

Masterrestaurant 2026 Analysis of *AI restaurant photos, videos and campaigns*: 86% of operators are comfortable with AI, and almost none connected it to service



By **Diego F. Parra** · Updated 2026-09-16 · Technology & AI

QUICK VERDICT

Headline finding of this analysis: 86% of operators report being at least somewhat comfortable using artificial intelligence (Toast, 2025), yet production of AI restaurant photos, videos and campaigns is still measured in likes rather than check, while the available evidence points to the full digital offer —menu, order, payment— as the lever that moves average check by 20% to 30% (Sunday, 2025). Diego F. Parra reads it plainly: AI creative pays off when the dining room can deliver what the campaign promised, and that gets trained, not filmed.



Masterrestaurant Study / Sector Synthesis

Expert synthesis · cited industry sources · 18 min read

· 2026-09-16

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A neighborhood restaurant publishes forty AI-generated pieces a month, owns the best feed on its block, and watches average check slide three points. That is not a strange paradox. It is what happens when creative production detaches from the service that has to honor it. Public sector data traces the gap clearly enough: according to Toast (2025), 86% of operators already feel at least somewhat comfortable with AI, and according to Restroworks (2025), 50% of full-service restaurants automated inventory while 47% automated staff scheduling. Adoption exists. What barely exists is the bridge between what the campaign promises and what the server executes on a Tuesday at nine in the evening.

This analysis presents no primary research and no proprietary sample. It is a SYNTHESIS of public data published between 2024 and 2026 by sector organizations —Toast, Restroworks, Sunday, Paytronix, Tillster, Zellyfi, GRUBBRR, the U.S. Bureau of Labor Statistics— read with the criteria of a consultant who works restaurant unit economics from the cash register outward. Diego F. Parra and Masterrestaurant sign the reading, not the numbers.

And there is a tension worth putting on the table before anything else, because it runs through everything: the same AI that drives content production cost toward zero also floods your competitors' feeds with material indistinguishable from yours. When a beautiful photo costs nothing at the margin, the beautiful photo stops being an advantage. What survives as differentiation is the thing AI cannot fabricate: a dining room that delivers. That is where this analysis turns operational and stops being a marketing argument.

SIDE-BY-SIDE COMPARISON

Side-by-side comparison

	COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)	RIGHT METHOD (CONTENT ANCHORED TO SERVICE)
Campaign success metric	✗ Reach and engagement; average check is never measured against the campaign	✓ Average check of the full digital channel, benchmark range 20%-30% lift (Sunday, 2025)
Restaurant website conversion	✗ Static site with no assistant; baseline conversion around 2% (Zellyfi, 2026)	✓ Conversational assistant guiding the order; 6.5% conversion (Zellyfi, 2026)
Personalization of the offer shown	✗ Same carousel for everyone, ignoring that 68% want the app to remember past orders (Tillster, 2026)	✓ Campaign segmented by order history and price filter, which 65% explicitly request (Tillster, 2026)
Check effect at self-service	✗ Screens with photos but no upsell logic; the +10% to +30% order lift is lost (GRUBBRR, 2026)	✓ Scripted and trained suggestive selling; McDonald's reports +30% check with kiosks (McDonald's via Restroworks, 2025)

	COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)	RIGHT METHOD (CONTENT ANCHORED TO SERVICE)
Recovering the demand generated	✗ The campaign fills the phone line and calls go to voicemail; 83% of those guests pick another restaurant (Hostie AI, 2025)	✓ AI phone answering plus a handoff protocol to the floor; zero missed calls at peak
Loyalty tied to content	✗ Standalone promo with no program; recurring-guest check never separated from the rest	✓ Campaign tied to loyalty: 55% of restaurants report member check grew faster than their own menu prices (Paytronix, 2024)
Cost of the channel the campaign feeds	✗ All traffic pushed to third-party delivery, effective cost 30% to 40% of order revenue (ActiveMenus, 2025)	✓ Campaign driving owned channel and reservations; delivery stays surplus, not baseline
Physical menu versus QR menu	✗ Printed menu eliminated, QR only, to save money	✓ BOTH: physical menu for narrative and suggestive selling, QR for delivery, accessibility and price changes

Finding 1 — The gap between adoption and the register

AI adoption in restaurants stopped being the bottleneck a while ago, which is why measuring it tells you nothing: Toast (2025) reports that 86% of operators feel at least somewhat comfortable using artificial intelligence, and Restroworks (2025) found that 50% of full-service establishments automated their inventory while 47% did the same with staff scheduling. With those percentages on the table, the argument that technology is missing collapses on its own. Something else is missing: a bridge between the campaign that goes out on Monday and the service that has to deliver on it Tuesday at nine at night, when fourteen tables walk in together and the dish in the photo ran out twenty minutes ago. No generative tool closes that gap, because the problem was never in producing the asset. The pretty photo stops being a competitive advantage the exact moment its marginal cost drops to zero, and that moment has already passed.

Finding 2 — What happens when the pretty photo stops costing money?

Follow it all the way through:

if you produce forty pieces a month with AI, your competitor down the block produces another forty with the same apparent quality at the same cost —practically nothing— and the customer who opens Instagram at seven in the evening scrolls past eighty indistinguishable images of well-lit kitchens. None of the eighty makes the difference. What makes it is whatever happens when that customer walks through your door. And there the numbers do separate: Sunday (2025) documents that a complete digital offer —menu, ordering and payment— lifts the check between 20% and 30%, a range no visual campaign reaches on its own. Average check responds to the ORDERING CHANNEL long before it responds to campaign creative, and the public figures say so without ambiguity. Per Restroworks (2025), self-service kiosks in quick service lift order value between 10% and 30%; at McDonald's that jump reached 30% (McDonald's / Restroworks).

Finding 3 — Where the check actually moves: channel, not creative

GRUBBRR (2026) confirms the same 10% to 30% band, and Future Ordering documents a case at +35% after integrating kiosks. None of those numbers came from a better-edited reel: they came from an interface that suggests the side without embarrassment and never forgets to offer the drink. When an owner tells me the AI-generated campaign underperformed, my first question isn't about the campaign. It's about what happens after the click. A well-built chatbot converts three times better than an ordinary restaurant site: Zellyfi (2026) reports 6,5% conversion on sites with an AI assistant against a 2% baseline, and orders guided by that assistant raise average check between 12% and 18%. Next to it sits a figure that hurts more and costs less to fix: according to Hostie AI (2025), 83% of customers pick another restaurant if their calls go to voicemail more than once.

Finding 4 — The conversational assistant converts better than the feed

Which means you can fund forty videos a month and lose eight of every ten bookings to a phone nobody answers at two in the afternoon. The right sequence is answer first, publish second, even though the reverse order is what shows up in almost every marketing plan. Guests arrive asking for memory, not visual spectacle. Tillster (2026) found that 68% show strong interest in apps that remember their previous orders and 65% want to filter by price, two functions that require zero generated images. Add what Paytronix (2024) reports: 55% of restaurants say their loyalty members' check grew faster than their menu prices, which means the loyalty program is capturing real value rather than menu inflation. This is where AI genuinely pays: not by drawing the burger, but by remembering that this guest orders the same burger without onion every Thursday. That's the personalization that moves frequency, and frequency is the variable that actually covers the rent.

Finding 5 — The costs the campaign never sees

Before approving a content budget, look at the cost structure that content is about to feed, because it may be pushing volume toward the most expensive channel you own. ActiveMenus (2025) puts the real effective cost of third-party delivery apps at 30% to 40% of order revenue, and Food On Demand (2026) documents DoorDash commissions of 15%, 25% or 30% depending on plan, with 6% on pickup. Alongside that, the U.S. Bureau of Labor Statistics places labor cost between 25% and 35% of revenue. Do the arithmetic: a spectacular campaign that drives traffic to the third-party app can sell more and keep less. Pickup at 6% is not an operational footnote. It's the difference between growing and growing while you bleed. This analysis is not primary research and has no sample of its own: it's a synthesis of public data published between 2024 and 2026 by Toast, Restroworks, Sunday, Paytronix, Tillster, Zellyfi, GRUBBRR, Hostie AI, ActiveMenus, Food On Demand and the U.S.

Finding 6 — What was synthesized and who signs the reading

Bureau of Labor Statistics, read with the criteria of someone who works unit economics from the register. Diego F. Parra and Masterrestaurant sign the reading, never the numbers. The operational conclusion fits in one line and comes before any creative brief: fix the ordering channel first —where Sunday (2025) documents 20% to 30% more check—, then the phone that loses 83% of callers (Hostie AI, 2025), and only then produce the photos. Publishing forty pieces about a dining room that doesn't deliver accelerates the leak instead of plugging it. WHAT WAS SYNTHESIZED. This analysis contrasts six public sector sources: Toast (2025) for operator AI adoption, Restroworks (2025) for full-service automation and for the McDonald's kiosk figure, Sunday (2025) for the effect of a complete digital offer on check, Paytronix (2024) for the loyalty-to-check relationship, Tillster (2026) for consumer personalization expectations, and Zellyfi (2026) for conversion with conversational assistants.

Finding 7 — Sources, scope and methodology of this synthesis

Added to those: GRUBBRR (2026) for self-service check ranges, Hostie AI (2025) for guest loss after unanswered calls, ActiveMenus (2025) for the effective cost of third-party delivery, and the U.S. Bureau of Labor Statistics for labor cost running 25% to 35% of revenue. **SELECTION CRITERIA.** Only material published between 2024 and 2026 by organizations that operate inside the restaurant sector or measure it recurrently was included, with each figure attributable to a specific year and a named organization. Everything without an identifiable publication year was discarded, along with secondhand figures whose primary source could not be located, and ten-year market projections, which sell software but do not help decide next week’s campaign. **HOW THEY WERE CONTRASTED.** When two sources measure the same thing with different results —kiosk effect on check, for instance— this analysis reports both and shows the range instead of averaging them: Restroworks (2025) and GRUBBRR (2026) agree on +10% to +30%, while Future Ordering documents a single case at +35% and McDonald’s lands at +30% per Restroworks (2025).

Finding 8 — Sources, scope and methodology of this synthesis — in practice

An honest range informs a decision better than a falsely precise average. **LIMITATIONS, UNVARNISHED.** First: most of these sources measure the United States and Western Europe, so moving those percentages to Latin America requires adjusting for check size, digital payment penetration and local labor cost. Second: none of the available figures isolates the effect of generative AI on content from the effect of the digital channel as a whole, which means crediting a check lift to a generated photograph would be a leap the data does not authorize. Third: several figures come from technology vendors, with the interest bias that implies; that is why they are reported as ranges and contrasted against each other. **WHAT MASTERESTAURANT CONTRIBUTES HERE.** Not a single number. Diego F. Parra and Masterrestaurant contribute the **READING:** the organization of the data by segment, the link between campaign and floor execution that the sources never make because they measure technology instead of service, and the healthy ranges by operation size laid out in the scenarios section. The figures belong to whoever published them.

POINT BY POINT

Compared analysis: what each source says and how to read it

OPERATOR AI ADOPTION

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

Assumes AI is still a minority practice and that adopting it is, by itself, competitive advantage.

B · MASTERESTAURANT Toast (2025) puts

operators at least somewhat comfortable with AI at 86%, and Restroworks (2025) documents 50% inventory automation in full service.

Verdict: Adoption stopped differentiating. Usage differentiates: whoever wires AI creative into floor training plays a different game than whoever just produces pieces.

OWNED-CHANNEL CONVERSION

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

Restaurant site with no assistant, baseline conversion near 2%.

B · MASTERESTAURANT Zellyfi (2026)

reports 6.5% conversion on sites with a conversational AI assistant and 12% to 18% higher check with guided ordering.

Verdict: Tripling owned-channel conversion weighs more on margin than any new campaign, because it sidesteps third-party commission entirely.

SCREEN EFFECT ON THE ORDER

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

Expects the screen to sell on its own because it carries attractive AI-generated photos.

B · MASTERESTAURANT Restroworks

(2025) and GRUBBRR (2026) agree on +10% to +30%; McDonald's reaches +30% per Restroworks (2025), and Future Ordering documents a case at +35%.

Verdict: The wide range betrays the hidden variable: the upsell logic programmed behind it. With no script, the screen lands at the bottom of the range.

PERSONALIZATION GUESTS EXPECT

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

One campaign for the entire guest base, with no distinction between regular and first visit.

B · MASTERESTAURANT Tillster (2026)

documents 68% of consumers with strong interest in apps that remember past orders and 65% wanting price filters.

Verdict: The personalization guests ask for is memory, not spectacle. A server who remembers the diner is worth more than a video with a thousand plays.

RECOVERING GENERATED DEMAND

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

The campaign triggers calls and reservation requests nobody answers at peak hour.

B · MASTERESTAURANT Hostie AI (2025)

reports 83% of guests choose another restaurant after more than one call to voicemail.

Verdict: Investing in content while the phone goes unanswered means paying to send guests to your competition. Plug the leak first.

CHANNEL THE CAMPAIGN PUSHES

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

All traffic aimed at third-party delivery apps.

B · MASTERESTAURANT ActiveMenus

(2025) calculates 30% to 40% effective cost of order revenue, and Food On Demand (2026) puts DoorDash commissions at 15%, 25% or 30% depending on plan.

Verdict: With labor cost at 25% to 35% (U.S. Bureau of Labor Statistics), a channel taking another 30-40% leaves no unit economics. Owning the channel is arithmetic, not preference.

LOYALTY AND RETURNING-GUEST CHECK

A · COMMON MISTAKE (CONTENT WITH NO OPERATIONAL ANCHOR)

Standalone promotions with no program, impossible to attribute to a segment.

B · MASTERESTAURANT Paytronix (2024)

reports 55% of restaurants see loyalty member check grow above their own price increases.

Verdict: A campaign feeding a loyalty program compounds; one that does not evaporates the day after it publishes.

What the sector gets wrong with AI creative 2026 DIAGNOSIS

- ✗ Measuring campaigns by reach when the register measures average check and table turns.
- ✗ Producing volume because AI allows it, with no consumption occasion behind each piece.
- ✗ Leaving the owned site without an assistant: baseline conversion sits near 2% (Zellyfi, 2026).
- ✗ Promising on video a service the floor was never trained to execute.
- ✗ Sending all generated traffic to third-party apps at 30% to 40% effective cost (ActiveMenus, 2025).
- ✗ Ignoring the phone: 83% of guests who hit voicemail twice leave for another restaurant (Hostie AI, 2025).
- ✗ Pulling the physical menu and keeping only the QR, losing control of the menu narrative.

What the analysis supports as method MASTERESTAURANT

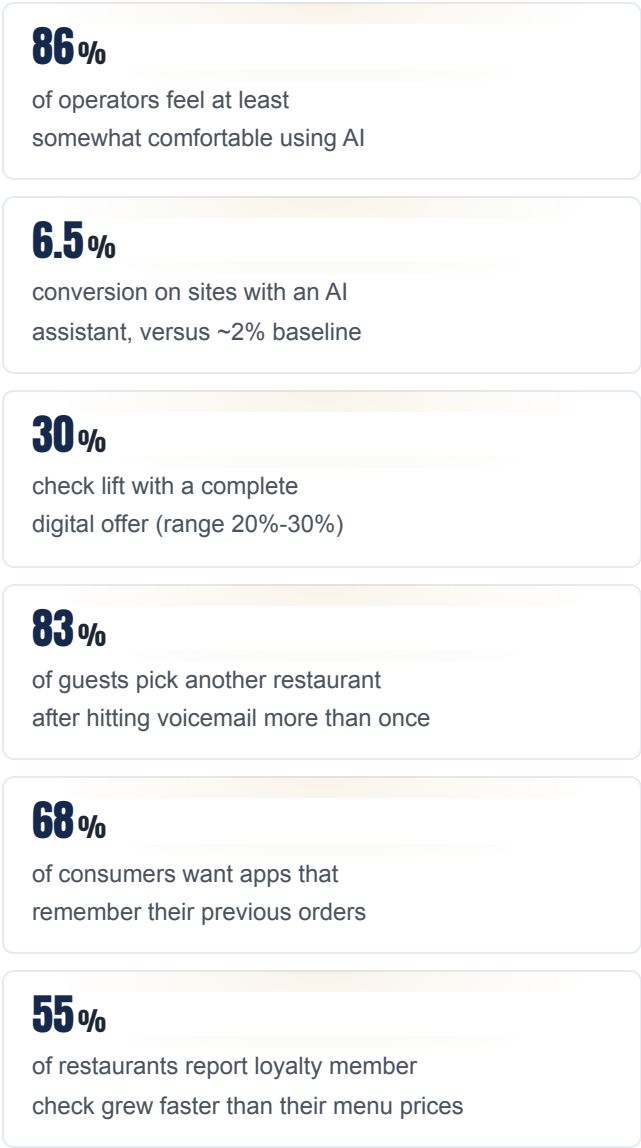
- ✓ One KPI per campaign, and make it a register KPI: average check, contribution margin or table turns.
- ✓ A content system built on consumption occasions, not on a filler calendar.
- ✓ AI assistant on the owned channel: conversion climbs from ~2% to 6.5% (Zellyfi, 2026).
- ✓ Automated preshift translating every live campaign into three suggestive-selling lines for the floor.
- ✓ Service simulator and gamification so servers rehearse the promise before the guest arrives.
- ✓ Campaign wired to loyalty, where 55% of operators see member check grow (Paytronix, 2024).
- ✓ Physical menu and QR menu coexisting, each with a declared job.

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THE NUMBERS THAT MATTER

The 2026 scorecard: external figures that order the decision



VISUALIZATION

The numbers, visualized

of operators feel at least somewhat comfortable using AI



conversion on sites with an AI assistant, versus ~2% baseline



check lift with a complete digital offer (range 20%-30%)



of guests pick another restaurant after hitting voicemail more than once



of consumers want apps that remember their previous orders



of restaurants report loyalty member check grew faster than their menu prices



Sources: [Toast 2025](#) · [Zellyfi 2026](#) · [Sunday 2025](#) · [Hostie AI 2025](#) · [Tillster 2026](#)

Chart by [masterrestaurant.com](#)

REAL CASE

“We were publishing 42 AI-made pieces a month and average check would not budge from \$18.40. Once every live campaign got wired into preshift —three suggestive-selling lines per shift, rehearsed in the simulator before service— check climbed to \$21.90 in eleven weeks, nearly 19% up, and food cost dropped from 33.1% to 30.6% because the floor started pushing the higher contribution margin dishes instead of the ones that photographed best. The campaign never changed. What changed was who carried it on the floor.”

— Operations director of a three-unit full-service group working with the Masterrestaurant method

HOW TO APPLY IT IN YOUR RESTAURANT

How to place yourself: scenarios and healthy ranges

1

Scenario 1 — Single unit, full service: fix the phone before you buy a camera

Running a single location, the priority is not producing more AI restaurant photos, videos and campaigns. It is plugging the hole through which the demand you already generate escapes. According to Hostie AI (2025), 83% of guests pick another restaurant when their calls hit voicemail more than once, so every successful campaign without an answered phone quietly funds the competitor down the street. Healthy range here: an AI assistant handling calls and reservations, an impeccable physical menu alongside a QR menu for price changes, and eight to twelve monthly pieces, each with a declared consumption occasion. With labor cost between 25% and 35% of revenue per the U.S. Bureau of Labor Statistics, production capacity is limited and has to be spent where it touches the register.

2

Scenario 2 — Three to ten units: wire the campaign into preshift or do not launch it

Between three and ten units the real problem surfaces, and it is variance across locations: the same campaign performs differently because each floor executes it differently. Restroworks (2025) documents that 47% of full-service restaurants already automated staff scheduling, so the infrastructure for an automated preshift usually sits half-built and only needs connecting to the campaign calendar. Healthy range: every published piece drops into preshift as three concrete suggestive-selling lines, servers rehearse them in a simulator before the shift, and the indicator reviewed is average check per unit against the group, never reach. Tillster (2026) reports 68% of consumers with strong interest in offers that remember past orders, which on the floor translates into a team that recognizes the returning guest.

3

Scenario 3 — Multi-unit group: AI creative as a system, with data governance

For a multi-unit group the bottleneck stops being production and becomes governance: who approves what, against which data and which contribution margin. Zellyfi (2026) puts owned-channel conversion with a conversational assistant at 6.5% versus a baseline near 2%, a jump that at group scale justifies the owned channel ahead of any third-party delivery investment, whose effective cost reaches 30% to 40% of order revenue per ActiveMenus (2025). Healthy range: a KPI dashboard reading check, margin and table turns per unit automatically; a central AI-generated content library each manager adapts with local data; and a corporate service simulator where every campaign script gets rehearsed before launch. Decision intelligence here is not decoration. It is what stops forty units from interpreting one promise forty different ways.

4

Scenario 4 — QSR and fast casual: the screen sells, if somebody wrote its script

In QSR and fast casual the data is reasonably settled and, unusually, replicated across sources: self-service kiosks lift order value between 10% and 30% per Restroworks (2025), a range GRUBBRR (2026) confirms for 2026, with McDonald's reporting +30% average check per Restroworks (2025) and a single case at +35% documented by Future Ordering. The Masterrestaurant reading: that lift comes not from the screen but from the upsell LOGIC someone programmed inside it, the same logic you teach a server. Healthy range: AI-generated photography only for high contribution margin items, suggestions capped at two add-ons per order, and weekly check measurement by daypart. And keep the physical menu wherever fast casual includes table service, because it remains your best silent salesperson.

FAQ

Frequently asked questions about this analysis

Do AI-generated photos increase a restaurant's average check?

No public source isolates that effect. What is measured is the complete digital channel —menu, order and payment— with check lifts of 20% to 30% per Sunday (2025), and self-service with ranges of +10% to +30% per GRUBBRR (2026). Crediting that lift to photography would be a leap the data does not authorize.

How many pieces per month should a single-unit restaurant produce with AI?

Eight to twelve, each with a declared consumption occasion and a high contribution margin dish behind it. The ceiling is not set by the tool but by the floor's capacity to execute, with labor cost running 25% to 35% of revenue according to the U.S. Bureau of Labor Statistics.

Should I drop the physical menu if my QR menu already has AI-generated photos?

No. Masterrestaurant recommends BOTH, with distinct jobs: the physical menu controls service pace, menu narrative and the server's suggestive selling; the QR handles delivery, accessibility, price changes and analytics. Sunday (2025) measures check lift on the complete digital offer, not on replacing the printed menu.

Why does this analysis insist on floor training instead of creative production?

Because the bottleneck moved. Toast (2025) reports 86% of operators already comfortable with AI, so producing stopped being hard. What remains scarce is a team that delivers the promise: Hostie AI (2025) shows 83% of guests leave after one unanswered call.

How should this analysis be cited?

Parra, D. F. (2026). Masterrestaurant 2026 Analysis of AI restaurant photos, videos and campaigns. Masterrestaurant. Figures belong to the cited sources —Toast, Restroworks, Sunday, Paytronix, Tillster, Zellyfi, GRUBBRR, Hostie AI, ActiveMenus and the U.S. Bureau of Labor Statistics— and the interpretation belongs to the author.

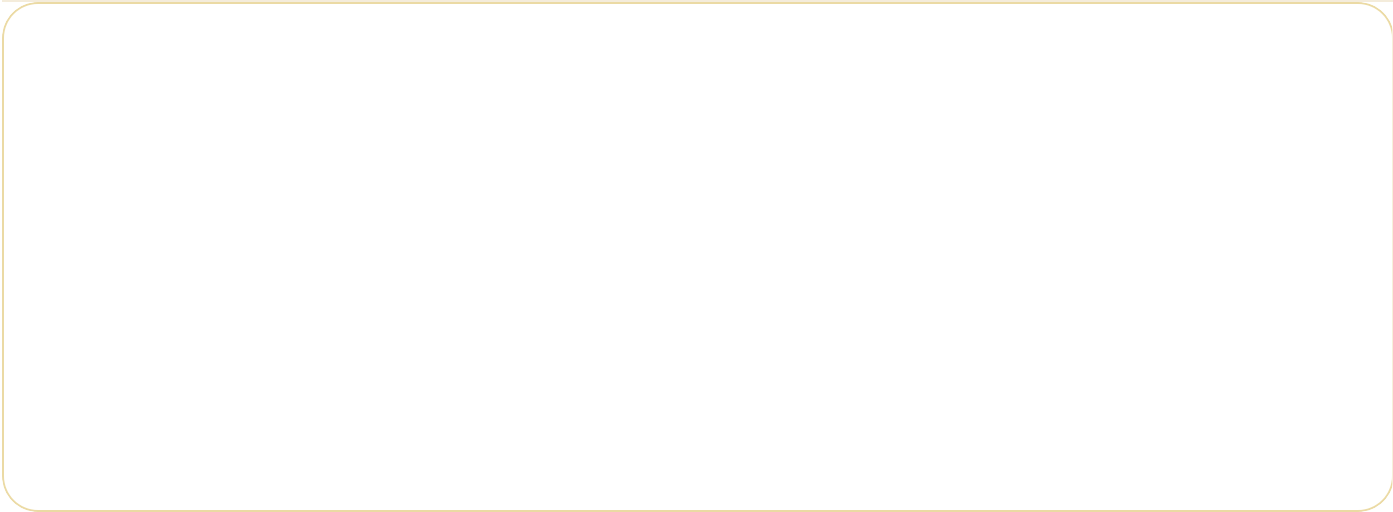
DATA & SOURCES

Sector data 2026 (official sources)

Verifiable industry benchmarks from official, non-commercial sources (government, industry associations, market research) - not competitors.

Metric	Benchmark 2026	Source
Operadores que usan IA	26% de operadores usan herramientas de IA en su restaurante (informe 2026)	National Restaurant Association 2026
IA en toma de pedidos del cliente	Solo 6% de restaurantes usa IA para pedidos de clientes (voz en drive-thru)	National Restaurant Association 2026
La tecnología como ventaja competitiva	76% de operadores espera que la tecnología les dé una ventaja competitiva (2024)	National Restaurant Association 2024 (Technology Landscape)
Inversión en tecnología para la experiencia del cliente	60% planea invertir más en tecnología para mejorar la experiencia del cliente (2024)	National Restaurant Association 2024 (Technology Landscape)
Inversión en productividad de servicio y cocina	55% invertirá en productividad en el área de servicio y 52% en la cocina (2024)	National Restaurant Association 2024 (Technology Landscape)
Planes de inversión en IA/voz	16% de propietarios planea invertir en IA como reconocimiento de voz (2024)	National Restaurant Association 2024 (Technology Landscape)

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