

Topic: **MEAL DEAL PROMOTIONS**

Meal Deal promotions are a function of Uniwell's AX/HX POS terminals. Sets of items (called 'Bucket Groups') can be added to a 'Meal Deal', allowing automated triggering of promotions as items are entered into a sale.

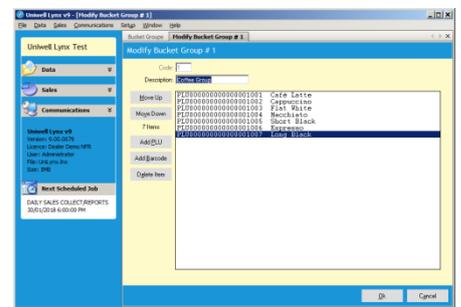
Example:

A café may want to set up a 'Coffee & Cake for \$10' promotion. All the coffees that are valid in the Meal Deal are put in a bucket group called 'Coffee Group' and all the cakes included in the promotion go into the 'Cake Group' bucket group. A Meal Deal is then created so that if one item from each of the two bucket groups is entered into a sale, the promotion is automatically triggered. (See POS example ►)



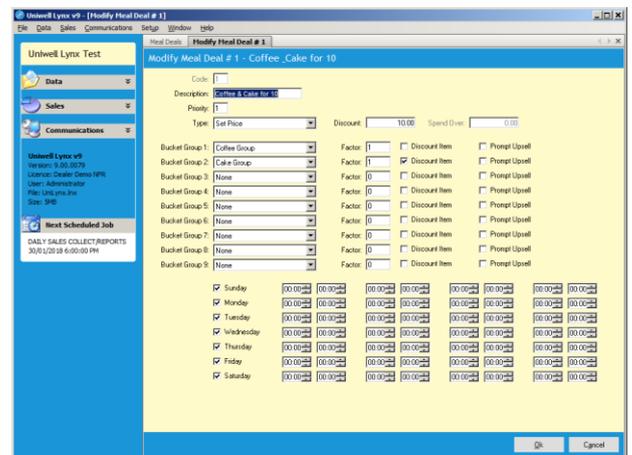
FAQ: How do I create 'Bucket Groups' in Uniwell Lynx?

- Go to the Bucket Group screen (Data > PLU Related menu) of Uniwell Lynx, modify one of the available Bucket Groups, give it an intuitive Description, and add the desired PLUs
- The Uniwell POS terminal has up to 99 Bucket Groups available
- Note: PLUs need to be enabled as a 'Meal Deal Item' in the Item Screen of Uniwell Lynx ('Type' tab) to be added to a Bucket Group
- Items attached to a Mix and Match promotion will not trigger a Meal Deal promotion



FAQ: How do I set up the Meal Deal promotion in Uniwell Lynx?

- Go to the Meal Deal screen (Data > PLU Related menu) of Uniwell Lynx, modify one of the available Meal Deal promotions, give it an intuitive Description
- There are 99 Meal Deals available in the Uniwell POS
- Choose the 'Priority' of the Meal Deal – the order in which the promotion is to be applied in the event of an item belonging to multiple Meal Deals
- Choose the promotion 'Type' & applicable Discount:
 - Set Price
 - Discount Amount
 - Discount Percent
 - Cheapest Item Free
 - Discounted Item
 - Spend Over
- Select up to 9 Bucket Groups, and how many items from within each group ('Factor') are required to trigger the promotion
- Once you have selected the Bucket Groups and the relevant factors, choose which item the Meal Deal discount is to be applied to ('Discount Item')
- You can also set the POS to prompt the POS operator to suggest upsell opportunities when an item in a bucket group is added to a sale in the POS (eg. If the Coffee Group is set to 'Prompt Upsell', when a coffee item is added to a sale, the operator will see a window showing the Meal Deals that the item is valid for)
- Meal Deals can also be set to be valid on specific days, or for set times within each day



FAQ: Now that the Meal Deal promotions have been created, how do I send them to the POS?

- Go to the Communications menu > Send Program, and send 'PLUs' and 'Meal Deals' to the POS

FAQ: Is there a report that shows how many times each Meal Deal promotion was triggered in the POS during trade?

- Yes, a Meal Deal Report is available in the Sales Reports screen of Uniwell Lynx. This report is based on data generated by the POS terminal and shows the number of each Meal Deal that was triggered and the discount
- Note: You must have Meal Deal enabled in the Collect Sales Options for each POS Terminal in Uniwell Lynx