## Marketing Materials

New events and promotions





#### **DOLCI & GELATI**

all 6

passion fruit cheesecake, bellini sorbet
black sambuca pannacotta with strawberry & balsamic syrup
chocolate & almond tart, orange sauce
tiramisu, amaretto ice cream
crostata di frutta, pistacchio ice cream
gelati e sorbetti
cheese selection, truffle honey

#### **DESSERT COCKTAILS**

all 5

cioccolatino, white chocolate, chilli ganache, frangelico, cream de cacao blanc dolcespresso, white chocolate, chilli ganache, frangelico, espresso

#### I VINI DELLA PASTICCERIA

la spinetta, moscato d'asti, bricco quaglia, piemonte / bt 30 / gl 6 banfi, brachetto d'aqui 'rosa regale', piemonte / bt 37 / gl 7.5 santadi, latinia 2007 / bt 80

#### **CAFFE E TE**

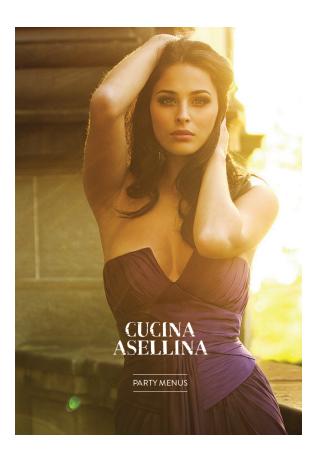
Espresso / 3
Double Espresso / 3.5
Cappuccino, Espresso with Hot Frothy Milk / 3.5
Latte, Espresso with Hot Milk / 3.5
Caffe' Corretto con Grappa, Espresso with Grappa / 6
Irish Coffee, Espresso with Irish Whiskey and Fresh Cream / 6
Pot of Tea, English Breakfast or Earl Grey / 3
Herbal Infusion, Choice of Tea Palace Flavours / 3

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CUCINA ASELLINA

**Business** card

Dessert menu that goes on wooden menu board



# A5 and A4 party menu to give to guests, on display at host stand and with hotel sales teams

#### MENU ONE

Minimum 8 people 3 courses £30

#### PRIMI

belgian endive, beans, blue cheese, pecan & rosemary vinaigrette beef carpaccio, pickled vegetables, parmigiano & watercress salmon tartare, black truffle & caprino

#### SECONDI

chicken paillard, aubergine, capers, fresh origano & grape tomato roast sea bream, gaeta olives, rate potato & vernaccia pumpkin & ricotta ravioli with sage & roasted almonds

#### DOLO

Tiramisu grappa pannacotta, winter berries & polenta crisps passion fruit cheesecake

"vegetarian options can be accommodated

"a discretionary charge of 12.5% will be added to your bill,
we cannot guarantee the absence of nut traces in any of our dishe

#### MENU TWO

Minimum 8 people 3 courses £40

#### PRIMI

oven baked aubergine tortino, fresh ricotta & cheese fonduta calamari fritti, tomato relish & fresh marjoram braised beef rib ravioli, wild mushrooms & pecorino

#### SECONDI

roasted lamb, artichoke, rate potatoes & sun-blushed tomatoes grilled sea bass, saffron fregola & shellfish ragu polenta concia, winter root vegetables & sage

#### DOLCI Tiramisu

gianduja semifreddo, zabaione ice cream asellina ricotta cannelloni grappa pannacotta, roasted pears

"vegetarian options can be accommodated
"a discretionary charge of 12.5% will be added to your bill,
we cannot guarantee the absence of nut traces in any of our dishe

#### MENU THREE

Minimum 8 people 3 courses £50

#### ASSAGINI

stuffed cerignola olives with roasted veal, parmigiano & semolina crust oven baked aubergine tortino, fresh ricotta & cheese fonduta grilled prawns, ndujia & courgette

#### PRIMI

buffalo mozzarella, artichoke, organic peppers & olives selection of italian cured meats & artisan cheeses grilled octopus, saffron & marjoram potatoes salad beef carpaccio, pickled vegetables, parmigiano & watercress

#### SECONDI

grilled tuna, cavolo nero & red pepper bagna cauda steak tagliata, caramelised flat onions & winter vegetables saffron strozzapretti, datterini tomatoes, roasted aubergine & buffalo mozzarella roasted lamb, artichokes, rate potato & vernaccia

#### DOLCI

passion fruit cheesecake - raspberry ice-crean asellina ricotta cannoli giandujia semifreddo, zabaglione ice cream

"vegetarian options can be accommodated
"a discretionary charge of 12.5% will be added to your bill.
we cannot guarantee the absence of nut traces in any of our disher
dietary requirements can be accommodated.

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CUCINA ASELLINA

#### BRUNCH

smoked salmon and scrambled eggs on toasted brioche / 13.5
truffle scrambled eggs, s. daniele ham, rocket, parmesan / 15
avocado on toast with poached egg / 8.75
grilled ciabatta, smoked chicken, aubergine, scamorza / 10
full english, eggs cooked to your choice with bacon, cumberland sausage, yorkshire black pudding,
roast mushrooms, tomato, hash browns / 14.5
eggs benedict, florentine, royale / 7.5
oven baked eggs, pane carassu, tomato, peccorino cheese / 8
buffalo mozzarella salad, roast peppers, tomato, cucumber, focaccia / 9

#### CHEESE & MEAT

mortadella, prosciutto s. daniele, bresaola, speck, finocchiona, homemade porchetta, lardo di colonnata / 10 peccorino sardo, toma maccagno, robiola, fontina, gorgonzola, taleggio / 10 combination - a selection of both cheese & meat / 12.

#### PIZZE & FLATBREAD

buffalo mozzarella, fresh basil, tomato / 9 prawns, wild blueberry, cipollini / 12.5 prosciuto s. daniele, black truffle, fontina, ruccola / 13

#### HOMEMADE PASTA

square spaghetti, pomodoro, fresh basil olive oil / 9 saffron strozzapretti, prawns, spinach, butternut squash / 14 oven baked wild italian asparagus, peccorino lasagna / 15

#### MAINS

grilled wild branzino, saffron fregola, seafood ragu / 20 pistachio & pancetta crusted halibut, broccolini, nduja / 20 grilled rib of beef, triple cooked potatoes wedges, gorgonzola dip / 19 chicken paillarde, aubergine, olives, capers, grape tomatoes / 12

#### TAVOLATA SHARING DISHES

roast rack of lamb, braised ciccoria, roast fennel, rosemary / 20pp eight hour slow roast suckling pig, broad beans "casserola", roast potatoes, myrtle sauce / 19pp lemon & rosemary organic chicken, truffle crushed potatoes, pancetta, braised cabbage / 17pp whole branzino "cartoccio", romanesco, wild garlic, heirloom tomatoes, vernaccia / 21pp

#### PASTAS

served family style with a spring salad, shallot dressing and italian artisan breads

square spaghetti, promodoro, fresh basil olive oil / 17 (""""». 2) / 32 (""""». 4) saffron strozzapretti, prawns, spinach, butternut squash / 26 (""""». 2) / 48 (""""». 4) oven baked wild italian asparagus, peccorino lasagna / 27 ("""». 2) / 48 ("""». 4)

Head Chef: Michele Pais



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PRICES INCLUDE VAT, AN OPTIONAL SERVICE CHARGE OF 12.5% WILL BE ADDED TO YOUR BILL OUR FOOD IS PREPARED IN AN ENVIRONMENT WHERE NUTS AND SHELLFISH ARE PRESENT.

#### BREAKFAST

crumpets, white, brown or wholegrain toast / 2.5
selection of pastries, seasonal muffins or danish / 3
organic yoghurt, seasonal fruit compote & granola / 5
seasonal fruit salad / 6.5
organic porridge muscovado sugar & banana / 4.75
avocado on toast with poached egg / 8.75
foreman's smoked salmon and scrambled eggs on toasted brioche / 13.5
roast field mushrooms on toast / 7.25

full english breakfast / 14.75 eggs cooked to your choice with bacon, cumberland sausage, yorkshire black pudding, roast mushrooms, tomato & hash browns

black pudding & fried duck eggs / 10.5
bacon or sausage roll / 5.25 / with fried egg / 6.5
eggs benedict, florentine, royale / 7.5
french toast with sweet cured bacon, cinnamon & fruit compote / 7
two hard boiled hens eggs and soldiers / 6.25
omelette with mature cheddar, mushrooms, spinach or ham / 9.5
grilled kipper, parsley butter / 10.5
bagel, smoked salmon, cream cheese, dill & capers / 8.5

selection of dorset cereals / 6
luscious berries and cherries, simply fruity muesli, tasty toasty spelt flakes,
toasted coconut and wheat flakes, simply delicious muesli, simply nutty muesli

a full selection of teas, coffees and fruit juices available / from 3.5

#### ME HOTEL INCLUSIVE GUEST BREAKFAST

ME breakfast selection of meats, cheeses, fresh fruit, pastries, porridge or 2 eggs cooked to your liking

full english breakfast eggs cooked to your choice with bacon, cumberland sausage, yorkshire black pudding, roast mushrooms, tomato & hash browns

avocado on toast with poached egg

the above selections includes: one fruit juice and one hot beverage

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A4 menus that are displayed in the wooden menu boards

## THE MODERN TASTE OF ITALY

#### ANTIPASTI

stuffed cerignola olives with roasted veal, mortadella, parmigiano, semolina crust /7
veal meatballs with fresh tomato, basil /7
oven baked aubergine tortino, fresh ricotta, cheese fonduta / 7
baby gem, fresh caprino, cucumber, onions, focaccia, roast pepper dressing / 8
buffalo mozzarella, baby subergine, cherry tomato, nocellara olives, raisins, pine nuts, basil / 9
beef carpaccio, pickled vegetables, parmigiano, watercress / 7.5
smoked tuna, bottarga, celery salad, lemon vinaigrette / 9
calamari fritti, tomato relish, fresh marjoram / 8
cauliflower & crab soup / 7

#### CHEESE & MEAT

mortadella, prosciutto di s.daniele, bresaole, speck, finocchiona &home made porchetta / 10 pecorino sardo, toma macagno, robiola, fontian, gorgonzola, taleggio / 10 combination – a selection of both cheeses and meats / 12

#### PIZZE & FLATBREAD

buffalo mozzarella, fresh tomato, basil / 9
wild mushrooms, fontina, spring onions / 10
seasonal vegetables, fresh ricotta, mint / 9
spianata piccante, tropea onions, smoked scamorza, basil / 10
prawns, courgette, mascarpone, lemon, fresh oregano / 12.5
prosciutto di s. daniele, black truffle, fontina, rucola / 13

#### PASTAS

square spaghetti, pomodoro, fresh basil, olive oil / 9.5 burrata ravioli, dried tomatoes, infused balsamico, fresh oregano / 12 saffron strozzapreti, clams, bottarga, chilli garlic & white wine / 15 red wine garganelli, speck, decana pears, gorgonzola dolce / 12 pappardelle, black truffle, mascarpone / 15 lobster fettuccine, herbs, cherry tomatoes, martini bianco / 19

#### **SECONDI**

chicken paillard, aubergines, olives, capers, grape tomatoes / 12
grilled prawns, fennel, sicilian blood orange salad / 19.5
roast wild branzino, grilled asparagus, sun blushed tomatoes, gaeta olives, basil pesto / 20
grilled calf liver, smoked pancetta, jersey royal, tropea onions / 16.5
rib eye tagliata, heirloom tomatoes, rucola, aged parmesan, gorgonzola sauce / 19
grilled lamb chops, fregola, roast peppers, courgette, broad bean salad, mint dressing / 17.5

#### CONTORNI

rosemary & garlic roast potatoes braised savoy cabbage spring salad with shallot dressing

garlic & chili broccolini roast vegetables polenta chips

4.5

#### CUCINA ASELLINA

MONDAYTO FRIDAY12 NOON - 7PM | SATURDAYAND SUNDAY5PM-7PM

2 COURSES £15 3 COURSES £19

2 COURSE – ANTIPASTI + PASTA OR PIZZA 3 COURSE – ANTIPASTI, PASTA OR PIZZA + DESSERT

(NOT INCLUDING LOBSTER PASTA)



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### Outside menu board



# LUNCH & THEATRE MENU

2 COURSE / £15 | 3 COURSE / £19

NOON TIL 7PM | 9.30PM - 11PM



#### **LUNCH & THEATRE MENU**

#### ANTIPASTI

stuffed cerignola olives with roasted veal, mortadella, parmigiano, semolina crust
oven baked aubergine tortino, fresh ricotta, cheese fonduta
baby gem, caprino, cucumber, onions, focaccia, roast pepper dressing
buffalo mozzarella, aubergine, cherry tomato,
nocellara olives, raisins, pine nuts, basil
cauliflower & crab soup

#### PIZZE & FLATBREAD

buffalo mozzarella, fresh tomato, basil wild mushrooms, fontina, spring onions seasonal vegetables, fresh ricotta, mint spianata piccante, tropea onions, smoked scamorza, basil

#### PASTA

square spaghetti, pomodoro, fresh basil, olive oil burrata ravioli, dried tomatoes, infused balsamico, fresh oregano red wine garganelli, speck, decana pears, gorgonzola dolce pappardelle, black truffle, mascarpone lobster fettuccine, herbs, cherry tomatoes, martini bianco

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A5 flyer and menu for the wooden menu boards







Meal package promoted by an external restaurant marketing platform, no discounts. Went live today, sold over 900 covers in first 3 hours! Dining expiry days is 21st November 2013.



# LUNCH & PRE THEATRE MENU

2 COURSE / £15 | 3 COURSE / £19

**NOON TIL 7PM DAILY** 

### OPEN FOR BREAKFAST

DAILY FROM 7AM

CHRISTMAS PARTY MENUS

**NOW TAKING RESERVATIONS** 

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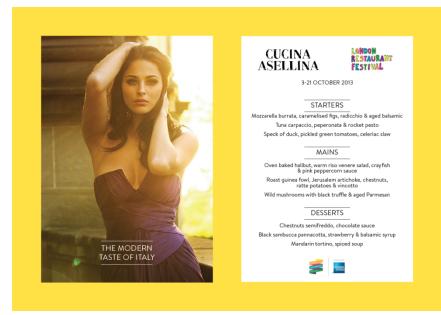
A board message







BRAND NEW IDEA - For all hotel guests and our back yard community - a consistent daily offer. (non approved artwork)













Covers sold

STK - 629 (between 5pm and 6.45pm - only)

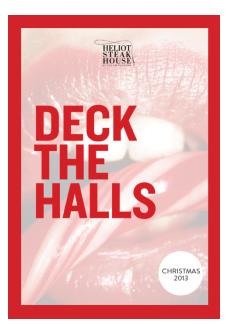
CA - 47

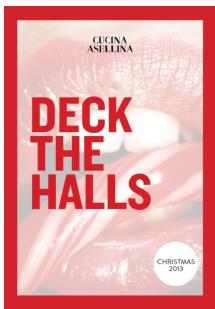
HSH - tbc

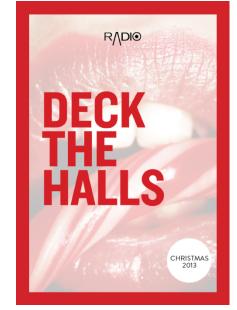
London Restaurant Festival - Oct 13

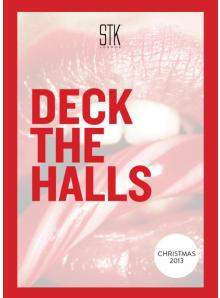


E Flyer, menu packs with limited wine list and tip tray leaflets.
On sale now!















A5 flyer - host stand and foot soldier marketing

A board message - daytime only







# JOIN US FOR DINNER

PRE-THEATRE MENU
THREE COURSES | £25

5PM - 6.30PM | STKHOUSE.COM

CHRISTMAS PARTY MENUS
NOW AVAILABLE

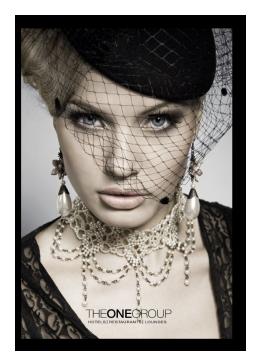
Pre-theatre flyer and A board message







Email versions - private dining menus for Heliot

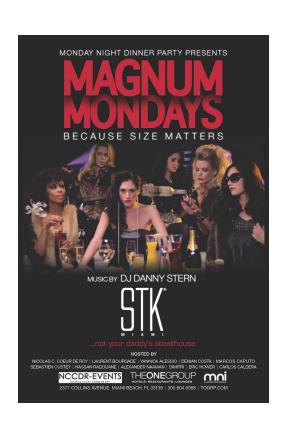


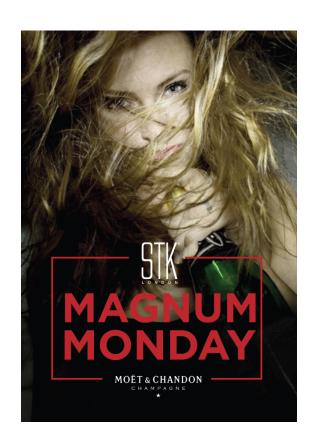




		FOR YOUR FRIENDS AT THE TABLE
ION THE ONE ODOLD FAMILY		NAME
		EMAIL
JOIN THE ONE GROUP FAMILY		
Sign up to receive news, events, exclusive offers and special promotions before anyone else.	****	NAME
NAME		EMAIL
EMAIL		
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Your privacy is very important to us and we will never sell, rent or share your information with any third parties. You may unsubscribe at any time.		EMAIL
All enquiries, table reservations & VIP guest list:		
020 3603 9810 london_enquiries@togrp.com		
		THE <b>ONE</b> GROUP.
		HOTELS RESTAURANTS LOUNGES

Data capture in all outlets - presented with receipt inside the A6 folded bill holder.





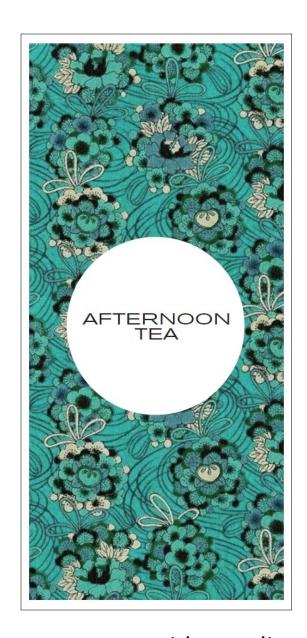


BRAND NEW: First draft of our Magnum Monday flyer compared to company standard.





BRAND NEW: A new event to flip Frequency brunch parties inside for the Winter





A4 tall afternoon tea menus with coordinating bill or voucher holders





#### AFTERNOON TEA MENU

TRADITIONAL AFTERNOON TEA

#### SANDWICHES

Smoked salmon and cream cheese, brown bread
Ham, grain mustard mayonnaise, white bread
Salt beef and pickle, rye bread
Egg mayonnaise and cress, white bread
Cucumber and tatziki, white bread

#### FRESHLY BAKED BUTTERMILK SCONES

Raisin and Plain served with Cornish clotted cream and strawberry jam

#### CAKE AND PASTRIES

A selection of cakes and pastries

#### LOOSE LEAF TEA

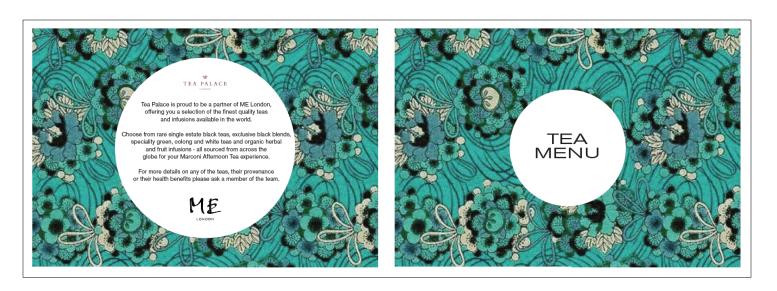
A selection of loose leaf teas from around the world (see inside the menu for tea selection)

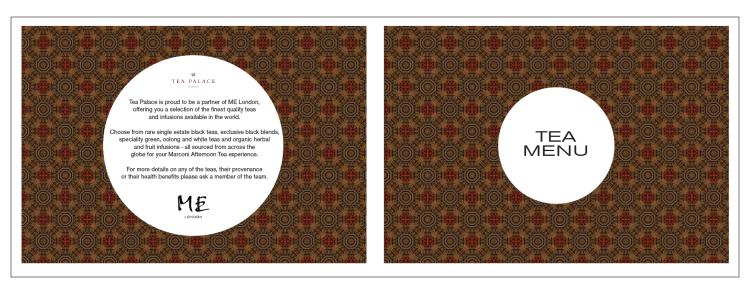
TRADITIONAL AFTERNOON TEA WITH A GLASS OF CHAMPAGNE 35



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Alternate days to add a variance of colour to the room





Bill and voucher holders to fit standard TOG tip trays



BRAND NEW - New menus to go out at 5pm detailing champagne cocktails, glasses of champagnes and bottles of champagne in Marconi Champagne Lounge - its new USP.



Area dressed by Moet to attract attention to the room





New menu suite to support sporting events and new drinks lists







