

# ORGANIC BAR & GRILL

---

eat | drink | sleep

... and more.



\* WARNING \*

ONE HUNDRED SLIDES





- I. WHO & WHAT
2. MOOD BOARD
3. THE NEW BENCHMARK



# FOUR STATEMENTS







# AN INDIAN RESTAURANT DOESN'T HAVE TO BE CLICHÉD

DISHOOM







**RESTAURANT CHAINS  
DON'T HAVE TO  
FEEL CORPORATE**

**BYRON HAMBURGERS**





# FINE DINING CAN BE FOR EVERYONE

THE WOODSPEEN







# A COUNTRY HOTEL DOESN'T HAVE TO BE STUFFY

COWORTH PARK





# WHO

We are an integrated, family owned organic farming business.  
Our environments mirror the purpose of our customers visits.  
There is synergy between our role, retail and offer.

# WHAT

Our organic food and drink inspires, delights and creates memories that are unique to us.  
Our offer is 'premium everyday' - affordable, indulgent and aspirational.  
We include 'on the Farm' scheme influences in our designs.  
Everything we do is photo-gen-ic, we consider how we look via a camera phone.  
We are Zeitgeist.



# VISUAL IDENTITY





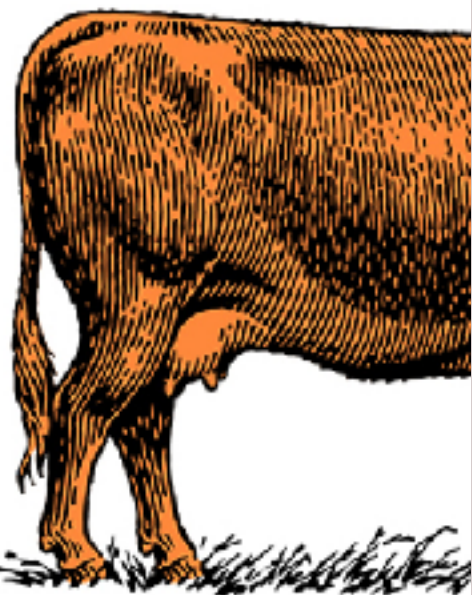
TERRACE, KIOSK,  
BAR & BEDROOMS



DINING ROOMS

ORGANIC  
BAR & GRILL

by



# INTERIOR DESIGN





Eversfield DNA farm photos

Simple bench seating

Butchers shop tiles



Painted in 'Eversfield' blue

Surface mounted bulk head lighting

MAIN BAR





Cutlery Holders  
Bar/Outside



# BOOT ROOM BAR





# BAR DISPLAY

Simple, uncluttered product display  
One row of back bar 'task' lighting  
Simple over bar lighting  
No brand POS  
Simple real ale and IPA/lager offer

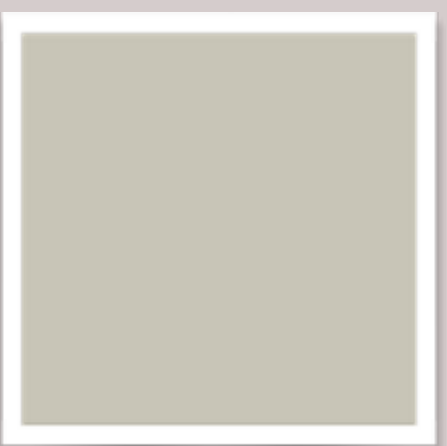
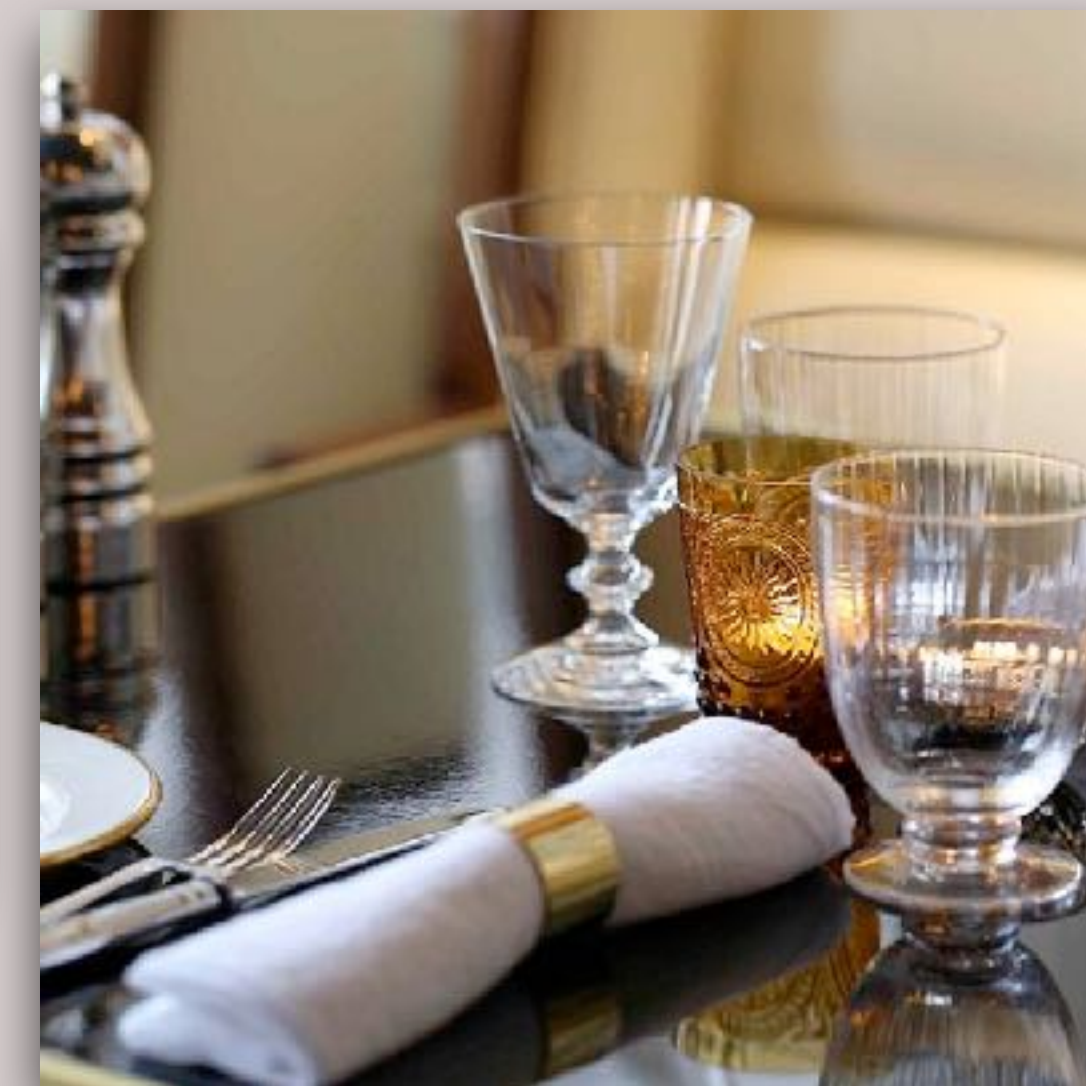




Roman blinds



Teal “Eversfield”  
velvet cushions



Walls  
& Ceiling

# DINING ROOM





# THE LOOS

ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —

# UNIFORM & FLOWER DISPLAYS







(MINUS THE WELLIES!)

# UNIFORM INSPIRATION







ENJOY FOOD • ENJOY LIFE

**EVERSFIELD**

— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —











# OUTDOOR SEATING



# OUTDOOR SHELTERS & BENCHES



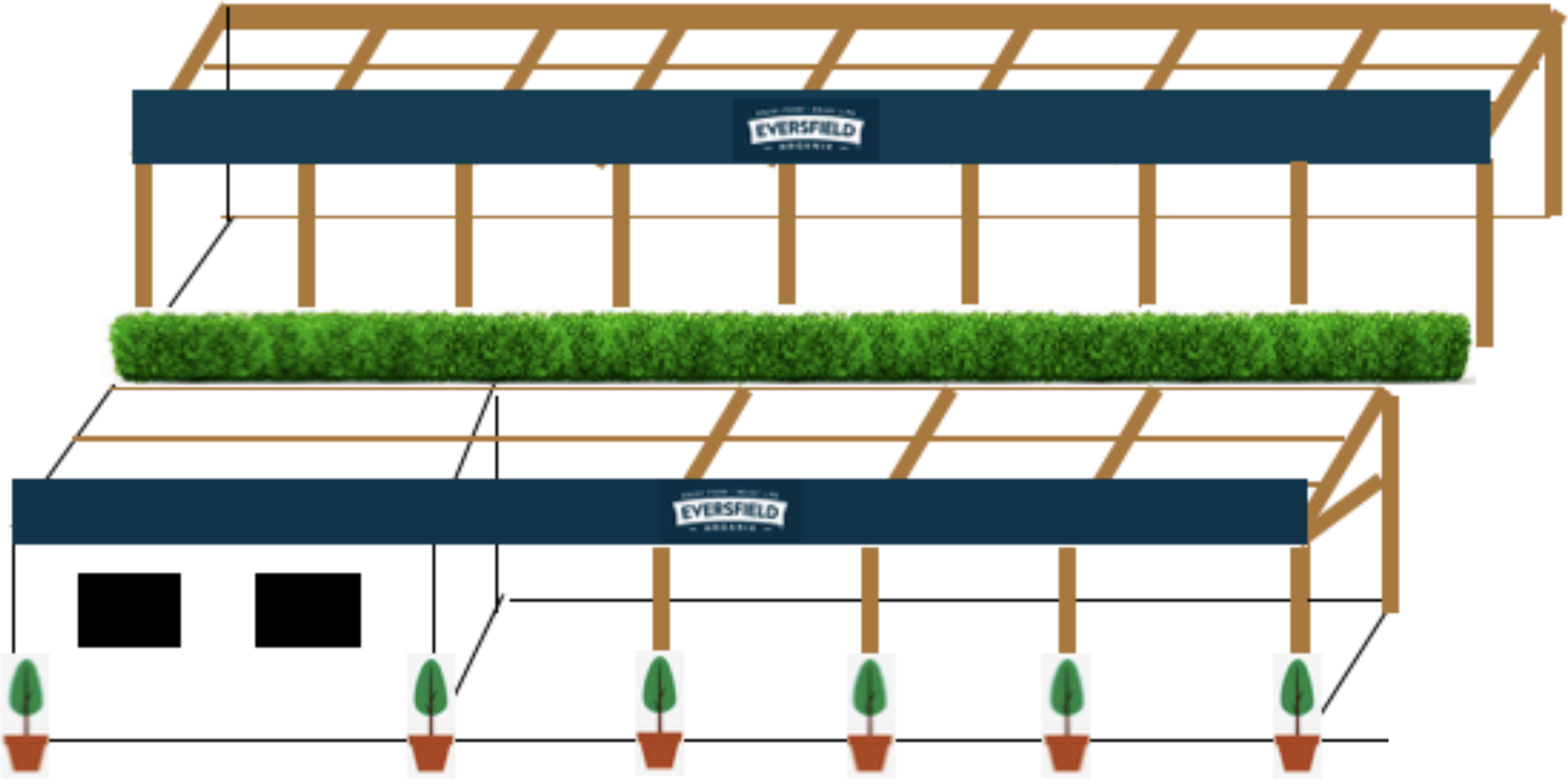
Bulkhead  
lights  
& heating



Simple  
bench  
seating  
& tables



Agricultural style 'booth' shelters



All painted in  
'Eversfield' blue







ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —



# FRONT GARDEN





# OUTDOOR PLANTING





# THE CART SHED

## DINING ROOM VIBE



# DESIGN PALATE





i.e. Eversfield Blue

Entrance, Main Bar  
& Outdoor



Dining Room Walls  
& Woodwork



All Ceilings throughout  
& Other Walls

# PAINT SCHEME

Photography Lighting



£11.99

Wall Wash Lighting



£8.82

Outdoor Wall Lighting



£38.99

# LIGHTING SCHEME

FOOD INSPIRATION

INSTA-WORTHY PHOTOGRAPHY







# BAR & OUTSIDE FOOD MENU DEVELOPMENT





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**EVERSFIELD**  
— ORGANIC —













ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —









ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
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— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —



# DINING ROOM MENU DEVELOPMENT





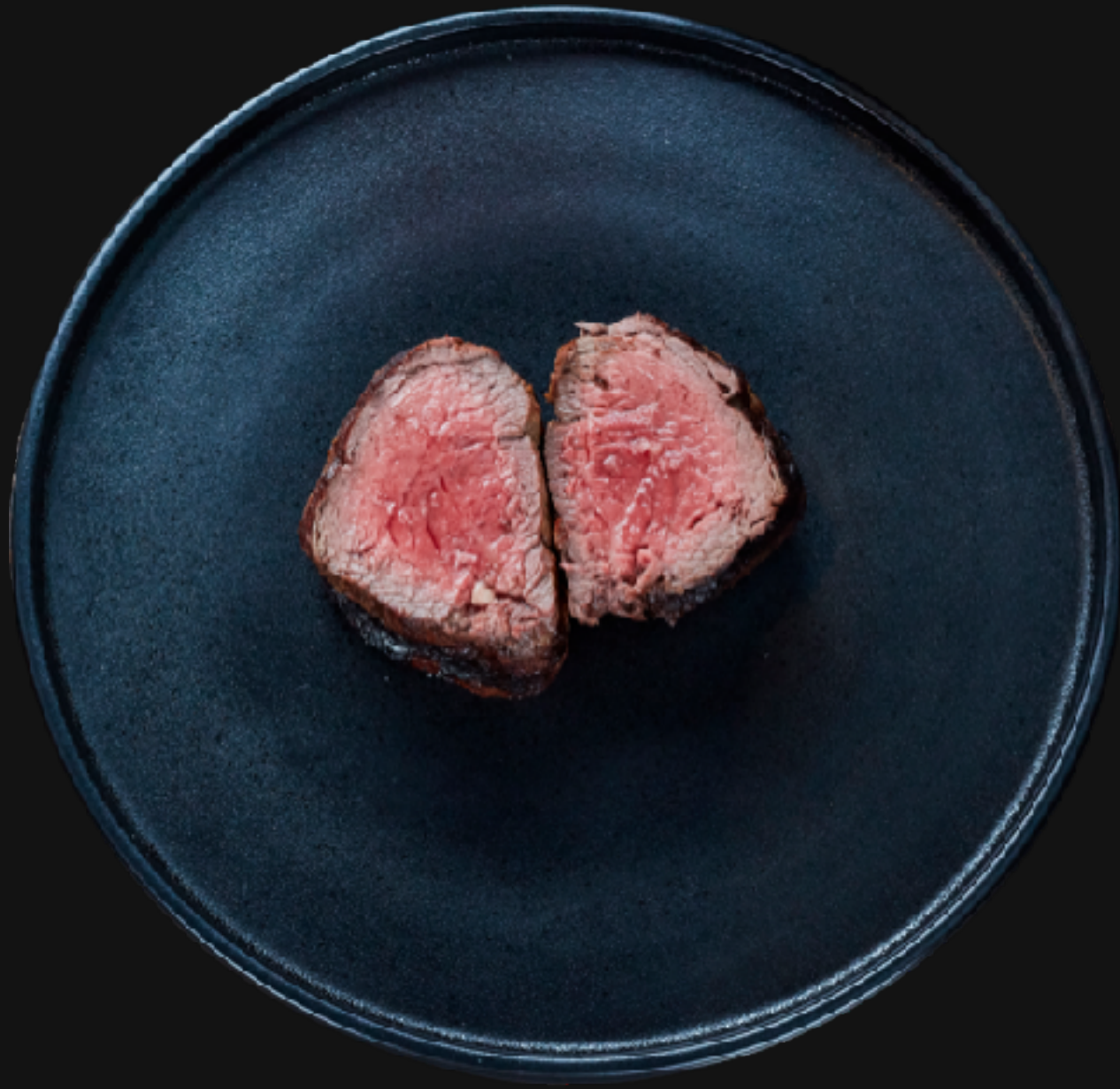


ENJOY FOOD • ENJOY LIFE

**EVERSFIELD**

— ORGANIC —









ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —







# EVENING COCKTAIL SERVE





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**EVERSFIELD**

— ORGANIC —



















ENJOY FOOD • ENJOY LIFE

**EVERSFIELD**

— ORGANIC —





ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —



# THE MAIN EVENT







ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —





A large organic prime rib roast is cooking on a spit over a wood fire in a stone fireplace. The meat is dark and charred, and the fire is bright and intense. The fireplace is made of stone and has a metal grate in front of it. The scene is dimly lit, with the fire providing the main source of light.

# ORGANIC PRIME RIB FIREPLACE FEAST

ENJOY FOOD • ENJOY LIFE  
**EVERSFIELD**  
— ORGANIC —





FIREPLACE  
PRIME RIB COOKED  
TO PERFECTION  
USING OUR  
FIREPLACE JACK



# GRAPHIC DESIGN







# MENU DESIGN INSPIRATION



**SEASONAL SELECTION**  
2009 WYETIMBER CLASSIC CUYVE  
WEST SUSSEX, ENGLAND  
12th-14th JULY 75.00

**COCKTAIL SELECTION**  
ALL COCKTAILS ARE £3.50

**CRAFT BOTTLE BEER**  
ALL LONDON BEERS

**SHOREDITCH BLOOM**  
4.75

**MEANTIME PILSNER**  
4.40

**HACKEY GOLD**  
4.75

**SAINT LAGER**  
4.40

**GENTLEMAN'S WIT**  
4.75

**MEANTIME PALE ALE**  
4.40

**BRICK LAKE LAGER**  
4.40

**PIE EYED**  
BRITISH HOT PIE SERVED  
WITH A PINT OF OXFORD GOLD  
MON TO FRI 12 TO 22.30  
14.50

**THE SET MENU**

**BEAN & HAMMOC SALAD**  
Handmade bean, tomato, onion, cucumber, and a very special source of Puy, France. Served with a special source of Puy, France. Served with a special source of Puy, France.

**STONEBASS FILET, CRACK WHEAT, FARSELY & LEMON SALAD**  
Handmade bean, tomato, onion, cucumber, and a very special source of Puy, France. Served with a special source of Puy, France. Served with a special source of Puy, France.

**ORZARIE CHICKEN, BAKED SQUASH & POMEGRANATE DRESSING**  
Handmade bean, tomato, onion, cucumber, and a very special source of Puy, France. Served with a special source of Puy, France. Served with a special source of Puy, France.

**PINEAPPLE & LIME TERRINE**  
Handmade bean, tomato, onion, cucumber, and a very special source of Puy, France. Served with a special source of Puy, France. Served with a special source of Puy, France.

**2 COURSES: £31.50**  
**3 COURSES: £35.50**

**SALADS**

**PUDDINGS & COOKIES**

**BRITISH CHEESES 9.00**

**FOR TODAY'S MARKET LIST PLEASE SEE OUR BLACKBOARD OR ASK A MEMBER OF STAFF FOR MORE INFORMATION.**

**PATERNOSTER CHOP HOUSE**

**TOMAS MINKLEY**  
General Manager

**PATERNOSTER CHOP HOUSE**

**PATERNOSTER CHOP HOUSE**

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**PATERNOSTER CHOP HOUSE**





# PATERNOSTER CHOP HOUSE

# PATERNOSTER CHOP HOUSE

## THE SET MENU

SPRING VEGETABLE BROTH  
SOUSED HERRINGS, CELERIAC & MUSTARD SALAD  
BLACK PUDDING & PORK SCOTCH EGG, RED ONION CHUTNEY  
ASPARAGUS, FREE RANGE EGG VINAIGRETTE

MACKEREL FILLET, LENTILS, SEA ASTER  
DEVONSHIRE BAVETTE, CHIPS, BEARNAISE SAUCE  
GUINEA FOWL BREAST, CONFIT HERITAGE POTATOES, WILD GARLIC  
ARTICHOKE & WILD GARLIC PEARL BARLEY RISOTTO

VANILLA SET CREAM, FRESH RASPBERRIES  
PLUM & ALMOND TART, SOUR CREAM  
DARK CHOCOLATE & PEACAN BROWNIE WITH VANILLA ICE CREAM  
MONTGOMERY CHEDDAR, PICCALILLI, OAT CRACKERS

## PORK, BREAD & BUTTER

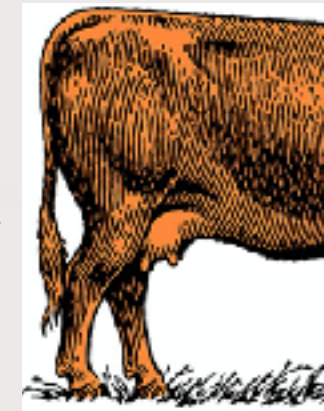
CHOP & BUTTER, SPRING, BAKED APPLE SAUCE  
CHOP & BUTTER, SPRING, BAKED APPLE SAUCE  
CHOP & BUTTER, SPRING, BAKED APPLE SAUCE

2 COURSES: £19.50  
3 COURSES: £23.00



# CORE DINING ROOM MENU

## ORGANIC STEAK MENU



### • OFF THE BONE •

*30 day dry & wet aged*

**SIRLOIN 8OZ / 12OZ** A delicate flavour balanced with a firmer texture, recommended medium rare 8oz £18.50 12oz £22.95

**RIBEYE 12OZ** Bursting with flavour and almost as tender as fillet, recommended medium £20.95

**RUMP 8OZ** A firm texture and rich flavour, recommended medium £14.50

**FILLET 8OZ** The most tender steak, regarded by many as the premium cut and recommended rare £23.50

*Fancy something a little different?  
Try one of our guest steaks below*

**AUSTRALIAN GRAIN FED BLACK ANGUS RIBEYE 8OZ** 50 day wet aged. Fine marbling results in an intensely packed flavour. Recommended medium £19.95

**45 DAY AGED RUMP 9OZ**  
45 day dry & wet aged. Aged for an additional 15 days to intensify the flavour and enhance tenderness. Try it medium £17.95

### • ON THE BONE •

*30 day dry aged*

**RIBEYE ON THE BONE 18OZ** A tender and succulent ribeye cut, left on the bone for a richer flavour, recommended medium £25.95

**T-BONE 16OZ** On one side a tender fillet, on the other a flavoursome sirloin, recommended at least medium rare £25.95

**FILLET ON THE BONE 10OZ** The classic tender fillet aged on the bone for intense flavour. Recommended medium rare £28.50

### • TO SHARE •

*Indulge together*

**CHATEAUBRIAND 16OZ** Cut from the beef tenderloin, this most tender of cuts is recommended medium rare £44.95

**LONG BONE TOMAHAWK 30OZ** The ultimate ribeye sharing experience and a firm favourite of our master butcher. Recommended medium. Limited Availability £49.95

### • STEAK EXTRAS •

*The perfect accompaniment*

**LOBSTER MAC & CHEESE** £4.95

**CREAMED SPINACH & FRIED EGG** v £3.50

**BACON & STILTON MUSHROOMS** £3.95

**HALF RACK BARBECUE RIBS** £7.50

**GARLIC & PARMESAN STEM BROCCOLI** £3.50

**BOURBON GLAZED PURPLE CARROTS** v £3.50

**MAC & CHEESE** v £3.95

**GARLIC BUTTON MUSHROOMS** v £2.95

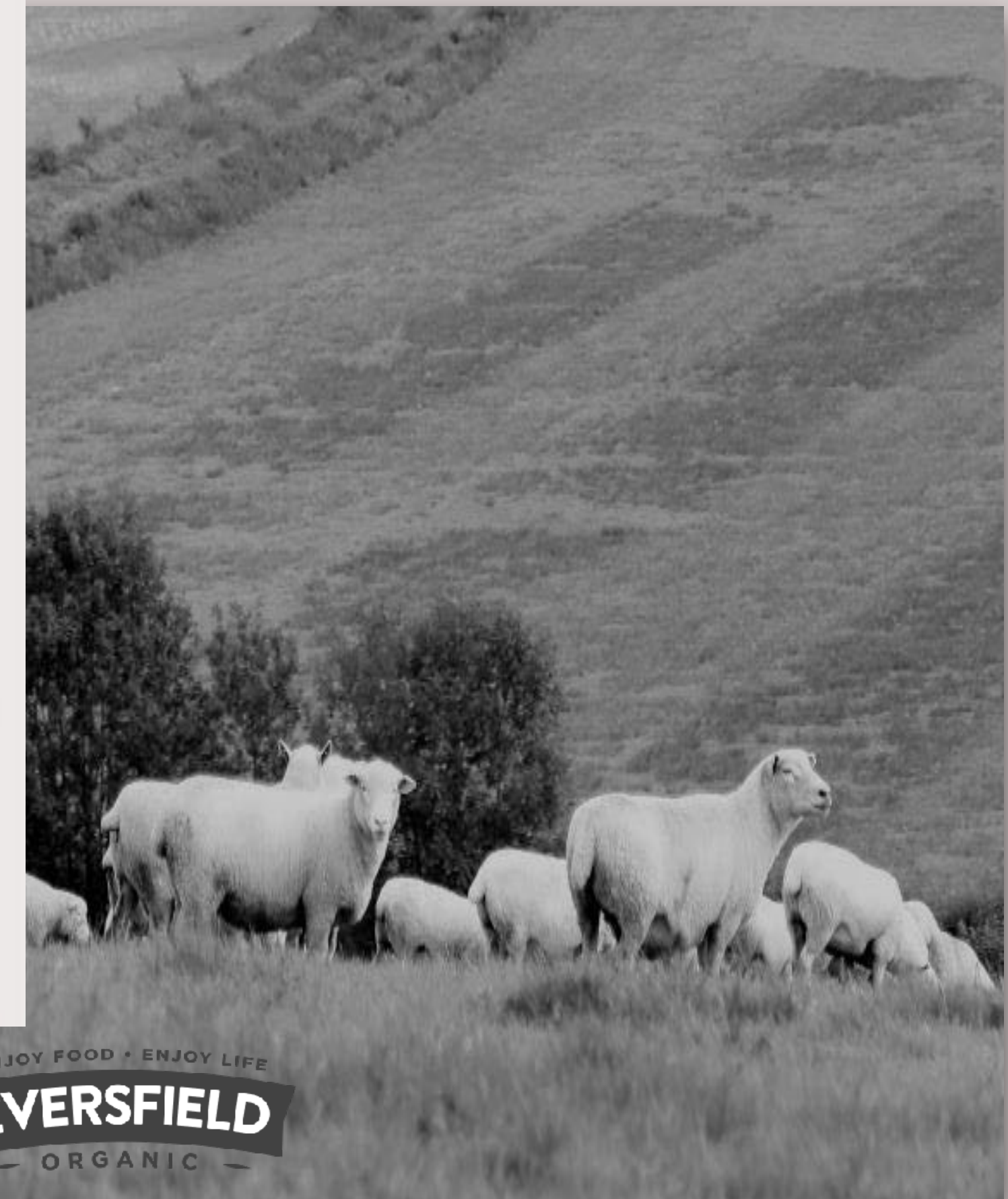
**HEIRLOOM TOMATO, MOZZARELLA & BASIL SALAD** v £3.50

**GRILLED LOBSTER TAIL** £5.95

**SURF & TURF** Grilled king prawns and seared scallop £6.25

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**EVERSFIELD**  
— ORGANIC —

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**EVERSFIELD**  
— ORGANIC —





# VARIOUS DINING ROOM MENUS

Plus

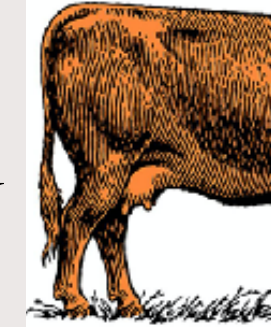
Little Farmers Menu 3 + 3

Vegetarian 3 + 3

Plant 3 + 3

Fish 3

ORGANIC  
SET MENU



CHOICE OF...

3 STARTERS

3 MAINS

3 DESSERTS

£25 FOR 3 COURSES





# STATIONARY SAMPLE



Mark Bury

FOUNDER

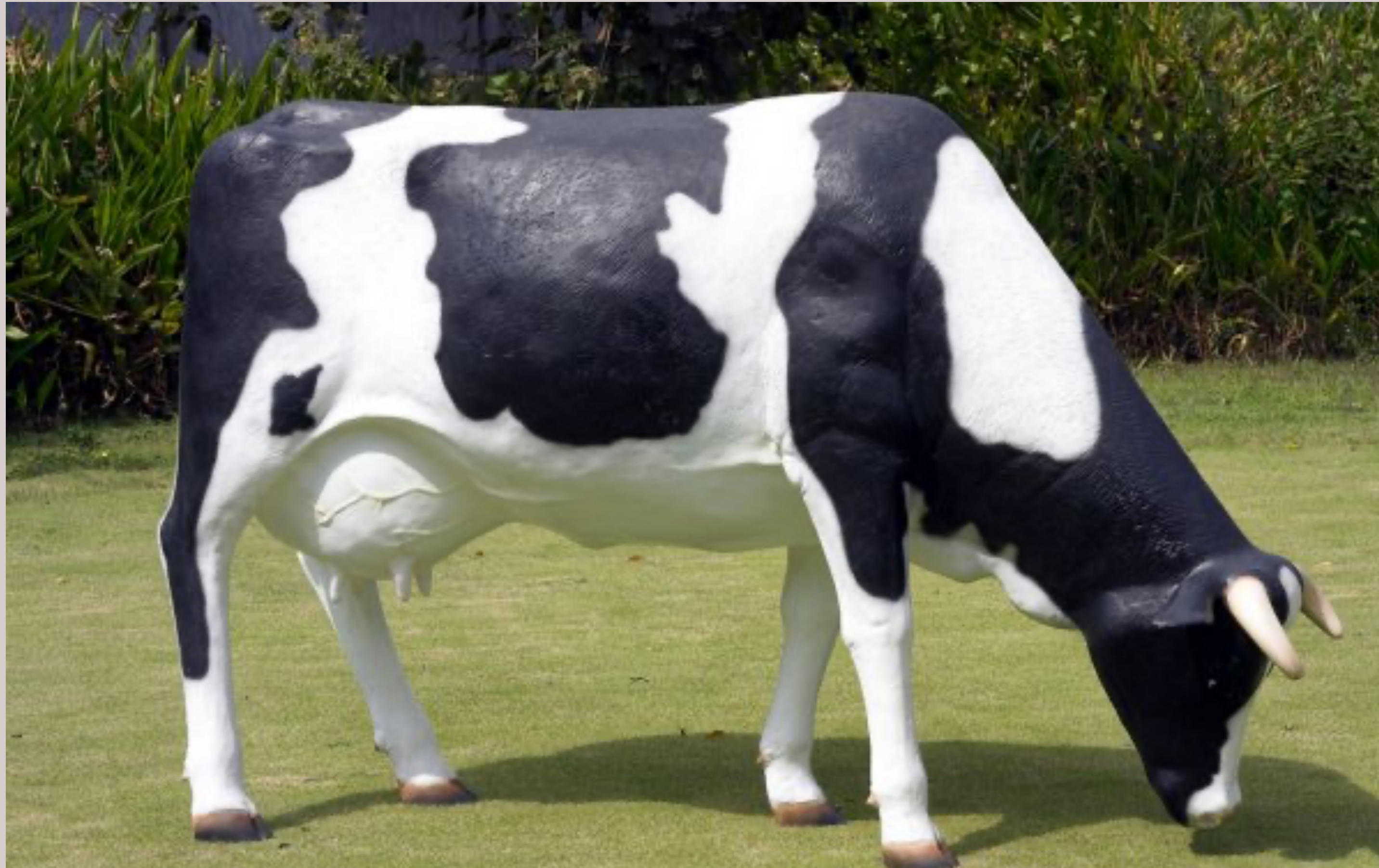
T: (123) 456-7890

M: CONTACT@ANTHONYBOYD.GRAPHICS

W: ANTHONYBOYD.GRAPHICS



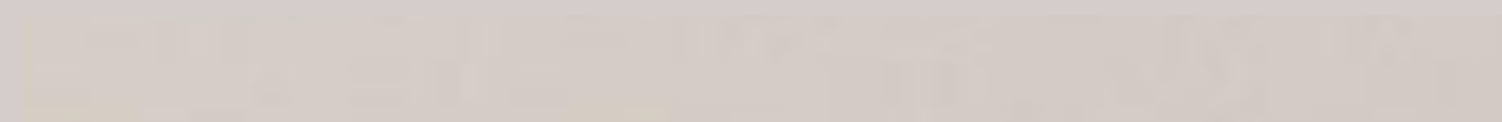




... & TWO “BRANDED” COWS ON THE LAWN.



# BEDROOMS





Wildflower

Simple

Modern farmhouse

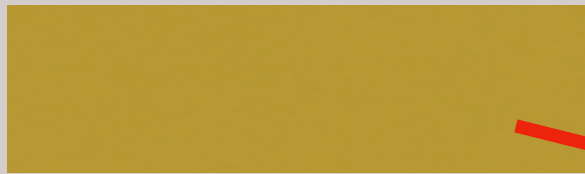
White cotton bed linen

Interesting

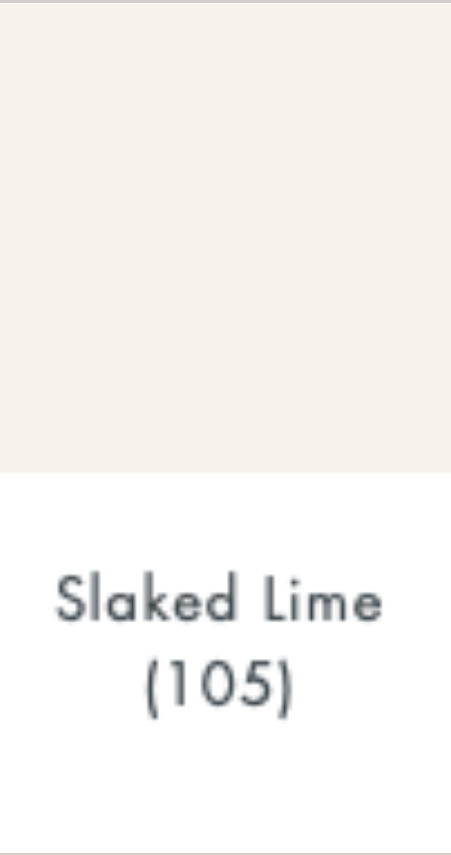
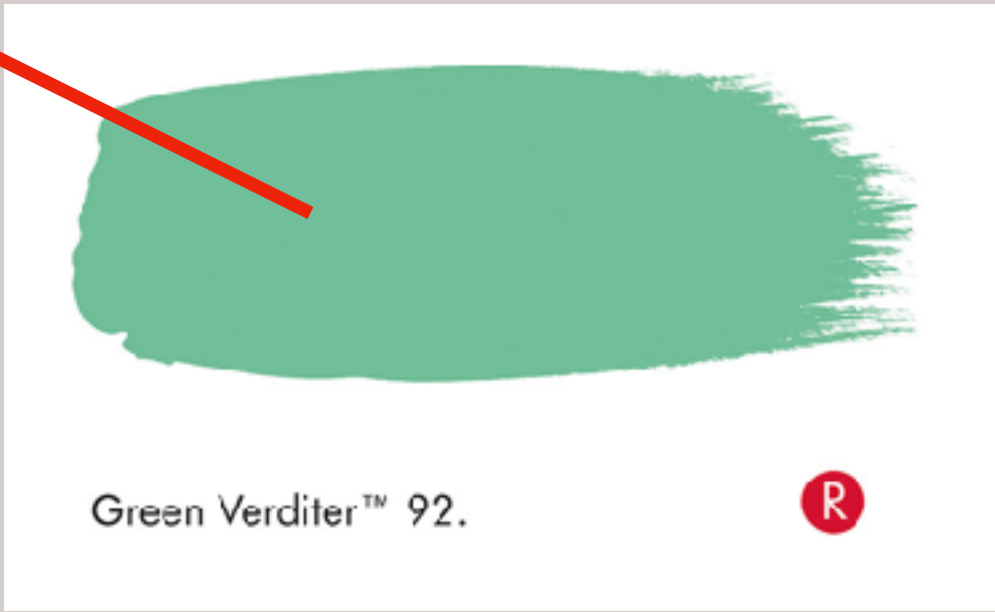




# BEDROOM RECEPTION



Eversfield Blue



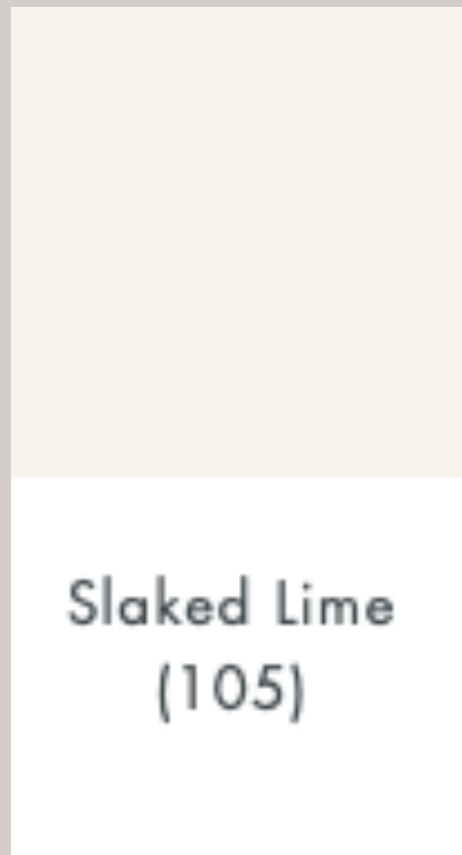
Ceiling

Walls

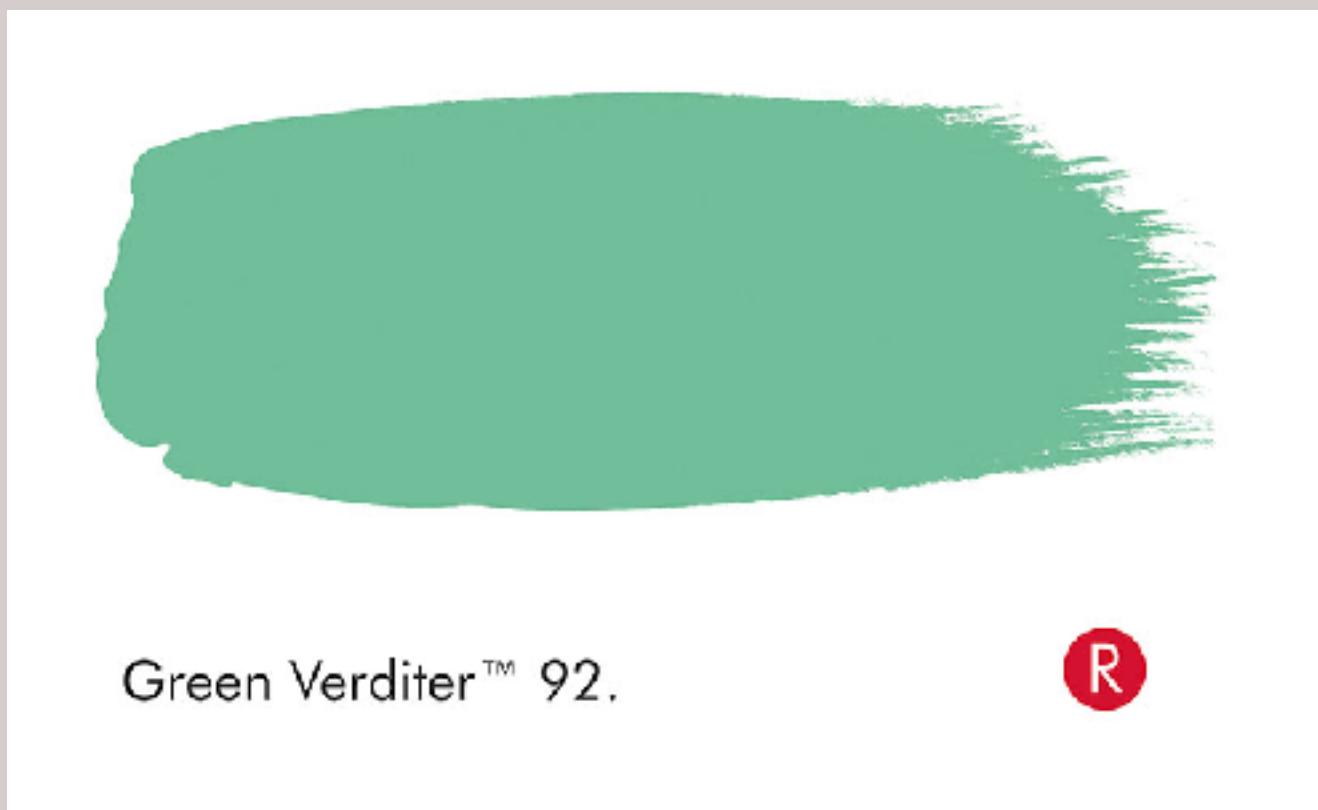


Alternative sisal carpet  
Stairs and Landing

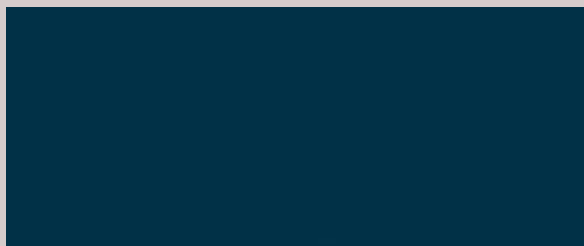




Ceiling



Walls



Skirting Boards



Alternative sisal carpet



Reception  
desk



# BEDROOM RECEPTION





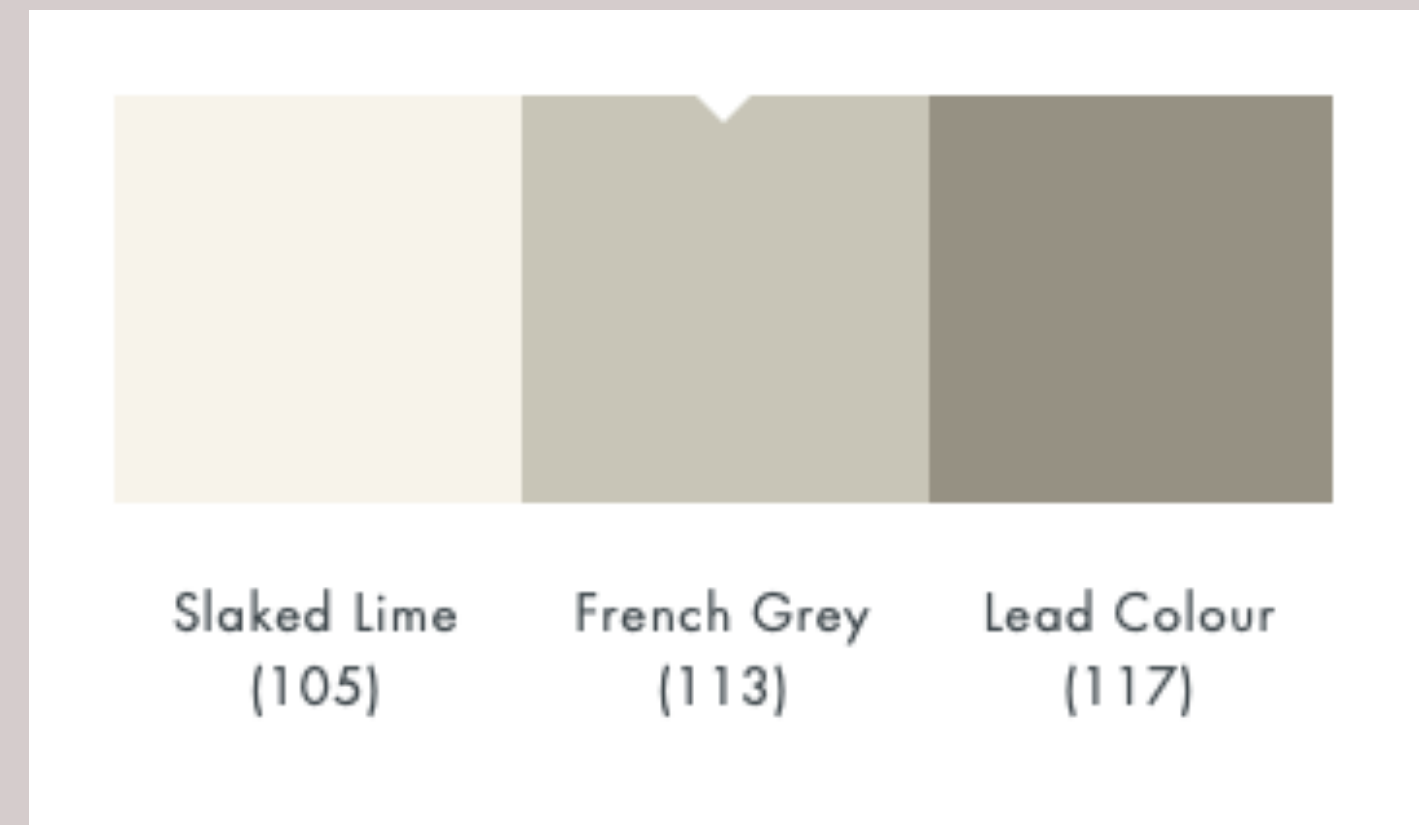
The Detail



# CORRIDOR



Ceiling  
Walls  
& Door  
Frames  
Doors



Eversfield Blue Skirting Boards

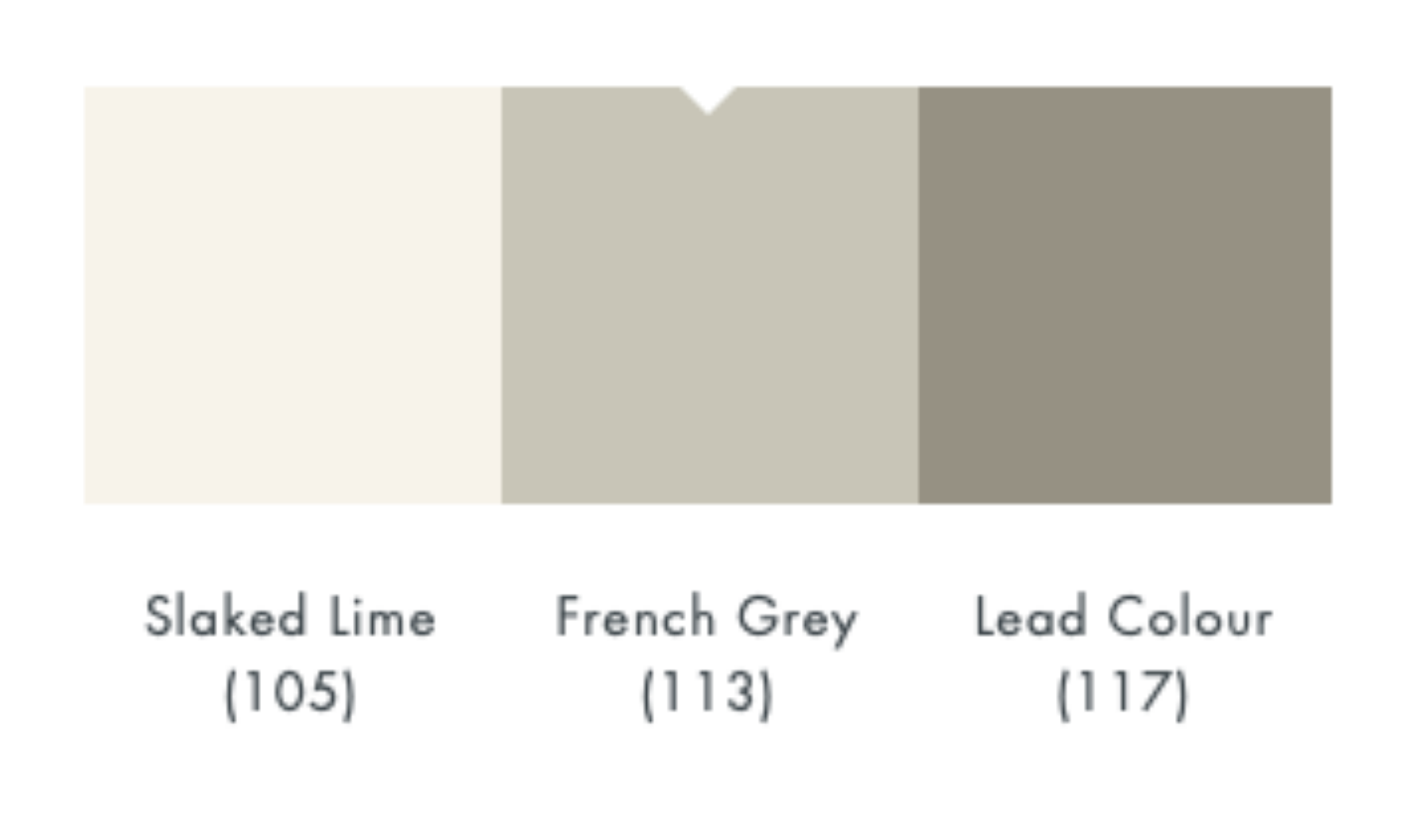




# BEDROOMS







Slaked Lime  
(105)

French Grey  
(113)

Lead Colour  
(117)

Ceiling

Walls  
& Skirting  
Boards

Doors

# BEDROOMS





# BEDROOM INSPIRATION





BATHROOM  
INSPIRATION



# FARMSHOPS

## HOW WE PRESENT OURSELVES

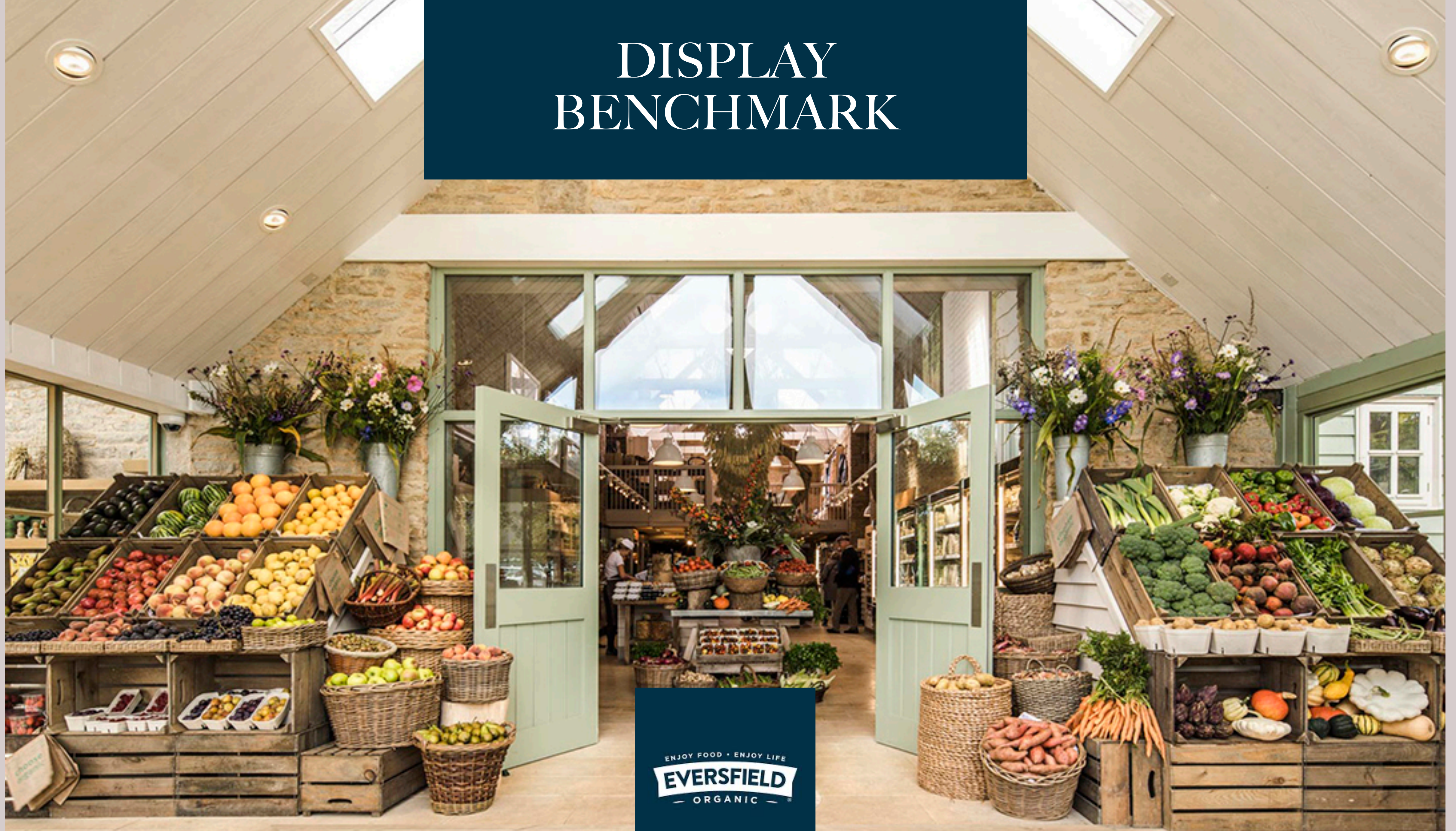




PLENTIFUL  
IN SEASON  
INSTA-WORTHY DISPLAYS



# DISPLAY BENCHMARK



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**EVERSFIELD**  
— ORGANIC —



































OUR FARM;  
PREPARED IN OUR  
AWARD-WINNING  
KITCHENS.  
OUR BREAKFAST,  
LUNCH & SUPPER  
READY TO GO.

*daylesford*  
ORGANIC FROM GLOUCESTERSHIRE

SOUP

£3.49

MADE BY HAND IN OUR AWARD-WINNING KITCHENS, FROM SCRATCH EVERY DAY,  
USING SEASONAL, ORGANIC INGREDIENTS FROM OUR FARM.

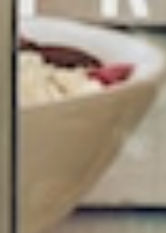
KITCHENS

FROM £3.49

IDEALLY SUITED TO BE ENJOYED AT HOME FOR  
A DELICIOUS, HEALTHY MEAL. ANY PAST, FRESH, SIMPLE DISHES FOR THE  
PERFECT KITCHEN.



FRESH, SEASONAL, ORGANIC,  
PREPARED FRESH THROUGHOUT THE DAY



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**EVERSFIELD**  
— ORGANIC —



# THE WOW FACTOR





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**EVERSFIELD**  
— ORGANIC —





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ANY QUESTIONS

