

Menu Production Requirements for Restaurants

To achieve the best quality and fastest turnaround possible for menu production please answer the following questions.

Determine your implementation date (*when you want the menu to start*)
Count back ten working days.

This is your deadline for standard production menus.

Changes after this date will slow the production process and delay implementation.

All materials must be approved by this date. A signed hard copy is preferred.

Please supply contact information:

Restaurant name

Restaurant address

Contact person

Contact email

Contact phone

Preferred contact method

Website address

Restaurant hours

Type of restaurant: ie Sports Bar, Steakhouse, Diner, Casual Family, Fine Dining

Colors or theme used in the restaurant.

Type of service requested:

New Restaurant - Completely new menu.

Existing Restaurant - Complete redesign of existing menu

Existing Restaurant - Duplication of existing menu with changes

Menu Profit Engineering

Use Creative License

Other Services requested:

Logo design

Professional photography of the location

Professional photography of menu items

Rewrite menu descriptions

Client wishes to meet prior to menu development

Profit engineering of menu

Carry out menu needed - preferred size:

Menu Sleeves

Forward a pdf of the menu to Carver-Avola for inclusion on website

The Menu:

What is the size of the current menu?

Dimensions and page count

Size: Page Count

Standard sizes are 8.5 x 11 - 8.5 x 14 - 11x17

Maintain current size? Use Creative License

Non Standard Menu Size requested

How does the current Menu fold - trifold - book fold -

Will menu sleeves be used?

Will the menu be laminated?

Carry out menu needed - preferred size:

Materials Supplied:

Please provide a sample of the current menu and sleeve if possible.

Existing Menu

Images in 300 dpi electronic format

Logo electronic format

Images - hard copy (photographs)

Logo - Hard copy

1) For best quality, ALL electronic images and logos MUST be Original art of 300dpi resolution and at least 5 inches wide. Note: Using an image from a website and converting it to 300 dpi will result in less than optimal reproduction.

Acceptable image formats are: .tiff - .jpg - .ai - .eps - .pdf

To AVOID delays please remember:

ALL copy and menu items for the menu should be completed prior to submission.

Adding addition items after the layout process has started will slow completion

Final pricing is not necessary but items and descriptions should be complete.

The Item names and descriptions for the menu should be in a text file format.

A scan of handwritten copy will slow the production process.

A scan of a previous menu with copy changes written on the menu will slow the production process (unless Otter Graphics has produced the menu in the past.)

If you have any questions or require additional assistance, please call 314-568-7132.

Other Comments or special requests: