

Whitewater Creative

Design and Branding Solutions

Case Study: Fireside Pubs Price Banding Menus (Hospitality)

Project Overview

Fireside Pubs came to us with a specific need: they required a set of menus for their pubs across the country, tailored to different price bands from Price Band 2 to Price Band 5. These menus would be placed in the display boxes outside each pub, with the need for a consistent design across all locations. The challenge was to create a versatile, adaptable template that could accommodate the varying dishes and prices for each price band, while ensuring a cohesive brand experience for all their establishments.

Challenges Client Was Facing

Fireside Pubs needed a master template that could be used across all price bands. This template would need to allow for the pub's branding to be easily inserted, along with a space for a QR code. The challenge was to ensure that all the dishes, prices, and specific branding elements could fit into the limited space available in the outside display boxes. There was also the added complexity of ensuring that each price band would have its own corresponding set of prices and menu items, while maintaining brand consistency and clarity.

Our Approach and Process

Given the limited space for each menu, we had to be creative with the layout and text to ensure everything fit within one page.



Our priority was to make sure that all the necessary menu items and prices were included without overwhelming the design. We followed Fireside Pubs’ brand guidelines to ensure a consistent look across all the menus. After establishing a master template, we inputted the corresponding prices and menu items for each price band, making sure the design was adaptable for each pub location. We also left space for the pub-specific QR codes, which could be easily added to each menu.

Our Solutions and Outcomes for the Company

By thinking creatively about the use of space, we managed to fit all the necessary menu items and prices for each price band into the limited display area. Each menu was tailored to the appropriate price band, ensuring the prices and dishes were clear and accurate. We also ensured the design allowed for the easy insertion of pub-specific QR codes, which could be updated as needed. The result was a set of versatile, on-brand menus that could be used consistently across all Fireside Pubs locations.

The Results and the Impact They Had for the Company

Now, Fireside Pubs across the country have the option to display price band-specific menus in their outside display boxes. This solution allows for a consistent brand presence across all locations while ensuring that each pub can tailor its menu to the appropriate price band. The new menus help streamline the customer experience, making it easier for patrons to view the available dishes and prices while maintaining a professional, cohesive brand image for Fireside Pubs.

<p>bar snacks & sharers</p> <p>Handmade sausage roll, caramelised red onion, brown sauce £7</p> <p>Chicken liver parfait filled Yorkshire pudding, beef dripping gravy £8</p> <p>Hummus, ras el hanout, toasted flatbread <i>ve</i> £6.5</p> <p>Southern-fried chicken strips, garlic mayonnaise £6.5</p> <p><i>Make it free for an extra £2</i></p> <p>Pork belly bites, red chilli, apple sauce £7</p> <p>Tempura vegetables, hot honey, miso mayonnaise <i>ve</i> £6.5</p> <p>Crispy mini potato rosties, Parmesan, truffle oil £6.5</p> <p>Baked camembert sharing bread bowl, caramelised red onion chutney, hot honey <i>ve</i> £19</p>	<p>starters</p> <p>Cold Valley cured salmon, pickled dill cucumber, horseradish cream, rye bread <i>gf</i> £11</p> <p>Salt & chilli calamari, miso mayonnaise <i>gf</i> £10</p> <p>Woodland mushrooms, Stilton sauce, toasted sourdough, truffle oil <i>ve</i> £9.5</p> <p>Crispy ham hock terrine, piccalilli £10.5</p> <p>Roasted shallot tart, fig, pear and white balsamic dressing <i>ve</i> £8</p> <p>Leek & potato soup, crispy leek rosti <i>ve</i> £8.5</p>
<p>mains</p> <p>Aged Angus sirloin steak, grilled tomato, mushroom, skin-on chips and your choice of peppercorn, Stilton & garlic sauce or beef dripping gravy £29</p> <p>Pan-fried free-range grass-fed lamb rump, potato gratin, red cabbage, tenderstem, rich gravy £25</p> <p>Eight-hour slow cooked belly of pork, apple mash, crispy onions, creamed cabbage & bacon £21</p> <p>Chicken schnitzel, garlic butter, skin-on chips £16.5</p> <p>Grilled chicken papardelle pasta, white wine & Parmesan cream sauce <i>gf</i> £16.5</p> <p>South Devon crab, mascarpone & dill ravioli, samphire, lemon butter <i>gf</i> £18.5</p> <p>Sesame coated salmon, rice noodles, chilli, garlic, ginger <i>gf</i> £19</p> <p>Beer-battered fish & chips, minted mushy peas, homemade tartare <i>gf</i> £17</p> <p>Double beef burger, smoked cheese, bacon, house sauce, skin-on chips £16.5</p> <p><i>Add cheese or bacon for extra £1.5</i></p> <p>Korean sesame-fried chicken burger, Asian slaw, skin-on chips £18</p> <p>Double 'Beyond Meat' plant burger, smoked vegan Applewood cheese, red onion chutney, skin-on chips <i>ve</i> £16.5</p> <p>Roasted butternut squash, warm red & white quinoa salad, tenderstem, herb yoghurt <i>ve</i> £15.5</p> <p>Lamb shepherd's pie topped with Cheddar mash, creamed cabbage & bacon £20</p> <p>Venison & smoked pancetta pie, mash, buttered vegetables £18</p> <p>Handmade steak & ale pie, mash, buttered vegetables £17.5</p> <p>Wild mushroom bourguignon pie, crushed new potatoes, roasted carrots, gravy <i>ve</i> £17</p>	<p>lunch</p> <p><i>Monday - Saturday until 5pm</i></p> <p>Proper club sandwich £11.5</p> <p>Fish-finger sandwich, homemade tartare <i>gf</i> £9.5</p> <p>Honey roasted ham, piccalilli sandwich £9</p> <p>Black Bomber extra mature Cheddar, red onion chutney sandwich <i>ve</i> £9</p> <p>6oz rump steak open sourdough sandwich, caramelised onions, mustard mayonnaise, skin-on chips £14.5</p> <p>Honey-roasted ham, egg, skin-on chips £12</p> <p>Beer-battered fish & chips, minted mushy peas, homemade tartare <i>gf</i> lunch size £13</p> <p>Wild mushrooms & garlic on toasted sourdough, mozzarella, spinach, poached egg <i>ve</i> £11</p> <p>Leek & potato soup with your choice of half a honey roasted ham, piccalilli sandwich or half a Black Bomber extra mature Cheddar, red onion chutney sandwich <i>ve</i> £11.5</p>
<p>sunday</p> <p><i>All served with roast potatoes, spring cabbage & green beans, roasted carrots & parsnips, creamed leeks, Yorkshire pudding, gravy</i></p> <p>Roast rump of British beef, horseradish cream £20</p> <p>Roast chicken, lemon & tarragon stuffing, pigs in blanket, bread sauce £18.5</p> <p>Roast rolled belly of pork, apple sauce £18.5</p> <p>Mushroom bourguignon pie, roast potatoes, cabbage, green beans, leeks, roasted carrots, gravy <i>ve</i> £17</p> <p>sunday sides</p> <p>Cauliflower cheese <i>ve</i> £4.5</p> <p>Pigs in blankets £5</p> <p>Sea salt & rosemary roast potatoes <i>ve</i> £4.5</p> <p>Yorkshire pudding <i>ve</i> £1.5</p> <p>Braised red cabbage <i>ve</i> £3</p>	<p>sides</p> <p>Skin-on chips <i>ve</i> £5</p> <p>Green beans, parmesan £5.5</p> <p>Chilli dressed tenderstem <i>ve</i> £5.5</p> <p>Buttered mash, crispy onions <i>ve</i> £5</p> <p>Creamed cabbage & bacon £5</p> <p>puddings</p> <p>Proper sticky toffee pudding, vanilla ice cream <i>ve</i> £8</p> <p>Apple & raspberry crumble, custard or vanilla ice cream <i>ve</i> £7.5</p> <p>Chocolate brownie, vanilla ice cream <i>ve</i> £8</p> <p>Lemon & honey mascarpone cheesecake, popcorn <i>ve</i> £8.5</p> <p>Morello cherry sundae, coconut ice cream, Belgian waffle <i>ve</i> £8</p> <p>Clementine & orange baked Alaska, hazelnut chocolate sauce <i>ve</i> £8.5</p> <p>Triple chocolate delicie, vanilla ice cream, salted caramel popcorn <i>ve</i> £8.5</p> <p>Stilton, fruit cake, honey <i>ve</i> £8.5</p> <p>Hot drink with a mini pudding £7.5</p>

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We don't claim to be a 'free from' restaurant but tell us your specific allergy requirements and we will check everything and take extra care with your meal. Scan the QR code for our allergen guide and calorie information or visit <https://info.firesidepubs.co.uk/vegan>. A printed copy of the allergy information is also available from a team member.

ve vegetarian *ve* vegan *gf* may contain bones or shells



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