

Mighty Taco

Designing a smarter menu experience

Digital Signage Software development & integration Strategic consulting Creative services



PROJECT OVERVIEW

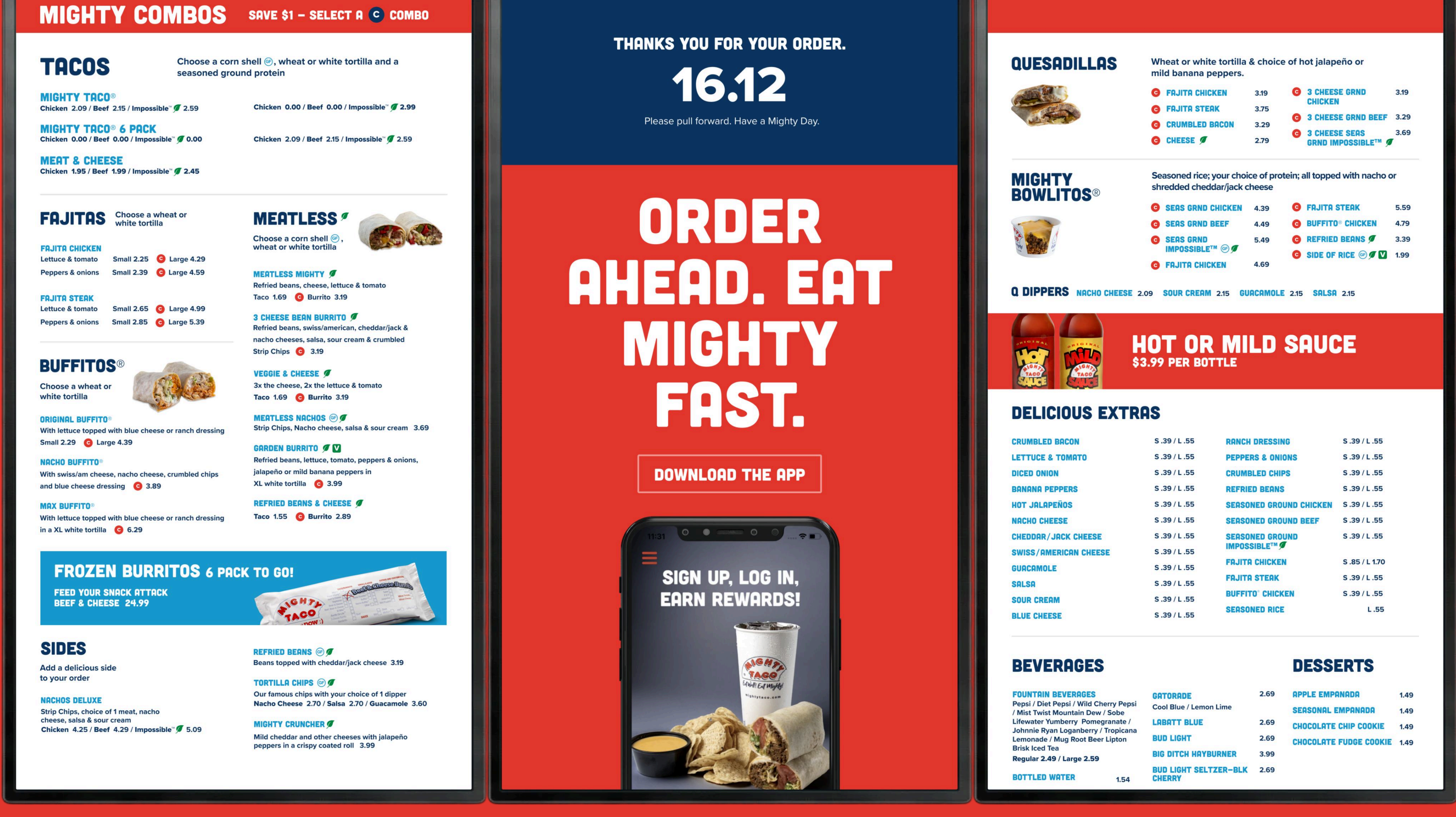
Location
New York (19 locations)

Industry
Quick service restaurant

POS integrated drive-thru menus for **Mighty Taco**, a beloved concept in Buffalo, NY.

Mighty Taco is a Western New York fast-casual institution known for its no-nonsense tacos, burritos, and boldly local personality. Since opening in Buffalo in 1973, the brand has built a loyal following with its unapologetically hearty approach to “Mexican-style” comfort food. To support growth and elevate the customer experience, Mighty Taco sought a modern, scalable digital menu solution for both interior and drive-thru environments.

CMA partnered with Mighty Taco to design and implement a comprehensive digital signage system—including menu strategy, creative design, and custom development. We delivered POS-integrated digital menu boards for indoor and drive-thru use, ensuring accurate, dynamic content that reinforces the brand and streamlines operational workflows.



WHY WE DID IT

Serving up a mightier menu—powered by **CMA's data-driven digital design**.

Our approach began with an in-depth analysis of Mighty Taco's previous 12 months of sales data to understand category performance and item-level profitability. This insight shaped our menu strategy: we prioritized visual emphasis on high-performing, high-margin products, and organized the layout to guide customers intuitively through the menu.

Through custom integration with PAR POS™, Mighty Taco's menu data now syncs automatically—daily or in real time as needed. The solution is managed through CMA's custom SignViu interface, giving the Mighty Taco team full control to add categories, update items, and adjust details without compromising design fidelity, placement, or typography.

TECH NOTE **135 digital displays connected through a fully integrated PAR POS™ workflow.**

THE RESULTS

Transitioning from static to digital menu boards across all locations dramatically improved speed, efficiency, and consistency. Previously, updating printed menus four times a year was costly and time-consuming—especially across 19 locations. With CMA's technology, Mighty Taco can now deploy updates to 135 displays instantly.

The system supports seasonal promotions, location-specific inventory adjustments, and full oversight of every media player and display in the network. With real-time monitoring and remote support capabilities, Mighty Taco enjoys a more reliable, more flexible, and more profitable menu experience—indoors and at the drive-thru.



WHAT WE DID

Digital Signage
Creative services
Strategic consulting
Software development & integration

19
location deployments

135
total digital displays installed

cma

Let's Talk

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One Partner. Endless Possibilities.

CMA brings together menu accuracy, POS integration, and smart upselling to create a seamless customer journey that drives sales and loyalty.