

Print

Marketing Presentation



*Prepared by **David Grove***

COM-232 Desktop Publishing

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Where tradition meets **innovation.**

TOWN serves a mix of traditional and experimental Chinese cuisine that seeks to attract high-end clients between 30 and 60 years old. Through the use of whimsically named menu items TOWN hopes customers will ask questions of the wait staff who will encourage them to share any thoughts or insights in their experience at the restaurant. This will create warm memories of a receptive dining environment.

The table tent offers these clients a reason to reserve another meal with TOWN. It also lets them know that Town has special events so they can ask their staff about upcoming ones.

TOWN's menu reflects the feeling of high quality. It is not loud or brash but luxurious and simple. It encourages the clients to ask questions and interact with the staff encouraging conversation and the feeling that this is a place for adults to share an experience together.

This brochure highlights the lunch menu and its special offer. It is for people to take with them and has more pictures of the food to remind people of the high quality that TOWN has to offer. Even the appetizers the deal references are of exceptional quality.

All these brand items use Majesti Banner fonts for the heads and subheads and Athelas for the text and body. The Majesti text was chosen to go with the logo and the colors were chosen for what emotions they evoke in people. They all come from the brand style guide.



福 | TOWN

**One free drink
for each guest
during events or
with reservations.**



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福 | TOWN



Lunch

Appetizers

1. Chicken Skewers..... \$10.00
2. Spicy Calamari..... \$14.00
3. Vegetarian Egg Rolls..... \$9.00
4. Shrimp Egg Rolls..... \$10.00
5. Spicy Beef Strips..... \$14.00
6. Roasted Vegetables..... \$10.00

Soup

7. Dragon Scallion Soup..... \$15.00
8. Chicken Ginseng Soup..... \$18.00
9. Egg Drop Soup..... \$12.00
10. Pork Wonton Soup..... \$9.00
11. Kelp Soup..... \$11.00

Plates

12. Changsha Shrimp..... \$21.00
13. Mopo Spicy Tofu..... \$12.00
14. Chive Flower Duck..... \$24.00
15. Garlic Eggplant..... \$14.00
16. Double Cooked Pork..... \$18.00
17. Hunan Pork Belly..... \$24.00
18. Kung Pao Beef..... \$14.00
19. Sliced Garlic Fish..... \$21.00
20. Tuna Spicy Wrap..... \$24.00
21. Xiang River Fish..... \$24.00
22. Chile Pigs Feet..... \$18.00
23. Blue Willow Prawns..... \$27.00
24. Sautéed Hunan Crab..... \$27.00
25. Basil Spicy Tofu..... \$14.00
26. Fried Duck Tongues..... \$10.00
27. Spicy Jelly Fish..... \$12.00
28. Spicy Quails..... \$11.00

Dinner

29. Spicy Sliced Duck with Mushrooms.....	\$33.00
30. 'Lo Hon' Vegetables with Tofu.....	\$21.00
31. Fried Ginger and Onion Steak.....	\$35.00
32. Abalone with Sea Cucumber.....	\$33.00
33. Beef Curry.....	\$24.00
34. Chicken Curry.....	\$22.00
35. Beef in Oyster Sauce.....	\$27.00
36. Peking Duck.....	\$37.00
37. Bean Curd with Minced Beef.....	\$23.00
38. Bean Curd with Straw Mushrooms.....	\$27.00
39. Stewed Lamb Belly with Yam in Pot.....	\$30.00
40. Organic Vegetables in Oyster Sauce.....	\$27.00
41. Deep Fried Oysters in Batter.....	\$30.00
42. King Prawns Szechuan Style.....	\$33.00
43. Happy Honey Pork.....	\$27.00
44. Spicy Stewed Mixed Seafood.....	\$30.00
45. Eel Fillet with Chili and Salt.....	\$30.00
46. Chicken with Honey and Lemon Sauce.....	\$22.00
47. Dry Fried Ho Fun with Beef.....	\$24.00
48. Seafood Chow Mein.....	\$30.00
49. Chinese Mushrooms with Vegetables.....	\$24.00

Beverages

1. All Soda.....\$3.00
2. Herbal Sweet Tea.....\$3.50
3. Organic Coconut Juice.....\$3.50
4. Organic Hibiscus Tea.....\$4.00
5. Elegant Sparkling Water.....\$3.00

6. Flower Blessing Rice Wine.....\$9.00
7. San Benito Chardonnay.....\$11.00
8. Loire Chenin Blanc.....\$12.00
9. Kings Castle Merlot.....\$10.00

10. Lucky Budda Beer.....\$9.00
11. Sapporo Beer.....\$8.00
12. Kronenbourg 1664 Beer.....\$9.00



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Take Out



Dine In



TOWN New Chinese Cuisine

333 Chinatown Lane

Hollister, CA 95023

www.town.com

831-111-1111

福 TOWN

LUNCH

SPECIALS

One Free

Appetizer

With Order



Take Out Specials

- Orange Peel Eel.....\$14.00
- Strawberry Tuna.....\$17.00
- Spicy Sea Snail.....\$14.00
- Almond Monk Fish.....\$21.00
- Spicy Duck.....\$11.00
- Lemon Chicken.....\$11.00
- Pepper Steak and Broccoli.....\$14.00
- Scallop with Snow Peas.....\$17.00

**One Free
Appetizer
With Lunch Special**

Appetizers

- Pot Stickers.....\$10.00
- Lobster Fried Won Tons.....\$15.00
- Shrimp Puff.....\$12.00
- Lettuce Chicken or Eel.....\$12.00
- Deep Fried Scallops.....\$14.00
- Salmon Rolls.....\$14.00
- Vegetable Rolls.....\$10.00
- Mooshou Pork Loin.....\$14.00
- Deep Fried Prawns.....\$14.00



Dine In Specials

- Black Pepper Orange Tuna.....\$24.00
- Exceptional Vegetarian.....\$18.00
- Blood Orange Prawns.....\$24.00
- Lobster and Mushroom Sauce..\$30.00
- Amlee Chow Mein.....\$24.00
- Shell Fish Special.....\$28.00
- Cashew Orange Roughy.....\$21.00
- Honey Vegetables.....\$18.00



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