

福

TOWN

**Branded Design Materials
for New Location**

Presented by Patricio Vargas

COM-232

Dr. John Kane

RATIONALE

TOWN Restaurant caters to high-end clientele between the ages of 30 and 60. That would be professionals and entrepreneurs, some families, but due to the more refined nature of the restaurant, it would most likely be a place for couples or groups of friends/co-workers. My task was to create three branded items to promote the restaurant and display their offerings.

From the start, and this applies to all my designs for this project, I made sure to load up both of the fonts as well as the primary and secondary colors outlined in the branding guide. I also added black and white to the color options as I needed some things in my designs to stand out more than others. There is more detail in the annotated pages of each design, so I'll give a brief explanation of each piece.

The first piece you will see in this presentation is something central to all restaurants, their menu. It's based on a combination of different menus I researched from other high-end restaurants, where I noted the most significant aspects of each was a lot of negative space. Something else I noticed, which I put into place in my design was a limited number of items. It's an upscale restaurant, so they would have very unique variety of items on their menu. I also thought, due to the clientele, an extensive wine list would be great on the second page of the menu.

The table tent serves as more of a promotional piece, so I was able to use a lot more variation in the different parts of the design. I knew I didn't want to just take the layout and just repeat all the information on both sides, but there would also need to be some continuity from one side to the other. I did this by using the same title/logo block at the top of both sides, and kept the way the image was laid out and where the block of information would go in the same place. By using a different background color and combination of fonts and weights I was able to create sufficient difference between each message that people will be interested in reading each one.

The final piece is the tri-fold brochure, where I wanted to combine parts from each of the first two pieces I worked on. I knew this would have the menu in it, which had to be slightly modified and rearranged to fit on much smaller pages, and I wanted to include the hours of operation plus the promotion for the Dim Sum lunch. I'm not sure about a tri-fold brochure being the right kind of promotional piece for a high-end restaurant, but with the right kind of design and content, it could be elevated to something more refined. The paper and printing process used in production will also help to make it something TOWN Restaurant would be happy to use as a promotional piece.

MENU AND WINE LIST

Wine List

Champagne & Sparkling

LIVIO SASSETTI *100
Prosecco, Valdobbiadene, NV

GRUET *52
Brut Rosé, New Mexico, NV

BESSERAT DE BELLEFON *100
Brut Rosé, Cuvée des Moines, NV

BOLLINGER *200
Brut Rosé, Champagne, NV

DOM PÉRIGNON *270
Brut, Hautvillers, 2006

Rebs

MATANZAS CREEK *100
Sonoma County, 2013

TURLEY *02
"El Porron," Cinsault, Lodi, 2013

ORIN SWIFT *25
"Abstract," California, 2016

ITALICS *45
"Sixteen Appellations," Napa Valley, 2012

EPOCH *10
"Veracity-Padonewski Vineyard," Paso Robles, 2013

FRANCISCAN *100
"Magnifican," Napa Valley, 2013

JOSEPH PHELPS *55
"Insignia," Napa Valley, 2014

DOMINUS ESTATE *05
Napa Valley, 2013/14

Syrah & Blends

DOMAINE GIRARD *66
"La Gavanne," Sancerre, 2015

MERRY EDWARDS *100
Russian River, 2016

Chardonnay

CHALK HILL *30
Sonoma Coast, 2016

CALERA *100
Mt. Harlan, 2014

ARNOT ROBERTS *100
Sonoma Coast, 2013

PAX *135
"Castelli-Knight Ranch" Russian River, 2012

CAYUSE *220
"En Chamberlin," Walla Walla Valley, 2014

Dessert Wine

BOGLE *15
Petite Sirah Port, 2014

KRUPP BROTHERS *10
"Black Bart," Syrah Port, Napa Valley, 2013

PHILIP TOGNI *100
"Ca Togni," Napa Valley, 2007

HONIG *35
Late Harvest Sauvignon Blanc, Rutherford, 2013

Menu

Hors d'Oeuvre

Shredded Chicken Salad *1
Shredded braised chicken over watercress, lettuce, cucumber, and onion. Served with Gochujang dressing.

Sichuan-Style Braised Eggplant *9
Smoky eggplant tossed with chilies, black vinegar, sugar, ginger, and garlic.

Chinese Bean Curd Rolls *11
Bean curd rolls stuffed with pork, mushroom, and ginger.

Har Gow *10
Crystal skin shrimp dumplings.

Ground Pork and Corn Congee *8
Chinese rice porridge.

Entrees

Sizzling Prawns with Garlic Sauce *18
Jumbo shrimp, white onions & bell peppers sautéed with a buttery garlic sauce.

Hong Kong Duck *21
Crispy roast duck cut up.

Beef & Shrimp with Chili Peppers *23
Beef strips, scallops, fish fillet & lobster meat.

Shanghai Jade Chicken *17
Chicken breast, stir-fried with asparagus, string beans & snow peas.

Sautéed Hot Pot *27
Shrimp, scallops, fish fillet & lobster meat.

Peking Pork Chops *10
Pork chops with special Chinese spices, deep-fried, drizzled with Peking sauce.

Shrimp with Pine Nuts *25
Stir-fried shrimp with celery, string beans and water chestnuts.

Rack of Lamb *29
Tender rack of lamb pan-fried to perfection with spring beans and zucchini.

Rack of Lamb *29
Tender rack of lamb pan-fried to perfection with spring beans and zucchini.

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a medical condition.

1243 West Atlantic Ave. | Boca Raton, FL 33464 | 561-555-5555 | eMail boca@luckytownbistro.com

1-2

TABLE TENT

福 TOWN
Where Tradition Meets Culinary Exaltation

**Come Join Us for
Lunch Time Dim Sum!**
Available Monday to Friday
from 11 a.m. to 3:30 p.m.

福 TOWN
Where Tradition Meets Culinary Exaltation

TOWN combines a variety of Chinese cuisine to excite and delight our customers.

Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.

3-4

BROCHURE

Wine

Rebs

MATANZAS CREEK *100
Sonoma County, 2013

TURLEY *02
"El Porron," Cinsault, Lodi, 2013

ORIN SWIFT *25
"Abstract," California, 2016

ITALICS *45
"Sixteen Appellations," Napa Valley, 2012

EPOCH *10
"Veracity-Padonewski Vineyard," Paso Robles, 2013

FRANCISCAN *100
"Magnifican," Napa Valley, 2013

JOSEPH PHELPS *55
"Insignia," Napa Valley, 2014

DOMINUS ESTATE *05
Napa Valley, 2013/14

Syrah & Blends

ARNOT ROBERTS *100
Sonoma Coast, 2013

PAX *135
"Castelli-Knight Ranch" Russian River, 2012

CAYUSE *220
"En Chamberlin," Walla Walla Valley, 2014

Dessert Wine

BOGLE *15
Petite Sirah Port, 2014

KRUPP BROTHERS *10
"Black Bart," Syrah Port, Napa Valley, 2013

PHILIP TOGNI *100
"Ca Togni," Napa Valley, 2007

HONIG *35
Late Harvest Sauvignon Blanc, Rutherford, 2013

Menu

Hors d'Oeuvre

Chinese Bean Curd Rolls *11
Bean curd rolls stuffed with pork, mushroom, and ginger.

Ground Pork and Corn Congee *8
Chinese rice porridge.

Shredded Chicken Salad *1
Shredded braised chicken over watercress, lettuce, cucumber, and onion. Served with Gochujang dressing.

Entrees

Sizzling Prawns with Garlic Sauce *18
Jumbo shrimp, white onions & bell peppers cooked with a buttery garlic sauce.

Shrimp with Pine Nuts *25
Stir-fried shrimp with celery, string beans and water chestnuts.

Seafood Hot Pot *27
Shrimp, scallops, fish fillet & lobster meat.

Beef & Shrimp with Chili Peppers *23
Beef, shrimp, bell peppers & chili peppers.

Wine

Champagne & Sparkling

LIVIO SASSETTI *50
Prosecco, Valdobbiadene, NV

GRUET *52
Brut Rosé, New Mexico, NV

BESSERAT DE BELLEFON *100
Brut Rosé, Cuvée des Moines, NV

BOLLINGER *200
Brut Rosé, Champagne, NV

DOM PÉRIGNON *270
Brut, Hautvillers, 2006

Sauvignon Blanc

DOMAINE GIRARD *66
"La Gavanne," Sancerre, 2015

MERRY EDWARDS *100
Russian River, 2016

Chardonnay

CHALK HILL *30
Sonoma Coast, 2016

CALERA *100
Mt. Harlan, 2014

福 TOWN

1243 West Atlantic Ave. | Boca Raton, FL 33464 | eMail boca@luckytownbistro.com

561-555-5555

5-6

MENU AND WINE LIST



Where Tradition Meets Culinary Exaltation



Menu

Hors d'Oeuvre

Shredded Chicken Salad
Shredded braised chicken over watercress, lettuce, cucumber, and onion. Served with Gochujang dressing
*8

Sichuan-Style Braised Eggplant
Smoky eggplant tossed with chilies, black vinegar, sugar, ginger, and garlic
*9

Chinese Bean Curd Rolls
Bean curd rolls stuffed with pork, mushroom, and ginger
*11

Har Gow
Crystal skin shrimp dumplings
*10

Ground Pork and Corn Congee
Chinese rice porridge
*8

Entrees

Sizzling Prawns with Garlic Sauce
Jumbo shrimp, white onions & bell peppers cooked with a buttery garlic sauce
*18

Hong Kong Duck
Crispy roast duck cut-up
*21

Beef & Shrimp with Chili Peppers
Beef, shrimp, bell peppers & fresh peppers
*23

Shanghai Jade Chicken
Chicken breast, stir-fried with asparagus, string beans & snow peas
*17

Seafood Hot Pot
Shrimp, scallops, fish fillet & lobster meat
*27

Peking Pork Chops
Pork chops with special Chinese spices, deep-fried, drizzled with Peking sauce
*19

Shrimp with Pine Nuts
Stir-fried shrimp with celery, string beans and water chestnuts
*25

Rack of Lamb
Tender rack of lamb pan-fried to perfection with string beans and zucchini
*29

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness, especially if you have a medical condition.

1243 West Atlantic Ave. | Boca Raton, FL 33464 | 561-555-5555 | eMail boca@luckytownbistro.com



Where Tradition Meets Culinary Exaltation



Wine List

Champagne & Sparkling

LIVIO SASSETTI
Prosecco, Valdobbiadene, N.V.
*49

GRUET
Brut Rosé, New Mexico, N.V.
*52

BESSERAT DE BELLEFON
Brut Rosé, Cuvée des Moines, N.V.
*99

BOLLINGER
Brut Rosé, Champagne, N.V.
*200

DOM PÉRIGNON
Brut, Haurvillers, 2006
*270

Sauvignon Blanc

DOMAINE GIRARD
"la Garenne," Sancerre, 2015
*66

MERRY EDWARDS
Russian River, 2016
*100

Chardonnay

CHALK HILL
Sonoma Coast, 2016
*50

CALERA
Mt. Harlan, 2014
*80

Syrah & Blends

ARNOT ROBERTS
Sonoma Coast, 2015
*90

PAX
"Castelli-Knight Ranch" Russian River, 2012
*135

CAYUSE
"En Chamberlin," Walla Walla Valley, 2014
*220

Dessert Wine

BOGLE
Petite Sirah Port, 2014
*45

KRUPP BROTHERS
"Black Bart," Syrah Port, Napa Valley, 2013
*80

PHILIP TOGNI
"Ca Togni," Napa Valley, 2007
*100

HONIG
Late Harvest Sauvignon Blanc, Rutherford, 2013
*135

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness, especially if you have a medical condition.

1243 West Atlantic Ave. | Boca Raton, FL 33464 | 561-555-5555 | eMail boca@luckytownbistro.com

ANNOTATED MENU AND WINE LIST

Food Menu:

For the food side, I used the Majesti Banner font on the course heading and prices, while Athelas was used for the name of each item and the description. I combined the main colors from the branding guide and the lighter gray color from the secondary set. I also wanted to keep each item centered and to one line for the name, description, and price, as it's something I've seen done in other high-end restaurant menus. It also has a classier look than a left justified list or keep everything within a smaller block of text. I also used a line of dots to separate the Hors d'Oeuvres from the Entrées.

Consumption Warning and Contact Info:

Because I've had experience creating a menu for a restaurant before this project, I knew that I would need to include the warning at the bottom of the menu, as well as their contact information. Due to the importance of the warning, I used the red color for that, and then the contact information is in the green that stands out over the dark gray.




Menu

Hors d'Oeuvre

Shredded Chicken Salad
Shredded braised chicken over watercress, lettuce, cucumber, and onion. Served with Gochujang dressing
*8

Sichuan-Style Braised Eggplant
Smoky eggplant tossed with chilies, black vinegar, sugar, ginger, and garlic
*9

Chinese Bean Curd Rolls
Bean curd rolls stuffed with pork, mushroom, and ginger
*11

Har Gow
Crystal skin shrimp dumplings
*10

Ground Pork and Corn Congee
Chinese rice porridge
*8

Entrées

Sizzling Prawns with Garlic Sauce
Jumbo shrimp, white onions & bell peppers cooked with a buttery garlic sauce
*18

Hong Kong Duck
Crispy roast duck cut-up
*21

Beef & Shrimp with Chili Peppers
Beef, shrimp, bell peppers & fresh peppers
*23

Shanghai Jade Chicken
Chicken breast, stir-fried with asparagus, string beans & snow peas
*17

Seafood Hot Pot
Shrimp, scallops, fish fillet & lobster meat
*27


Peking Pork Chops
Pork chops with special Chinese spices, deep-fried, drizzled with Peking sauce
*19

Shrimp with Pine Nuts
Stir-fried shrimp with celery, string beans and water chestnuts
*25

Rack of Lamb
Tender rack of lamb pan-fried to perfection with string beans and zucchini
*29

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness, especially if you have a medical condition.

1243 West Atlantic Ave. | Boca Raton, FL 33464 | 561-555-5555 | eMail boca@luckytownbistro.com




Wine List

Wine & Sparkling

DOMASSETTI
Valdobbiate, N.V.
*39

GRUET
New Mexico, N.V.
*52

T DE BELLEFON
Moines, N.V.
*99

OLLINGER
Champagne, N.V.
*200

PÉRIGNON
Autvillers, 2006
*270

Reds

NZAS CREEK
Sonoma County, 2013
*60

TURLEY
Cinsault, Lodi, 2015
*62

IN SWIFT
California, 2016
*75

TALICS
Napa Valley, 2012
*85

EPOCH
Vineyard, Paso Robles, 2013
*130

ANCISCAN
Napa Valley, 2013
*160

PH PHELPS
Napa Valley, 2014
*155

INUS ESTATE
Napa Valley, 2013/14
*505

Sauvignon Blanc

DOMAINE GIRARD
"la Garenne," Sancerre, 2015
*66

MERRY EDWARDS
Russian River, 2016
*100

Chardonnay

CHALK HILL
Sonoma Coast, 2016
*50

CALERA
Mt. Harlan, 2014
*80

Syrah & Blends

ARNOT ROBERTS
Sonoma Coast, 2015
*90

PAX
"Castelli-Knight Ranch" Russian River, 2012
*135

CAYUSE
"En Chamberlin," Walla Walla Valley, 2014
*220

Dessert Wine

BOGLE
Petite Sirah Port, 2014
*15

KRUPP BROTHERS
"Black Bart," Syrah Port, Napa Valley, 2013
*80

PHILIP TOGNI
"Ca Togni," Napa Valley, 2007
*100

HONIG
Late Harvest Sauvignon Blanc, Rutherford, 2013
*135

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness, especially if you have a medical condition.

1243 West Atlantic Ave. | Boca Raton, FL 33464 | 561-555-5555 | eMail boca@luckytownbistro.com

Heading:

For the heading on both sides of the menu I wanted to use the same layout of the logo, section title, and image, only changing the text of the title and the image itself. This gives continuity to both sides of the menu, and establishes the branding on this piece. I used the Majesti Banner font in the title, and added the tagline in the Athelas font under the logo. I chose a picture of dumplings for the food side and a bar for the wine side of the menu.

Wine List:

The Wine List required that I divide the page more, as there would be a variety of different types of alcohol listed here. I again used the line of dots, and used a decorative circle of leaves to break up the long center line. I didn't want to use the red color for the name of each type of wine as I used for the courses on the food side, so I used the lighter gray. Then in the name of each alcohol, because they're all brands, I used all capitals to have it stand out. The description and price used the same color combination as the food side.

TABLE TENT

福 TOWN

Where Tradition Meets Culinary Exultation



TOWN combines a variety of chinese cuisine to excite and delight our customers.



Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.

福 TOWN

Where Tradition Meets Culinary Exultation



Come Join Us for

Lunch Time Dim Sum!

Available Monday to Friday
from 11 a.m. to 3:30 p.m.

福 TOWN

Come Join Us for
Lunch Time Dim Sum!
Available Monday to Friday
from 11 a.m. to 3:30 p.m.



Where Tradition Meets Culinary Exultation

福 TOWN

福 TOWN

Where Tradition Meets Culinary Exultation



TOWN combines a variety of chinese cuisine to excite and delight our customers.



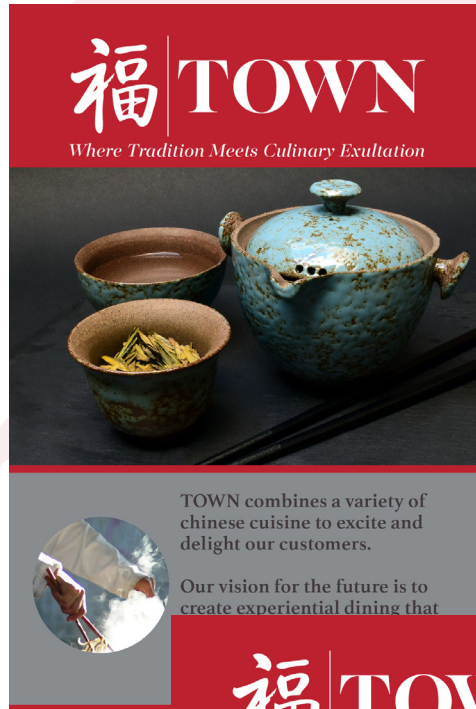
Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.

福 TOWN

ANNOTATED TABLE TENT

Mission Statement Side:

On one side of the table tent I wanted to promote the mission of TOWN by presenting a bit of background on the restaurant. I also specifically picked the picture of the tea kettle and cups to represent the traditional side of TOWN. In addition, I wanted to show how the chef uses classic techniques in his cooking, so I included a photo of food preparation. Since the subject matter for this side was of a more serious tone, I stuck to the grays for the background and text colors.



Dim Sum Lunch Promotion:

Often time a restaurant will offer a Dim Sum menu for lunch, but it won't be available during dinner. With this side of the table tent I wanted to promote the lunch time Dim Sum menu, giving the information for which days it's available and the times. As much as I wish Dim Sum was available at all Chinese restaurants at any time of day, I wanted to stick with what is customary in most restaurants I know of that serve this type of food. Dim Sum can be a very fun experience, so I used the light pastel green as the background color, with the fonts in the dark gray and dark red to stand out. The photograph I used is of Dim Sum in traditional steamer baskets.

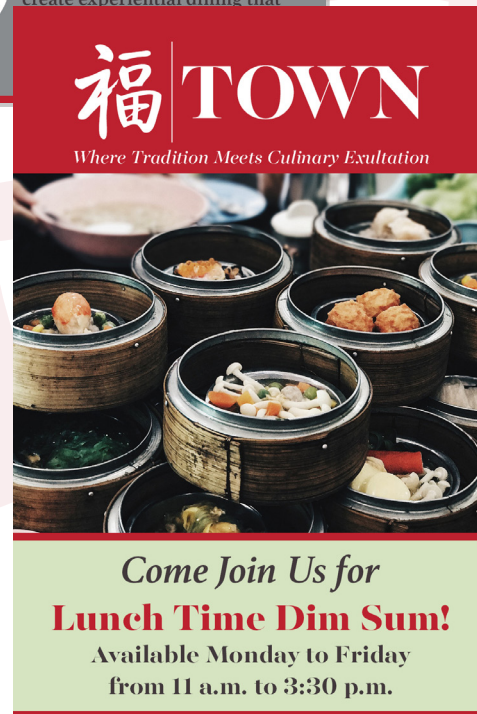
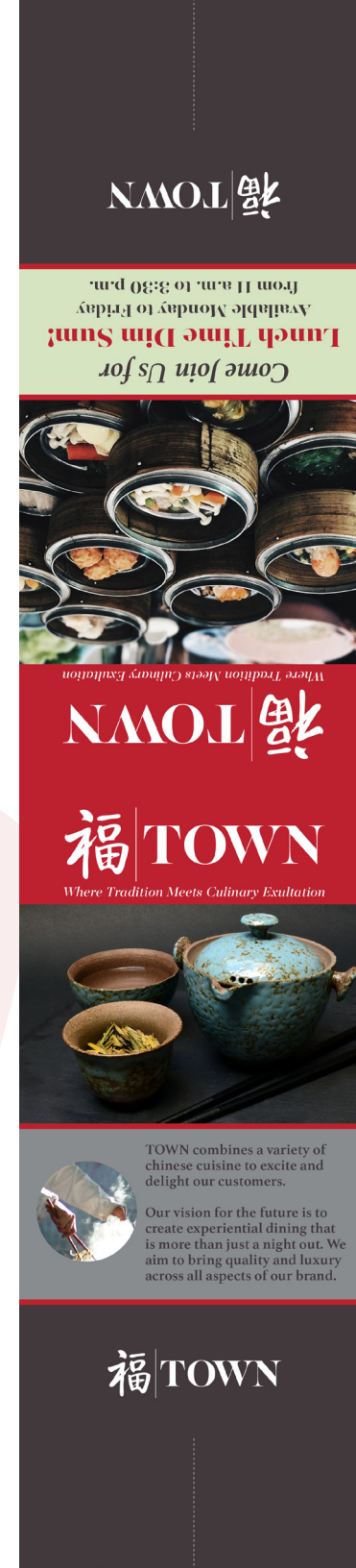


Table Tent Base:

I added the TOWN logo to the bottom of the table tent on both sides, in case it falls over, you'll still see the name. I also added a cut line so the table tent can be put together with or without adhesive or tape.



Red Dividing Line:

I wanted to frame the text sections of the table tent, so I added a red line above and below the text. It was originally a much thicker line, but I reduced it after receiving feedback.

Title Block:

Rather than using the exact same combination of color logo over dark gray, I used a white logo over the dark red color. This was done to get people's attention, as the combination of white over red is very eye-catching and visually appealing. It's also at the very top of the table tent, so a brighter color than the gray would work best.

BROCHURE

Wine

Where Tradition Meets Culinary Exaltation

Reds

MATANZAS CREEK *60
Sonoma County, 2013

TURLEY *62
"El Porron," Cinsault, Lodi, 2015

ORIN SWIFT *75
"Abstract," California, 2016

ITALICS *85
"Sixteen Appellations," Napa Valley, 2012

EPOCH *130
"Veracity-Paderewski Vineyard," Paso Robles, 2013

FRANCISCAN *160
"Magnificat," Napa Valley, 2013

JOSEPH PHELPS *155
"Insignia", Napa Valley, 2014

DOMINUS ESTATE *505
Napa Valley, 2013/14

Syrah & Blends

ARNOT ROBERTS *90
Sonoma Coast, 2015

PAX *135
"Castelli-Knight Ranch" Russian River, 2012

CAYUSE *220
"En Chamberlin," Walla Walla Valley, 2014

Dessert Wine

BOGLE *15
Petite Sirah Port, 2014

KRUPP BROTHERS *80
"Black Bart," Syrah Port, Napa Valley, 2013

PHILIP TOGNI *100
"Ca Togni," Napa Valley, 2007

HONIG *135
Late Harvest Sauvignon Blanc,
Rutherford, 2013

**Come Join Us for
Lunch Time Dim Sum!**
Available Monday to Friday
from 11 a.m. to 3:30 p.m.

Open Daily
Monday-Thursday 11 a.m. to 11 p.m.
Friday & Saturday 11 a.m. to 2 a.m.
Sunday 10 a.m. to 10 p.m.



福 TOWN

1243 West Atlantic Ave. | Boca Raton, FL 33464 | eMail boca@luckytownbistro.com

561-555-5555

Menu

Wine

Hors d'Oeuvre

Chinese Bean Curd Rolls *11
Bean curd rolls stuffed with pork,
mushroom, and ginger

Sichuan-Style Braised Eggplant *9
Smoky eggplant tossed with chilies,
black vinegar, sugar, ginger, and garlic

Ground Pork and Corn Congee *8
Chinese rice porridge

Har Gow *10
Crystal skin shrimp dumplings

Shredded Chicken Salad *8
Shredded braised chicken over watercress,
lettuce, cucumber, and onion.
Served with Gochujang dressing

Entrees

Sizzling Prawns with Garlic Sauce *18
Jumbo shrimp, white onions & bell peppers
cooked with a buttery garlic sauce

Shanghai Jade Chicken *17
Chicken breast, stir-fried with asparagus,
string beans & snow peas

Shrimp with Pine Nuts *25
Stir-fried shrimp with celery, string beans
and water chestnuts

Rack of Lamb *29
Tender rack of lamb pan-fried to perfection
with string beans and zucchini

Seafood Hot Pot *27
Shrimp, scallops, fish fillet & lobster meat

Peking Pork Chops *19
Pork chops with special Chinese spices,
deep-fried, drizzled with Peking sauce

Beef & Shrimp with Chili Peppers *23
Beef, shrimp, bell peppers & fresh peppers

Hong Kong Duck *21
Crispy roast duck cut-up

Champagne & Sparkling

LIVIO SASSETTI *39
Prosecco, Valdobbiadene, N.V.

GRUET *52
Brut Rosé, New Mexico, N.V.

BESSERAT DE BELLEFON *99
Brut Rosé, Cuvée des Moines, N.V.

BOLLINGER *200
Brut Rosé, Champagne, N.V.

DOM PÉRIGNON *270
Brut, Hautvillers, 2006

Sauvignon Blanc
DOMAINE GIRARD *66
"la Garenne," Sancerre, 2015

MERRY EDWARDS *100
Russian River, 2016

Chardonnay
CHALK HILL *50
Sonoma Coast, 2016

CALERA *80
Mt. Harlan, 2014

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs
may increase your risk of foodborne illness, especially if you have a medical condition.

福 TOWN

福 5

ANNOTATED BROCHURE

Heading:

The headings for the Wine and Menu are meant to maintain continuity between brochure and the full size menu. I have the thick red line spanning the inside title blocks and the back block, but not going onto the front cover.

Wine List:

Due to the size of the Wine List and the limited space on the brochure, I had to place some of it on the inside with the Food Menu, and the rest on the back. This did allow me to include all the alcohol items, and leave some space for information that would be useful to have on a brochure.

Food Menu:

Since I was limited in the amount of space available for the menu items, and needed plenty of room for the Wine List, I had to stack the descriptions of the food items. I also moved the price next to the name of the dish, and laid them out in a way that is still easy to read each individual item. I preserved the same color and font combinations from the full size menu, to maintain continuity.

Consumption Warning:

Just like in the full size, dine-in menu, I wanted to make sure the consumption warning was included in the brochure, below the food menu. This time I used white text over the dark gray so it will stand out, and I could give more space to the menu items over the bamboo graphic background.

Wine

Where Tradition Meets Culinary Exaltation

Reds	Syrah & Blends
MATANZAS CREEK *60 Sonoma County, 2013	ARNOT ROBERTS *90 Sonoma Coast, 2015
TURLEY *62 "El Porron," Cinsault, Lodi, 2015	PAX *135 "Castelli-Knight Ranch" Russian River, 2012
ORIN SWIFT *75 "Abstract," California, 2016	CAYUSE *220 "En Chamberlin," Walla Walla Valley, 2014
ITALICS *85 "Sixteen Appellations," Napa Valley, 2012	Dessert Wine
EPOCH *130 "Veracity-Paderewski Vineyard," Paso Robles, 2013	BOGLE *15 Petite Sirah Port, 2014
FRANCISCAN *160 "Magnificat," Napa Valley, 2013	KRUPP BROTHERS *80 "Black Bart," Syrah Port, Napa Valley, 2013
JOSEPH PHELPS *155 "Insignia," Napa Valley, 2014	PHILIP TOGNI *100 "Ca Togni," Napa Valley, 2007
DOMINUS ESTATE *505 Napa Valley, 2013/14	HONIG *135 Late Harvest Sauvignon Blanc, Rutherford, 2013

Come Join Us for Lunch Time Dim Sum!
Available Monday to Friday from 11 a.m. to 3:30 p.m.

Open Daily
Monday-Thursday 11 a.m. to 11 p.m.
Friday & Saturday 11 a.m. to 2 a.m.
Sunday 10 a.m. to 10 p.m.

1243 West Atlantic Ave. | Boca Raton, FL 33464 | eMail boca@luckytownbistro.com

561-555-5555

Front Cover:

The cover for the brochure combines elements from the dine-in menu and the table tent. I used the color logo over dark gray background, centered on the page. I then took a different photo of tea cups and the same photo of Dim Sum from the table tent to place above and below the logo. I felt like the tag-line was crowding the logo in the middle block, so I moved it to the top of the cover, and put the telephone number at the bottom to balance things and to give at least some of the contact information on the very front of the brochure. I did want to limit how much text went on the front to keep it more classy/high-end.

Special Promotion and Schedule:

Since this is a brochure that people take, I wanted to include the hours of operation on the brochure. I made it a part of the bottom of the back, alongside the Dim Sum announcement. Bringing this information over from the table tent made sense to me, as it's useful information so people will know when the Dim Sum would be available.

Contact Information:

I included the rest of the contact information on the back of the brochure, on the same color block as the phone number seen on the front, so it flow from front to back.

Menu

Wine

Hors d'Oeuvre	Entrees	Champagne & Sparkling
Chinese Bean Curd Rolls *11 Bean curd rolls stuffed with pork, mushroom, and ginger	Sizzling Prawns with Garlic Sauce *18 Jumbo shrimp, white onions & bell peppers cooked with a buttery garlic sauce	LIVIO SASSETTI *49 Prosecco, Valdobbiadene, N.V.
Ground Pork and Corn Congee *8 Chinese rice porridge	Shrimp with Pine Nuts *25 Stir-fried shrimp with celery, string beans and water chestnuts	GRUET *52 Brut Rosé, New Mexico, NV
Shredded Chicken Salad *8 Shredded braised chicken over watercress, lettuce, cucumber, and onion. Served with Gochujang dressing	Seafood Hot Pot *27 Shrimp, scallops, fish fillet & lobster meat	BESSERAT DE BELLEFON *99 Brut Rosé, Cuvée des Moines, N.V.
Sichuan-Style Braised Eggplant *9 Smoky eggplant tossed with chilies, black vinegar, sugar, ginger, and garlic	Beef & Shrimp with Chili Peppers *23 Beef, shrimp, bell peppers & fresh peppers	BOLLINGER *200 Brut Rosé, Champagne, N.V.
Har Gow *10 Crystal skin shrimp dumplings	Beef & Shrimp with Chili Peppers *23 Beef, shrimp, bell peppers & fresh peppers	DOM PÉRIGNON *270 Brut, Hautvillers, 2006
Shanghai Jade Chicken *17 Chicken breast, stir-fried with asparagus, string beans & snow peas	Hong Kong Duck *21 Crispy roast duck cut-up	Sauvignon Blanc DOMAINE GIRARD *66 "la Garenne," Sancerre, 2015
Rack of Lamb *29 Tender rack of lamb pan-fried to perfection with string beans and zucchini		MERRY EDWARDS *100 Russian River, 2016
		Chardonnay CHALK HILL *50 Sonoma Coast, 2016
		CALERA *80 Mt. Harlan, 2014

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a medical condition.

福 TOWN