



THE 11 LANGUAGES CAMPAIGN

BECAUSE ORDERING SHOULD FEEL LIKE YOU

SO... WHAT IS 11 LANGUAGES?

11 Languages is our newest kiosk upgrade that lets customers order in any of South Africa's 11 official languages — right on the self-order kiosk.

From the very first screen, customers can choose the language they're most comfortable with and move through the ordering journey with confidence. Navigation, prompts, checkout, payment, and confirmations all appear in their chosen language, making the experience clearer, friendlier, and more inclusive.

WHY DID WE CREATE THIS CAMPAIGN?

Because sometimes you just want to charm your crush, impress your partner, or finally understand your friend who doesn't speak your home language 😊

South Africa is full of mixed friendships, blended families, and multilingual love stories — and yet ordering food can still get awkward when the screen only speaks one language.

11 Languages makes it easier to:

- Order confidently when your partner speaks a different home language
- Help your friend order without playing translator
- Show a little effort (and score points 🏆) by choosing their language
- Share a moment, not just a meal

It's about more than convenience — it's about connection. Because when the kiosk speaks your language (or your lover's), ordering feels smoother, friendlier, and a whole lot more human.



WHAT CHANGED ON THE KIOSK?

HERE'S WHAT'S NEW (AND EXCITING):

1

Customers can select any of SA's 11 official languages on the home screen

2

Language can be changed at any time during the journey

3

The experience resets after each order, ready for the next customer

KEY PARTS OF THE JOURNEY HAVE BEEN TRANSLATED, INCLUDING...

Navigation and prompts

Ratings & feedback screens

Customisation steps

Payment & checkout

Order Confirmation

Home & landing pages

WHAT DID NOT CHANGE?

This part is important — and intentional.

- ✗ Prices and promotions stay the same
- ✗ Category names did not change
- ✗ Menu item names did not change