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Typography IV • Process Book • Menu Redesign

**Research**

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## Red Door Saloon

Let's look back to the beginning of the original location in 2002. Ric and his business partner were sitting on two railroad ties looking at the building that was to become the first Red Door Saloon. Ric is of Irish descent, and there was a period in history when Ireland was fighting with England. People would paint their door red as a way to say you are welcome, and this is a safe place. That brought the first half of the name to life. Ric added saloon to reflect out west in 1816.

### WHAT'S WITH ALL THE SKELETONS?

A shoe cobbler once owned our first location. There was a hole in where all the leather shavings dropped through the floor. The hole came to represent a story, "All families have skeletons in their closets." Both Nashville locations have peepholes into the basement, to view these skeletons. You will notice flying skeletons placed around the saloons. In Indonesia, the flying skeletons are similar to the Native Americans' Dreamcatchers.

## Nashville, TN

### DO WE HAVE ANY DRINK SPECIALS?

We have too many to list. We have one of the most extensive beer menus and more drink specials than most in town.



## **Mood Board**

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## Menu Details

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## Menu Details

### FULL FOOD & DRINK MENU FEATURING PABST BLUE RIBBON APPETIZERS TO GET YOU STARTED

Fried pickles....\$8.99  
Jalapeño Bottle Caps....\$8.99  
Pepper Jack Cheese Bites....\$9.99  
Potato Salad.....\$5.00  
Chips & Salsa....\$5.95  
Nachos with Cheese & Jalapeños....\$6.95  
Ultimate Nachos....\$8.95  
Pretzel Bites....\$5.00

Extras:

Spicy mustard, nacho cheese, pickles, and pepperoncinis.

### HOT DOGS

ANY HOT DOG \$9.95

#### RED DOOR DOG

Spicy Sausage, beer broiled, and topped with spicy mustard, sauerkraut, chili, cheese, and onion on a steamed bun.

#### CAJUN BRAT

Bratwurst boiled in our lip burnin' concoction topped with chili, cheese, onion, and special spice.

(Rated a two beer brat)

#### CHICAGO DOG

Jumbo beer boiled hot dog topped with spicy mustard, melted cheese, slaw, and onion on a steamed bun.

Ric and Red call this one "the bomb"!

#### GERMAN BRAT

We take a spicy bratwurst, slap on the spicy brown mustard, then pile on lots of krauts. Don't forget, it's on a steamed bun (nearly world famous)

#### JAMAICAN DOG

Taste like you never had! Spicy Brat steamed in beer, topped with chunks of onion, tomato, and shredded lettuce. We smear on the mayo, mustard, and special spice.

#### NASHVILLE DOG

Build your own dog. Start with beer boiled jumbo dog on a steamed bun then add all the toppings you can handle.

#### WARSAW SAUSAGE

Polish sausage drowned in beer. This one comes with spicy mustard, a heaping mound of sauerkraut, chunks of onion, and melted cheese. (Eat this one and you'll be screwing in the light bulbs!)

#### TIJUANA DOG

Spicy Bratwurst boiled in beer, topped with Chili, cheese, spicy mustard, onion, and finished with tabasco peppers (Caution: Fire at both ends! Cerveze Por Favor!)

#### STEAMED SANDWICHES

ANY SANDWICH \$9.95

#### REUBEN

Freshly sliced corned beef, melted Swiss cheese, sauerkraut, and spicy mustard piled high on dark bread.

#### TURKEY REUBEN

Oven-roasted turkey breast, melted Swiss cheese, sauerkraut, and spicy mustard piled high on dark bread.

#### TURKEY AND CHEDDAR

Topped with lettuce, tomato, onion and spicy mustard and mayo on a light hoagie bun.

#### HAM AND HOT PEPPER JACK

Topped with lettuce, tomato, onion, mustard, and mayo on a light hoagie bun.

#### THE BYO

Build your own sub, you pick 1 meat, 1 cheese and any or all the toppings you can handle!

#### RED DOOR SUB

Your choice of 3 types of meat, 3 kinds of cheese, and toppings on a light hoagie roll or dark bread.

#### ROAST BEEF SANDWICH

Roast beef with homemade brown gravy, mayo, lettuce, tomato, onion, and Swiss cheese on a hoagie roll.

Menu Item Red Door Saloon

## Menu Details

## Menu Details (2)

BUT WAIT... THERE'S MORE!

PANINIS

ANY PANINI \$9.95

CHICKEN PESTO

Chicken – Pesto – Bacon – Tomato – Onion

– Provolone Cheese

RED DOOR FRENCH DIP

Hoagie Roll – Roasted Beef – Swiss – Onion

–Horseradish Mayo – Gravy on the side

BYO GRILLED CHEESE

ITALIAN PESTO & PIZZA SAUCE

Pepperoni – Ham – Salami – Onion

– Provolone Cheese

RIC'S WRAPS

ANY WRAP \$8.95

CHOOSE YOUR WRAPPER >>>

Chipotle – Wheat – Spinach

CHOOSE YOUR TEMP >>>

Hot - Cold

CHOOSE YOUR STYLE >>>

Veggie – Turkey – Roast Beef

–Corned Beef – Ham & Cheese

CHOOSE YOUR TOPPERS >>>

CHEESES

Cheddar, Provolone, Hot Pepper Jack, Swiss

MEATS

Roast Beef, Ham, Turkey, Salami, Corned Beef, Pepperoni

TOPPINGS

Lettuce, Tomato, Onion, Sauerkraut,

Relish, Peppers

Hot dogs, Wraps, & Sandwiches all Served with Your Choice of Cole

Slaw or Potato Salad and Chips, Pickle, & Pepperoncinis.

PIZZA

ANY PIZZA \$9.95

CLASSIC

Pepperoni, Mushrooms, Green Peppers, Mozzarella, and Provolone  
cheese with Garlic Tomato Sauce

PEPPERONI

Garlic Tomato Sauce Topped with

Mozzarella and Provolone Cheese

And Lots of Pepperoni

FIVE PEPPER VEGGIE

Red, Green, Gold, Banana, and Jalapeño

Peppers, Onions, Mozzarella and Provolone cheese with Garlic Toma-

to Sauce and Italian Seasonings

CHEESY GOODNESS

Garlic Tomato Sauce topped with Mozzarella, Provolone, Cheddar,

and Pepper Jack cheese

CALIFORNIA WHITE

Mozzarella and Provolone Cheese topped

With Pineapple, Onion, and Sun-Dried

Tomatoes

BUILD YOUR OWN PIZZA

Up to 3 toppings: Sausage, Pepperoni, Ham, Mushrooms, Onion, Jala-

peños, Green Peppers, Banana Peppers, Pepperoncinis, Pineapple

Red Door Saloon Frozen Coffee Whacker

THE RED DOOR SALOON ENCOURAGES YOU TO DRINK  
RESPONSIBLY. DON'T TAKE CHANCES, WE'LL BE HAPPY TO  
CALL A CAB FOR YOU. PLEASE JUST ASK!

“ENJOY! WE BUILT THESE BARS FOR YOU.”

Menu Details



## Menu Details (3)

21 & UP

Non-smoking and no vaping

Smoking/Vaping is only permitted on the patio

Free Wi-Fi

Plenty of Indoor & Outdoor Seating

Mysterious Peek-hole in the Floor

Parking Available

TVs to Catch the Big Game

Centrally Located in Midtown

Walking Distance to Music Row

Selection of Shirts - Red Door Style

They have a full bar menu, so every type of liquor and beer is available.

Top shelf

Middle Shelf

Bottom Shelf

Soda and juices for mixers

Serving liquor, not only beer and wine (of a bar or restaurant).  
(catering) Provisioned with standard liquors (vodka, gin, whisky, rum, tequila), together with mixers, but of a middle (inoffensive but inexpensive) grade. Contrasted with premium bar and super-premium bar, which carry higher grades of liquor.

## Type Pairing

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## Type Pairing

Franklin Gothic URW  
AaBbCc

Avenir  
AaBbCc

Kicking Horse?  
western cowboy?  
western grit  
brother land\*

**drunk cowboy**  
**AaBbCc**

**dry cowboy**  
**AaBbCc**

**cowboyslang**  
**AaBbCc**

~~XXXX~~ Tuscan Ex-  
tended Regular  
~~AaBbCc~~

ROSEWOOD STD FILL  
ABC



## Color Options

For my menu redesign the odds of a dice roll chose that I can only design my menu using 1 PMS color.

