

The background of the slide features a repeating pattern of four vertical wooden trays filled with different pasta shapes. From left to right, the trays contain: 1) Farfalle (butterfly-shaped) pasta, 2) Tortiglioni (twisted, shell-shaped) pasta, 3) Farfalle (butterfly-shaped) pasta, and 4) Farfalle (butterfly-shaped) pasta. The trays are arranged in a grid-like fashion, with the central text overlaid on a dark red horizontal band.

Final Project Presentation
Christine M Adams
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Table of Contents

Rationale.....	3-5
Table Tent Design.....	6
Menu Design.....	7
Brochure Design.....	8
Table Tent Annotated Sample.....	9-11
Menu Annotated Sample.....	12-15
Brochure Annotated Sample.....	16-19

Rationale

Pasta Amore is a welcoming Italian restaurant with a focus on creating a dynamic atmosphere for family and friends to enjoy well-known and one-of-a-kind Italian meals within. At Pasta Amore, there is a sense of family. Everyone is valued and treated with respect and appreciation. Staff are appreciated and acknowledged for their excellent cooking and customer service skills. Customers are welcomed and viewed as extended family. The main goal of the restaurant is to expand advertising in order to attract a larger following. To help Pasta Amore in achieving this essential goal, as a graphic designer I designed new promotional materials for the restaurant, including a table tent, menu, and brochure.

It was of vital importance that I clearly and successfully communicated the brand message to the target audience throughout all of the new designs. The brand message Pasta Amore desires to convey to the audience is that this is a family/friends focused restaurant where loved ones can engage in dynamic conversations and enjoy the delightful tastes of Italian dishes in a friendly atmosphere that feels like home. The target audience includes locals and visitors of all cultures, genders, and ages who are family/friends oriented and have a love of Italian culture and food.

To create an advertisement that would help Pasta Amore gain a larger audience, I used several design strategies. Most importantly, I designed the table tent in a manner that successfully implemented the elements and principles of design and promoted a special event to attract the audience's attention. The design is simple in order to emphasize key aspects of the design. The large, centered, featured photograph of the chefs at the event emphasizes the positive qualities of the staff and the great atmosphere of the restaurant. This illustration of the event invites the audience to imagine having a fun time with family and friends meeting the chefs and enjoying dessert samples. After viewing the featured image, the audience is likely to create a positive association with the large, centered logo at the top of the table tent. Various additional aspects of the design are emphasized with the goal of bringing attention to the great characteristics of the restaurant and the special event. For example, the name of the event within the title is bold and in all capitals with an exclamation point at the end.

Similar to the table tent, during the design process of the menu I used a variety of design strategies to help Pasta Amore expand their audience. I carefully considered how I could use the elements and principles of design to emphasize the great tasting Italian cuisine at Pasta Amore. I decided to place the greatest emphasis on the large, featured background photograph of a fresh, flavorful vegetable and pasta dish. The textures and bold and lighter colors bring attention to the delicious taste of Pasta Amore's popular pasta meals. The photograph uses the bokeh technique, creating a surreal appearance because the center is in focus and the surrounding areas appear to fade away. Therefore, the appearance of the photograph is elegant and dreamy, giving the pasta a sense of being tasty and high quality.

Corresponding to the design of the table tent, the logo is emphasized by being placed at the top of the menu in a large size. The logo is featured as the headline and a welcoming sub-headline is placed below. Careful thought was given to which delicious items to include on the menu, which are similar in color to the colors found in the pasta meal in the featured photograph. The light background of the menu content makes the text easy to read, while at the same time the light color doesn't take away attention from the featured photograph. All of these elements of the design invite the audience to try the mouth-watering Italian cuisine at Pasta Amore. After seeing the whole design, the audience is likely to create a positive association with the Pasta Amore logo.

Finally, I took a similar approach in design strategies when designing my brochure compared to the process of creating my table tent and menu. To help Pasta Amore reach a large audience, I thought through the best ways to apply the elements and principles of design to bring attention to the core values, features, and characteristics of the restaurant. I thought it was important to illustrate the great food and experience possible at the restaurant first. Therefore, the first panel of the brochure includes three high quality, featured photographs of happy customers and staff, in addition to the excellent Italian dishes available at the restaurant. Similar to the table tent and menu, the logo can be found at the top center of the design in a large size, indicating importance. The logo is also featured as the headline, and a sub-headline describing the essence of the restaurant is placed below. The upbeat images of people enjoying their restaurant experience is likely to result in the audience creating a positive association with the logo, which represents the brand message.

The other panels focus on conveying important information. The second panel describes featured events, while the third panel provides details about the daily specials. The chosen theme colors are from the style guide or work effectively with these colors, which represent the food and dynamic atmosphere of the restaurant. The light background color is simple and contrasts well with the colors of the text. Therefore, the text is easy to read and emphasis is placed on the content. While writing the content, I carefully considered the most effective ways to describe the featured events and the menu items the audience would desire most for the daily specials. In addition, I applied various styles to the text to emphasize notable and important information. For example, I made key information bold, italic, or all capitals. In the specific case of the headlines in the second and third panel, I made the “Featured Events” and “Daily Specials” headlines large and italic to create emphasis.

Table Tent Design

PASTA AMORE

Proudly Presents

MEET THE CHEFS!



You are invited to join us every second and last Friday of the month for this **special event!** This is your chance to share the night with **family and friends**, meet your **favorite chefs**, try four delightful **new dessert samples**, and vote for the **dessert** you would love to see on the **new menu!**

Join us between 6:00 PM and 8:00 PM.

Menu Design

PASTA AMORE

We will be right with you!

Breakfast Lunch Dinner

1. Choose Your Drinks!

Hazelnut Coffee	\$2.99	Lemonade	\$1.99	House Wine	\$3.99
Chai Tea	\$1.99	Sprite	\$1.99	Hot Chocolate	\$1.99
Low Fat Milk	\$1.45	Gingerale	\$1.45	Raspberry Tea	\$1.45
Orange Juice	\$2.45	Mango Juice	\$2.45	Peach Juice	\$2.45

2. Choose Your Appetizers!

Strawberry Yogurt	\$2.99	Garlic Knots	\$1.99	Garlic Knots	\$1.99
Chocolate Muffin	\$1.45	Stuffed Asparagus	\$1.45	Stuffed Asparagus	\$1.45
Eggs and Ham	\$3.99	Spinach Salad	\$3.99	Spinach Salad	\$3.99
Multigrain Bagel	\$1.45	Mushroom Soup	\$2.45	Mushroom Soup	\$2.45

3. Choose Your Entrees!

Peach Oatmeal	\$5.99	Fettuccine Alfredo	\$7.99	Fettuccine Alfredo	\$7.99
Egg Sandwich	\$4.99	Seafood Tortellini	\$8.99	Seafood Tortellini	\$8.99
Walnut Pancakes	\$5.45	Squash Ravioli	\$7.45	Squash Ravioli	\$7.45
Vanilla Waffles	\$4.45	Meatloaf Lasagna	\$9.99	Meatloaf Lasagna	\$9.99

4. Choose Your Desserts!

Oreo Brownie	\$3.99	Oreo Brownie	\$3.99	Oreo Brownie	\$3.99
Smores Ice Cream	\$2.45	Smores Ice Cream	\$2.45	Smores Ice Cream	\$2.45
Blueberry Tart	\$2.99	Blueberry Tart	\$2.99	Blueberry Tart	\$2.99
Apple Peach Crisp	\$3.45	Apple Peach Crisp	\$3.45	Apple Peach Crisp	\$3.45

Brochure Design

PASTAAMORE

The Best of Italy



(310)-622-7755

www.pastaamore.com

Featured Events

Meet the Chefs!

You and your loved ones are invited to meet our talented chefs, enjoy four irresistible new dessert samples, and vote for the dessert that you think deserves to be featured on the new menu! Join us every second and last Friday of the month between 6:00 PM and 8:00 PM.

A Night of Italy

You are invited to share authentic Italian music and cuisine with your family and friends! While discovering talented new musicians, choose from one of our new appetizers, *ON THE HOUSE*. Join us every first and third Saturday of the month from 7:00 PM to 9:00 PM.

Italian Trivia

You and your family and friends are invited to share your knowledge of Italy in a fun game of trivia! The winner will receive a prize of a FREE dinner for two. Join us every first Monday of the month from 5:30 PM to 8:00 PM.

Daily Specials

Monday - Wednesday

Strawberry Yogurt \$1.99
Stuffed Asparagus \$1.00
Walnut Pancakes \$3.95
Fettuccine Alfredo \$5.99

Thursday - Friday

Chocolate Muffin \$1.00
Spinach Salad \$2.99
Vanilla Waffles \$2.45
Meatloaf Lasagna \$7.99

Saturday - Sunday

Eggs and Ham \$2.99
Garlic Knots \$1.00
Peach Oatmeal \$3.99
Seafood Tortellini \$6.99

Visit our website for details about entering to win our dessert special of the month!

Table Tent Annotated Sample

Color: To make it simple to stay true to the set of colors from the brand style guide, I added swatches for all of these colors to my InDesign document. After adding the main photograph of chefs from the restaurant, I experimented with various background colors until deciding upon the color “Wine.” This dark red color emphasizes the idea of the brand message, which is that the restaurant has a lively atmosphere full of family and friends, with flavorful food. The white color of the text contrasts well with the background color, adding elegance and making the text visible. The light colors in the featured photograph also contrast well with the dark background. The “Marinara Red” and “Leafy Green” colors of the logo remind the audience of the type of Italian food featured at the restaurant and create variety in the design. The “Marinara Red” color compliments the “Wine” colored background, while the “Leafy Green” color adds a dynamic, interesting aspect to the design.

Typography: I chose to use the “Goudy Old Style” font from the brand style guide, which has a lighthearted, playful tone. This font encourages the audience to remember that they can enjoy fun times with family and friends at the restaurant, relating to the brand message. In addition, careful consideration is given to the layout and arrangement of the content in order to clarify different levels of importance, or hierarchy. The other essential way in which hierarchy is created is by emphasizing important information using a variety of formatting techniques. To get the audience’s attention, the information of the greatest importance is placed at the top of the design, above the body text details and featured photograph.

The headline is divided into three parts. The logo is featured as the first part of the headline, placed at the very top of the design. The logo immediately draws attention, emphasizing the brand message and the words work well for the first part of the headline. The second part of the headline is italic to indicate importance. The last part of the headline is the name of the event, which is bold, in all capitals, and includes an exclamation point at the end to encourage the audience to become excited about attending this upcoming event. The second and last part of the headline are both large, set to 28 points, to show importance. Finally, the body text describing more in-depth information is placed at the bottom of the design, below the headline and main photograph. It’s in a much smaller size, set to 12 points. Although it isn’t as high in importance as the headline, essential information about the event is presented, which the audience is likely to notice and read after the headline. Emphasis is placed on several key points by making the text bold.

Imagery: Finding a photograph to represent the essential message of the brand, which also corresponded to the theme of the event was challenging. After an extensive search on many image websites, at last I found a photograph with the desired qualities. My chosen photograph is of several outgoing, lively chefs in the kitchen, enjoying working as a team. Since the table tent is for the promotion of an event in which the audience is invited to meet the chefs behind the scenes, this photograph works well for several reasons.

First, the chefs look happy and friendly, giving the audience the message that the chefs are looking forward to meeting everyone at the event. Second, the chefs appear to be great at teamwork, giving the audience the sense that the restaurant has a friendly atmosphere, helping family and friends connect. Finally, the chefs appear to be enjoying cooking in the kitchen, suggesting that their passion for wonderful food will guide their creative, tasty dishes. As a result of these factors, this photograph will also capture the message of the brand, letting the audience know that this is an inviting, lively restaurant for loved ones to spend time together enjoying excellent Italian food. In addition, the photograph is placed in the heart of the design at the center, indicating great importance.

Conclusion: I chose the composition of the design carefully in order to effectively incorporate the principles and elements of design into my table tent, creating a feeling of enthusiasm in the audience regarding attending the event as well as communicating the essential brand message.

Image Attribution

By CILelvire (Own work) [CC BY-SA 4.0 (<http://creativecommons.org/licenses/by-sa/4.0>)], via Wikimedia Commons

PASTA AMORE

Proudly Presents

MEET THE CHEFS!

Color

Typography

Imagery

Logo

Layout

Hierarchy



You are invited to join us every second and last Friday of the month for this **special event!** This is your chance to share the night with **family and friends**, meet your favorite **chefs**, try four delightful **new dessert samples**, and vote for the **dessert** you would love to see on the **new menu!**

Join us between 6:00 PM and 8:00 PM.

Menu Annotated Sample

Color: To communicate the brand message in an effective manner, I included four of the theme colors from the style guide for Pasta Amore. My chosen colors, consisting of “Marinara Red,” “Leafy Green,” “Wine,” and “Cannoli,” create a unified feeling together. The vibrant colors, “Marinara Red” and “Leafy Green” convey a high-energy mood, communicating the message that the restaurant welcomes family and friends who want to enjoy a fun dining experience. Balance is created by including the color “Wine,” creating a sense of harmony between this darker color and the brighter colors. In addition, the more neutral color “Cannoli” conveys a feeling of balance between this neutral color and the stronger colors.

There are a few placed in the design where the colors are especially emphasized. For example, the logo, which is incorporated into the headline, has the colors “Marinara Red” and “Leafy Green,” brings attention to the inviting and enthusiastic atmosphere of Pasta Amore. These bright colors also match the colors of the food served, conveying the idea that the food is tasty, healthy, and fresh. On a related note, the red and green colors of the spinach and tomatoes in the photograph resemble the theme colors of the logo, which reinforce the message about the quality and great taste of the food at Pasta Amore.

Typography: To effectively convey the message of the brand, I carefully arranged my content in an elegant, visually appealing manner, emphasizing key information. The menu content is arranged in a unique layout resembling a table. However, it is different from a table because the text for the headline and sub-headline categories is placed above the text for the menu items, which are formatted in a structure similar to a table. This arrangement creates space between the text for the headlines, sub-headlines, and menu items. I carefully choose this layout so that the audience would feel a sense of spaciousness and in order to increase the visibility and emphasis on the featured photograph. In addition, the content is arranged into logical categories to create a feeling of clarity in the audience. The first category describes the different meals of the day. After navigating to the meal, in the second category the audience can choose from drinks, appetizers, entrees, and desserts directly corresponding to the meal type. The list of menu items appears under the sub-headline categories.

This structure is meant to be user-friendly and intuitive. The four colors from the style guide are used for the menu text and for the background colors of the text in an organized way, creating an elegant appearance and a welcoming, friendly tone. To illustrate the various levels of importance in the text, different colors and styles are used for each category. For example, the words “Breakfast,” “Lunch,” and “Dinner” are larger than the other menu categories below, bold, and have a different background color than the rest of the menu categories. In another example, at the top of the design the headline for the entire menu includes the large, unique, and colorful “Leafy Green” and “Marrara Red” logo listing the restaurant name. There is a “Wine” colored sub-headline below, stating “We will be right with you!,” in an italic style to illustrate importance. Therefore, the styles and colors of the menu headline create visual appeal while representing the essential message of the brand regarding the value Pasta Amore places on creating a caring atmosphere, while providing delicious Italian dishes to family and friends spending quality time with each other.

Imagery: Finally, I conveyed the idea and message of the brand by incorporating a strong, featured photograph. The large photograph depicts delicious tomato and spinach pasta. However, after experimenting with the layout and size of the photograph, I decided that decreasing the size and changing the location would work the most effectively. As a result, the audience will be drawn into the up close photograph of the meal. The elements in the composition encourage viewers to first notice the areas in the middle, which have a deeper depth of field. Next, they are likely to develop a dreamy feeling upon viewing the areas above the middle and below, which have a shallow depth of field.

Related to depth of field is bokeh, an interesting technique used in photography. The purpose of incorporating bokeh into photography is to make central elements stand out, while making other elements fade away in a dreamlike manner. To apply this effect to photography, when taking photographs the depth of field must be shallow, meaning that only certain elements will be clear, while other elements will be less clear. The bokeh technique used in this photograph creates a mood that invites the audience to start dreaming about tasting the delightful dishes at Pasta Amore with loved ones.

In addition, several of the colors in the photograph are very similar to the ones from the style guide, while the rest of the colors work well with the style guide colors. The layout and styles of the typography also correspond well with the featured photograph in the background, creating a harmonious composition. The photograph, colors, and typography create a feeling of unity. Therefore, the audience is invited to visualize discovering amazing new dishes and enjoying the company of the important people in their life in a lively and welcoming atmosphere at Pasta Amore. This directly relates to the core message of the brand.

Conclusion: Combined, all the design elements of the menu create an aesthetically appealing composition, using the principles and elements of design in a manner that conveys the brand message to the audience. This important message lets the audience know the importance Pasta Amore places on creating an inviting atmosphere for their customers while offering delicious traditional and one-of-a-kind Italian dishes.

Image Attribution

By Jean-Francois Chenier (Own work), titled *Spinach Pasta*. [CC BY-NC 2.0 (<https://creativecommons.org/licenses/by-nc/2.0/legalcode>)], via Flickr and found at: <https://www.flickr.com/photos/jfchenier/5617813380/in/photolist-9yqLco-99kags-9QqKNE-7QJm5E-9q8wfi-3kQ6x2-d8i7ny-kxx2vj-tTa3NF-5nj2H1-nHpXdH-rv3gnC-72EXY6-e7SsgU-mnrjZS-3aJKp1-9Lku26-ebr8zK-9G17C2-cN3jN3-MqDFF-bESRx2-qtYo2q-aaByf4-pTh6Js-ajq-daz-8Nb4Mb-9n9aBD-posbtX-5jTPzH-9MqFiW-55vWcX-3cNzU3-aNaLM6-tCS4C2-j9FTkw-dv2JYd-iZJqw8-9Azy29-3cNBF1-a5Lg2s-skAAGG-9u3AP6-5i7tZy-r3JYjn-bJ7ZY2-8GY6ta-aqR1gM-bvxKsH-nN7wr4>

PASTA AMORE

We will be right with you!

Breakfast Lunch Dinner

1. Choose Your Drinks!

Hazelnut Coffee	\$2.99	Lemonade	\$1.99	House Wine	\$3.99
Chai Tea	\$1.99	Sprite	\$1.99	Hot Chocolate	\$1.99
Low Fat Milk	\$1.45	Gingerale	\$1.45	Raspberry Tea	\$1.45
Orange Juice	\$2.45	Mango Juice	\$2.45	Peach Juice	\$2.45

2. Choose Your Appetizers!

Strawberry Yogurt	\$2.99	Garlic Knots	\$1.99	Garlic Knots	\$1.99
Chocolate Muffin	\$1.45	Stuffed Asparagus	\$1.45	Stuffed Asparagus	\$1.45
Eggs and Ham	\$3.99	Spinach Salad	\$3.99	Spinach Salad	\$3.99
Multigrain Bagel	\$1.45	Mushroom Soup	\$2.45	Mushroom Soup	\$2.45

3. Choose Your Entrees!

Peach Oatmeal	\$5.99	Fettuccine Alfredo	\$7.99	Fettuccine Alfredo	\$7.99
Egg Sandwich	\$4.99	Seafood Tortellini	\$8.99	Seafood Tortellini	\$8.99
Walnut Pancakes	\$5.45	Squash Ravioli	\$7.45	Squash Ravioli	\$7.45
Vanilla Waffles	\$4.45	Meatloaf Lasagna	\$9.99	Meatloaf Lasagna	\$9.99

4. Choose Your Desserts!

Oreo Brownie	\$3.99	Oreo Brownie	\$3.99	Oreo Brownie	\$3.99
Smores Ice Cream	\$2.45	Smores Ice Cream	\$2.45	Smores Ice Cream	\$2.45
Blueberry Tart	\$2.99	Blueberry Tart	\$2.99	Blueberry Tart	\$2.99
Apple Peach Crisp	\$3.45	Apple Peach Crisp	\$3.45	Apple Peach Crisp	\$3.45

Color

Typography

Imagery

Logo

Layout

Hierarchy

Brochure Annotated Sample

Color: While designing the brochure, my most important goals were to successfully communicate the brand message and create unity between the brochure and the other promotional materials. Therefore, I included theme colors from the style guide in addition to colors complimenting the ones from the style guide. To emphasize important content, I made the headlines the bold “Marinara Red” color and the sub-headlines the strong “Wine” color. To bring attention to the body content after the audience notes the headlines and sub-headlines, I made this content the noteworthy “Leafy Green” color. In addition, the thumbnail images contain colors either resembling those from the style guide or complimenting colors from the style guide. All of the colors found in design elements from the logo to the typography to the images emphasize the relaxing and welcoming atmosphere of the restaurant and the Italian dishes full of tasty ingredients.

Typography: I kept my essential goals in mind while making design decisions regarding typography. To emphasize content of varying levels of importance, I carefully considered color, style, size, and placement. In all three panels of the brochure the typeface is “Goudy Old Style,” the theme colors are “Marinara Red,” “Wine,” and “Leafy Green,” and the styles and locations are similar. These design decisions were either based on the style guide or worked well with the guidelines from the style guide. The stronger shades of red in the headlines and sub-headlines help place attention on this important content, while the bright “Leafy Green” color of the body content helps this information stand out. The large logo is placed at the top of the first panel, consisting of “Marinara Red” and “Leafy Green,” making a bold appearance and statement.

Additionally, I illustrated importance by using various styles, including making text bold, italic, and all capitals. For example, in the first panel under the logo, which is meant to be the headline, the sub-headline, “The Best of Italy,” is italicized to indicate importance. Next, the second and third panels feature and focus attention on headlines in the “Marinara Red” color in large sizes, which are also italicized. Therefore, the decision decisions I made regarding the characteristics of the typography created a harmonious design, emphasizing the great people and food found at Pasta Amore.

Imagery: Finally, I carefully thought through my important goals when making choices regarding the most effective images to include in the design. To create unity and consistency, I incorporated images from the table tent and menu into the brochure. In addition, I added new images that helped to enhance and complete the brochure design. The images all represent the brand message. The chosen images show customers enjoying each other's company and flavorful dishes, while the chefs and staff enjoy working with each other and preparing and cooking delicious meals for their valued customers.

To emphasize the great experience possible at Pasta Amore, the first panel features a group of three thumbnail images under the headline and sub-headline. The images take up most of the space in the first panel and are placed in the center and middle. Featuring images that illustrate the positive experiences of others at the restaurant encourage new customers to decide to give Pasta Amore a chance. In addition, the colors of the images are either vibrant, representing the upbeat atmosphere and bold tasting cuisine, or lighter and more neutral, creating a calm mood and balance between the vibrant colors. Therefore, the integration of images from the other promotional material creates consistency between the designs and the additional choices regarding imagery ensure that the brand message is conveyed clearly and effectively.

Conclusion: In conclusion, remembering my main goals throughout the creation of my brochure helped me effectively incorporate color, typography, imagery, and other design elements in a way that created unity between all three designs and communicate the brand message successfully.

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By Jean-Francois Chenier (Own work), titled *Spinach Pasta*. [CC BY-NC 2.0 (<https://creativecommons.org/licenses/by-nc/2.0/legalcode>)], via Flickr and found at: <https://www.flickr.com/photos/jfchenier/5617813380/in/photolist-9yqLco-99kags-9QqKNE-7QJm5E-9q8wfi-3kQ6x2-d8i7ny-kxx2vj-tTa3NF-5nj2H1-nHpXdH-rv3gnC-72EXY6-e7SsgU-mnrjZS-3aJKp1-9Lku26-ebr8zK-9G17C2-cN3jN3-MqDFF-bESRx2-qtYo2q-aaByf4-pTh6Js-ajq-daz-8Nb4Mb-9n9aBD-posbtx-5jTPzH-9MqFiW-55vWcX-3cNzU3-aNaLM6-tCS4C2-j9FTkw-dv2JYd-iZJqw8-9Azy29-3cNBF1-a5Lg2s-skAAGG-9u3AP6-5i7tZy-r3JYjn-bJ7ZY2-8GY6ta-aqR1gM-bvxKsH-nN7wr4>

Color Typography Imagery

PASTAAMORE
The Best of Italy



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Featured Events

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Walnut Pancakes \$3.95
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Thursday - Friday

Chocolate Muffin \$1.00
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Garlic Knots \$1.00
Peach Oatmeal \$3.99
Seafood Tortellini \$6.99

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Logo Layout Hierarchy