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## Why the Ambient Menu?

The Ambient Menu has 10,000 monthly users, all searching for a conversation friendly venue, where they can **connect** and be **social**. By guiding them to a restaurant that suits their listening needs, we also boost the local economy by driving our users to local eateries.

## Our Audience

### THE AMBIENT MENU COMMUNITY: PEOPLE WHO VALUE CONNECTION OVER COMMOTION

- ◆ Diners in their 40s and 50s – Many of our users are socially active professionals and parents who just want to enjoy a dinner where they can actually hear the person across from them. They're planners, reviewers, and repeat diners who appreciate atmosphere and recommend venues that "get it."
- ◆ People 55+ – As we get older, it's common to find background noise more distracting. This group isn't asking for silence – just a setting where conversation flows.
- ◆ Noise-sensitive diners – Whether due to hearing loss, sensory processing differences, or other factors, these diners seek spaces that aren't overstimulating. They often dine with others and are highly loyal once they find a venue that feels welcoming.
- ◆ Professionals and creatives – From client meetings to brainstorming brunches, our users often choose venues based on how easy it is to talk. If you're hosting a quiet lunch crowd or after-work catch-ups, they're looking for you.
- ◆ Date-night diners – Let's be honest – connection is the point of dinner out. Many couples prefer a place where they can focus on each other without raising their voices over the music.