: All menu items are broken up into categories or templates. Save each template section individually to add it to your overall menu board request. Once submitted, VGS designers will work your templates onto a menu board layout and send you a copy to approve.

1. Open each template and choose enter whether calories are to be added
2. Enter prices and calories (if using) for the items you desire.
3. Delete the text of any item you do not wish to have on your menu.
4. Change “Additional Item” to any item you wish to add.
 - a. Should there not be enough room to add items, there is an additional section to add more items in the “Additional Menu Items” category.
5. Once you have saved a template, it will show up on the page. You can remove or edit the insert from there at any time.

Template Review

1. Please review each template to ensure all information is correct.
2. Enter final notes and add to cart. If your templates are not saved to your cart you will lose the information submitted.

Digital Menu Board Program Content Instructions

Ordering NEW Content from VGS: Standard digital menu boards are ordered via the VGS online portal. If a complete digital menu board system is ordered, the content is loaded before it is shipped.

Ordering Digital Updates from VGS: No order form needed for updates to your menu board. Fill out the WPS Menu and Pricing Template excel form and send to VGS.

Receiving files from VGS: VGS will email you the digital sign show for upload to your system. If the file size is too large, an email will be sent with a download link. Transfer the PPT file to your computer.

Loading New Files Onto Your Digital Sign Player:

- Insert an empty USB key into a PC.
- Copy the PPT file to the USB key
- **NOTE:** the items will play in the order sequence provided. In the event you want to change the order, you must open up PowerPoint, reorder the slides and save.
- Be sure that only one PowerPoint file and .wmv movie files (if a movie is linked to a slide) are on the memory stick before inserting it into the digital sign player.

Updating Your Digital Sign Player: Insert the USB flash memory stick with the PowerPoint file into the digital sign player USB port and wait for your PowerPoint file to start playing. Once playing you can remove the memory stick.

- **NOTE:** this will override and erase the current presentation on your digital player, so be sure you have a backup prior to changing your content.

Ordering Content from VGS to display on non-VGS supplied Digital sign players:

- If you have a digital menu board similar to what VGS is currently offering we can create a menu, pricing and/or digital imagery presentation for you to display on your monitor.
- If your digital Menu boards run PowerPoint, you can use the VGS supplied presentation and run the PowerPoint application.
- If your media player recognizes .jpg files, download the PowerPoint presentation and export to .jpg before you upload to your player.
- Please note - Not all media players or digital systems are compatible with our file set up. Please call to discuss the details of having a digital presentation prepared for your system.

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Timeline:

The timing may vary due to questions or corrections. We recommend allowing 5 weeks from beginning to end. Once the layout is approved, operators should allow 2-3 weeks for production and shipping before the menu boards are received.

Billing:

- Operators pay VGS directly for their menu boards.
- Bulk pricing is available. Contact VGS to discuss pricing and options.
- While it's our preference that operators pay VGS directly, it is possible to pay VGS with your T&E card. Prior to doing so, please work with your manager to get approval.