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: