

Typography IV • Process Book • Menu Redesign

Research

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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HAPPY HOUR	SIGNATURE DRINI
SPECIALS	DIRTY TURI MARTINI 12
the second se	Premium Turi Vodka, shaken with Olive Juice Served with Futtermilk Blue Cheese Staffed C
LIQUOR \$2 Martinis from 5 to 6 2-for-1 well drinks	CIROC WHITE GRAPE MARTINI
BOTTLED REER	Grape Juice, and served with a frozen Grap
Domestics 3 fer 8	GREY GOOSE COSMOPOLITAN
Imports - 3 for 10 16nz Paul Lt. Aluminum Bottles 3	Premium Grey Goase Vodka, shaken with
	Grand Mamier, fresh squeezed Lime Juice a Cranberry Juice, served with a fresh Lime
WINE House Chardonnay 4	STOLI CITRUS LEMON DROP
House Caberrat 4	Prensium Stoli Otrus Vodka, shaken with fr
DRAUGHT BEER	squeezed Lemon Juice, Granulated Sugar an splash of Sprite, served with a sugar-coated a
Hap & Harry Lynchburg Lager Stella Arteis	EL MAYOR MARGARITA 12
Yuenging	Premium El Mayor Anejo Tequila, Grand
DOMESTIC BOTTLED BEER	Marnier and Cointreau shaken with fresh squeezed Linte, a dash of Orange bace and
Rodweiser Bed Liefz	Sour Mix, served with a salted rim
Coors Light	TRES AGAVES SKINNY MARGARI
Mich Light Mich Ultra	Tres Agaves Reposado Tequila with Tres Anawas Organic Margarita Mix. The Mix
Miller Lite	Consists of Organic Lime Jaice, Organic
IMPORTED BOTTLED BEER	Agave Nectar and Pure Filtered Water
Corona	A TASTE OF MIAMI MOJITO S
Amstel Light	Bacardi Limon Rum with muddled fresh M Limes and Sagar in the Raw, and topped with
Heineken Hue Moon	HENDRICK'S CUCUMBER GIMLET
CRAFT REERS	Hendrick's Small Batch Gin, Modelled Cacum
Innis & Gunn Ram Cask	fresh Lime Juice, and Simple Syrup
Left Hand Milk Stout Yaron Des Perms	MAKER'S MARK MANHATTAN
	Maker's Mark Kentucky Bourbon, Shaken w Sweet Vermouth and Bitters, served with a Ch









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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 Tomato 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, Jalapeños, 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.

Menu Details

Type Pairing

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Type Pairing

Franklin Gothic URW AaBbCc

cowboyslang AaBbCc

Avenir AaBbCc

Kicking Horse? western cowboy? western grit brother land*

drunk cowboy AaBbCc

dry cowboy AaBbcC HWT Tuscan Extended Regular AaBbCc

ROSEWOOD STD FILL ABC

Type Pairing

Color

Color Options

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

