

Neuroinclusive dining experiences for food and beverage

Why This Matters

75%

of disabled customers have, at one time, left a shop, hotel, restaurant, or website without making a purchase due to poor access and/or customer service¹

\$12T

Gen Z's spending power is projected to grow to an estimated \$12T by 2030²

50%

In-store mass merchandise and grocery purchases account for 50% of Gen Z's total spending²

1 in 5 people are neurodiverse³

Opportunities for Innovation

Customer Experience (CX) Solutions

Sensory-smart upgrades transform dining environments from overwhelming to inviting

Employee Experience (EX) Solutions

Redesigned systems help neurodivergent staff perform at their best

SEE:

Friendly fonts, high-contrast filters, soft and predictable lighting zones



SEE:

Icon-based station systems, clean task boards, lighting tuned for focus

HEAR:

Audio zoning in dining areas, quiet hours, ambient soundscape



HEAR:

Earplug availability, task alerts via vibration/screen flash

TOUCH:

Weighted or textured utensils, sensory-conscious seating, clear tactile cues



TOUCH:

Optional adaptive tools and uniform fabrics optimized for sensory needs

SMELL:

Low-aroma cleaning agents, zoned ventilation, no-scent seating zones



SMELL:

Improved airflow, scent-free product options for employees

UNDERSTAND:

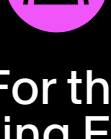
Pre-visit previews, digital allergen toggles, animated cart flows



UNDERSTAND:

Visual-first onboarding, modular checklists, color-coded shift prep

What Neuroverse Delivers



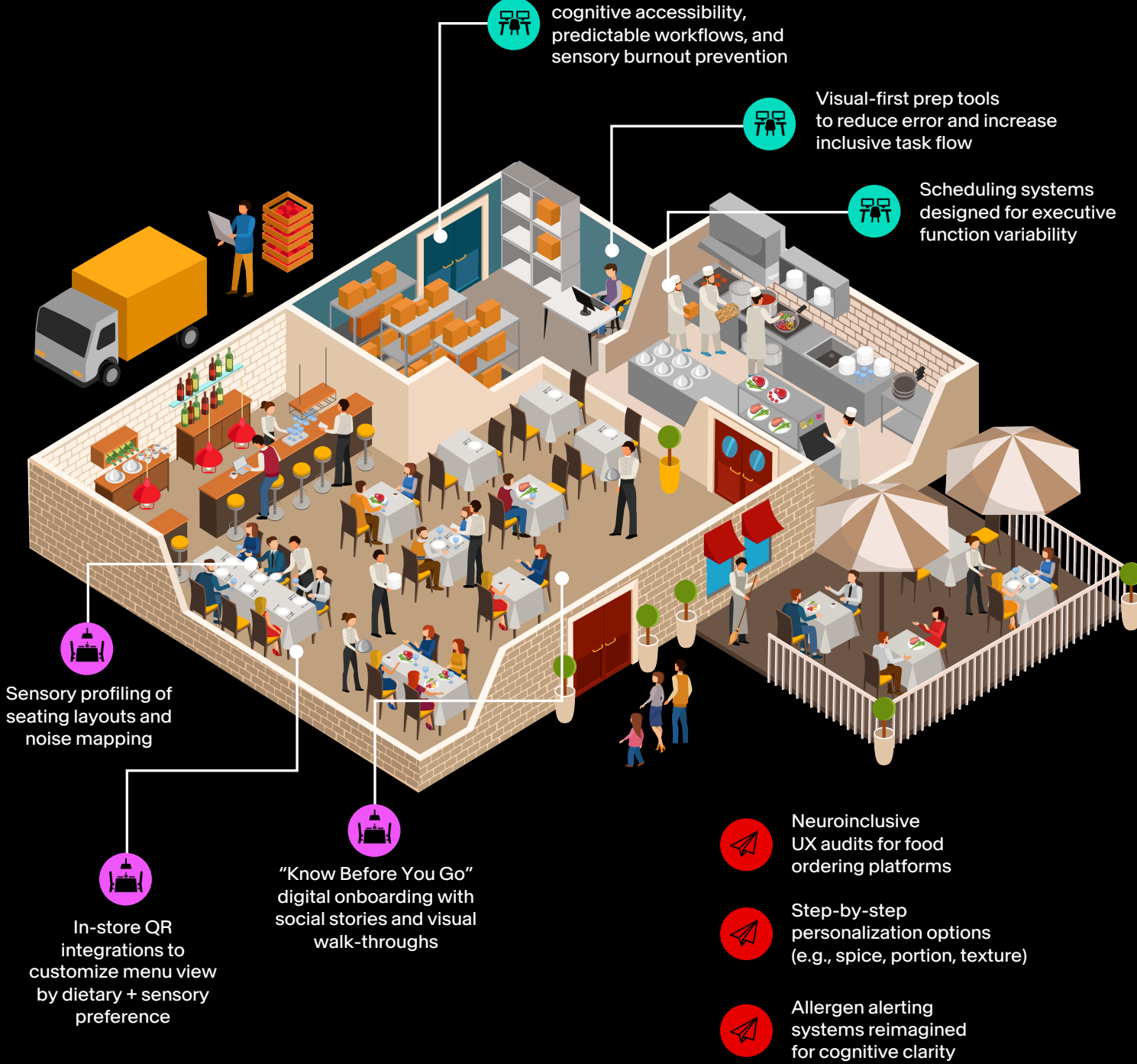
For the Dining Floor



For Digital & Delivery



For the Back of the House



The Business Case



Gen Z ranks food and beverage among their top spending categories.⁴



A single poor sensory experience can cost a brand a lifetime of loyalty, but intuitive design keeps diners coming back.



Embracing technology and prioritizing a strong workplace culture will allow operators to build more successful teams, enhance efficiency, and create lasting employee engagement.⁵

The Future Is Sensory-First

If sensory needs aren't met, they'll take their appetite (and loyalty) elsewhere. Without inclusive design, you lose sales, staff, and second chances. With it, you grow customer base, boost retention, and raise order accuracy.

Let's turn friction into flavor.

HAVAS

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References

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