

URBAN AIR ADVENTURE PARKS · CAFÉ MENU REDESIGN

Same prices. A smarter menu. About 12% more per guest.

Urban Air used Bevi to rebuild its café menu to fit the psychology of how families actually order, then used Bevi to settle the team's open questions before the refresh went out to franchisees. Guests spent more at the café, with no price increases.

+12% Food & beverage spend per guest, Mar–Aug 2026 vs. the same months of 2025	Index 112 spend per guest Mar–Aug 2026 (Mar–Aug 2025 = 100)	Index 130 in May 2026, the peak month	\$0 in price increases. Prices were held static.
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The challenge

The café brings in 20–25% of Urban Air's revenue, but its menu was text-heavy, had almost no food photography, and had been squeezed into the brand's design template. Menu calls were made on gut feel and by senior leadership, with no customer input.

Ticket, membership and birthday pricing were slow, tangled levers. The café could move fast. The goal: earn more from every guest already in the park, **without cutting or raising prices.**

What changed on the menu

- **Oct 15, 2025: Image-led update.** Product photos and visuals replaced a menu that was almost all text.
- **Mar 13, 2026: Bevi-tested refresh.** A photo-and-text mix, new drinks and a healthier-snacks section, a family meal at the center, kid-first names, and beer, wine and regional items moved to a separate menu so the main menu reads family-first.

THE INSIGHT BEHIND IT

Kids order in their own words.
Parents pay with their own math.



“In today's environment, creating campaigns and messaging isn't the hard part — deciding what's going to emotionally resonate with the consumer is. Bevi gives us a disciplined way to pressure-test ideas and creative before it goes live.”

Kyle Martin, CMO, Urban Air

Where Bevi came in

The October update proved that showing more food sells more food. Then the hard questions started. Photos on everything, or only some items? Was the layout too dense? The team's quick-service and consumer-goods veterans had different instincts, and each was an opinion.

A menu ships through franchisees once a quarter and is hard to undo, and a matched park test or traditional study would have taken months. So the team put the options side by side in Urban Air's Bevi, built on its past research, brand assets and style guides, and asked the customer.

The menus Bevi compared



Option A: WINNER - Optimized for buyer psychology



Option B:

Two draft layouts the team tested side by side in Bevi, February 2026.

Fewer photos, better flow

The photo-heavy version was harder to read and navigate. Bevi preferred a mix of photos and text.

Show what guests can't picture

Everyone knows what popcorn looks like. Loaded fries need a photo so guests can see the toppings.

Call them nuggets

Asked about “boneless wings,” Bevi answered overwhelmingly: nuggets. Kids order nuggets. Same product, new name.

Stay under the price line

Bevi checked key price points, such as keeping a regular ICEE at \$4.99 in most markets.

“Our decision and time cycle went from months and hundreds of thousands of dollars to days, and in fact minutes.” - Kyle Martin

After the refresh, Bevi became the standard check. Each later menu change, including new items such as Cloud Coolers and a giant cookie, went through Bevi for placement and call-outs, checked for ease of execution, taste appeal, visual appeal and purchase intent. Business results were the final word.

How to read the result

- **Same months, year over year.** Mar–Aug 2026 against Mar–Aug 2025, so seasonality is in both.
- **Prices held static.** The lift comes from guests buying more, not from paying more per item.
- **It measures the full redesign.** The 2025 months ran on the original text-heavy menu. The 2026 months ran on the redesigned menu: the October update, then the Bevi-tested March refresh.

Source: Urban Air internal café per-cap reporting (café revenue ÷ guests), shared by Kyle Martin. Percent change calculated from the two averages. Figures indexed: Mar–Aug 2025 = 100.

Not sure a menu, offer or price will land?
Ask your customer before it prints.

Book a 20-minute demo. Bring the decision your team is split on, and I'll show you what your Bevi would say.

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