



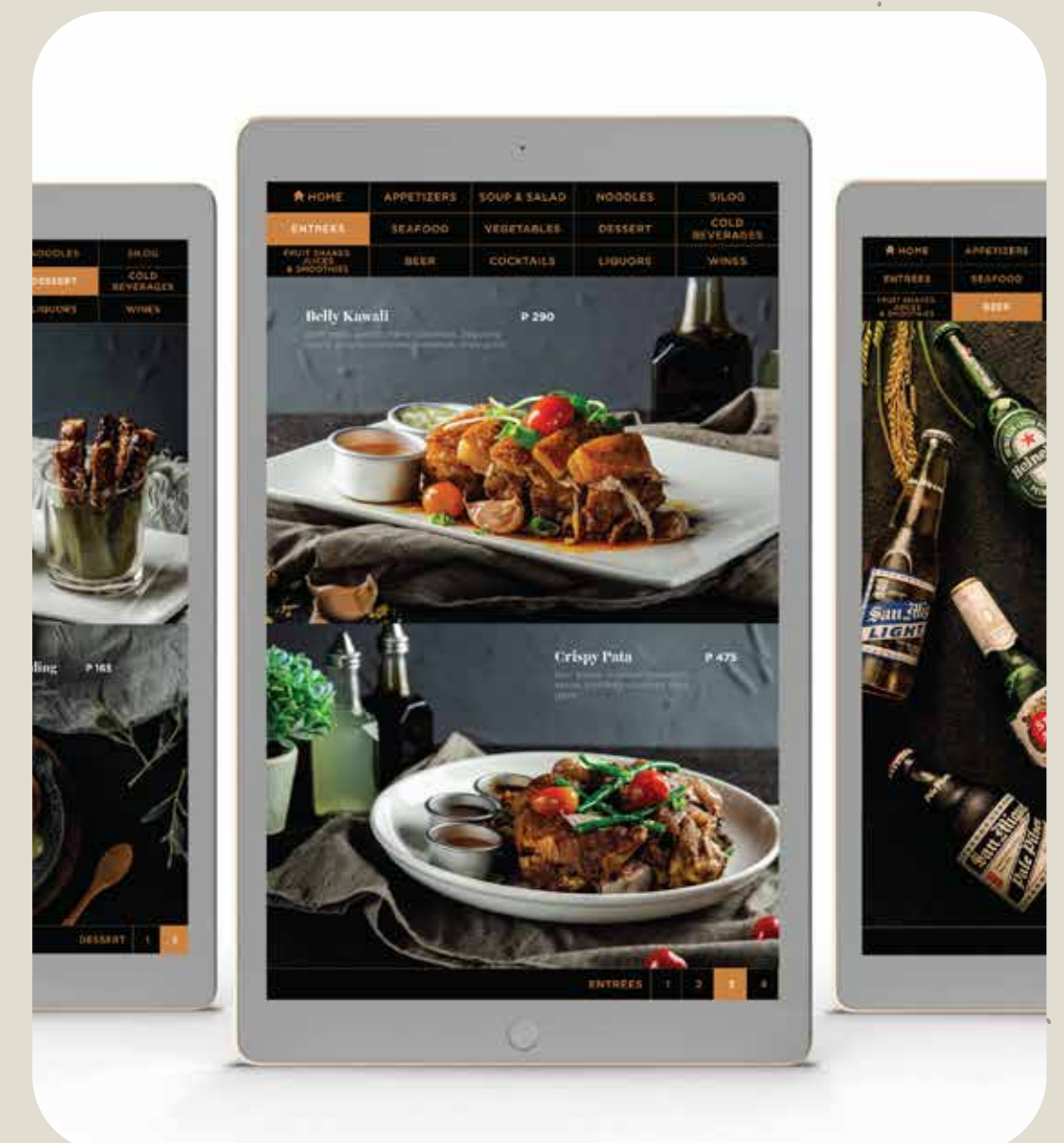
**WHITE BRICK**

# Menu Design

Elevate your customers' dining experience

# Menu Design

Entice your diners to order, come back for more, and recommend to friends and family.



## BRAND VALUE

Express your personality and maintain your image with good menu design.

What can the  
**right Menu Design**  
do for you?

## BOOST SALES

Encourage diners to order more and try out new dishes

## CUSTOMER EXPERIENCE

Give your diners an elevated experience the moment they order



## SHOWCASE FOOD & DRINKS

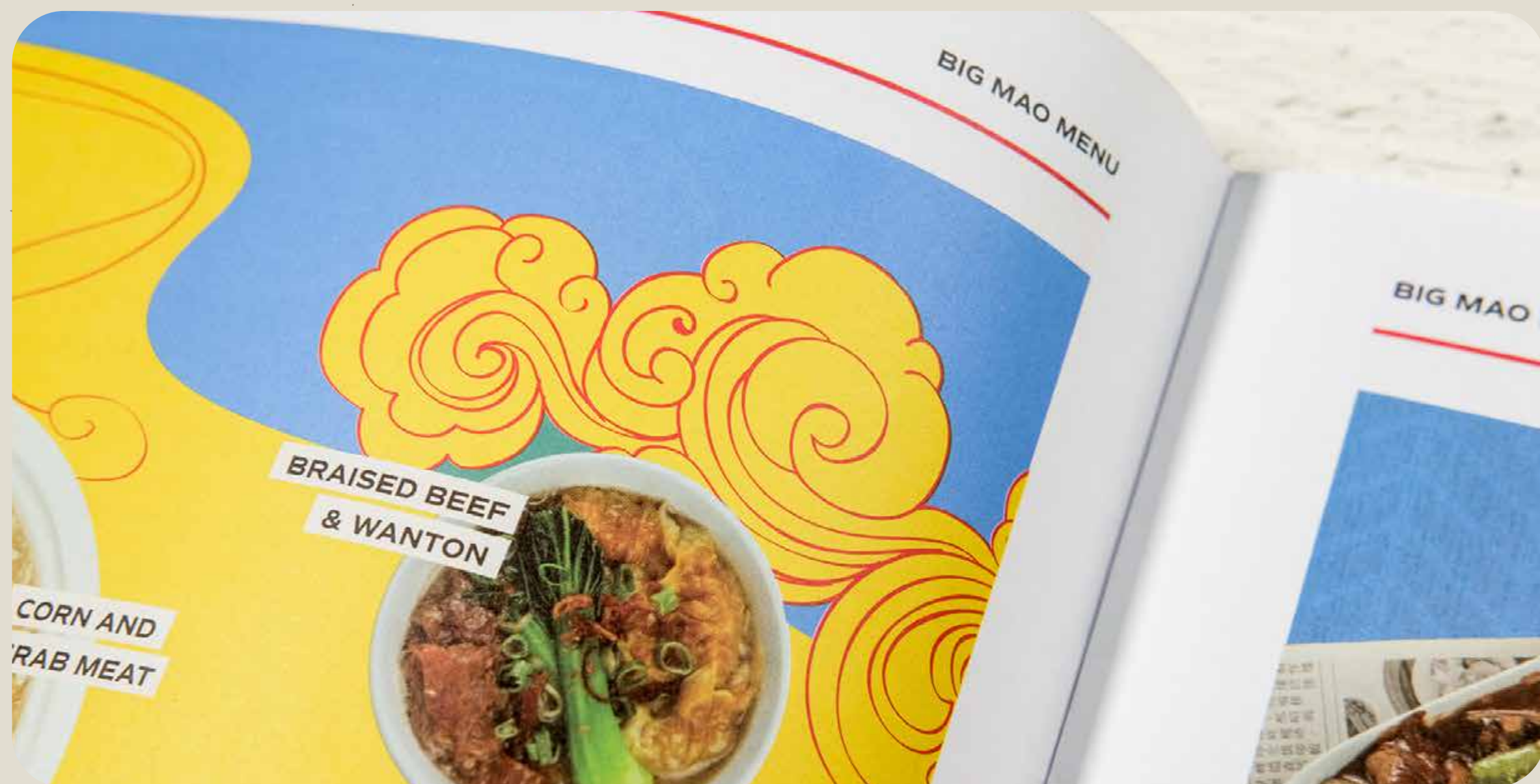
Highlight products with mouth-watering food photos

# Our Menu Design Work

# Big Mao

Created to bring the new taste of China to the local market, Big Mao offers traditional Chinese dishes in a modern setting. The menu was redesigned with bold retro colors inspired by Hongkong in the '60s.







We also added Chinese translation the dishes so foreign diners won't have a hard time with the English text.

The studio wanted to create something that relates to the theme of a modern Chinese restaurant - fresh, new, unique without straying away from Chinese elements. We decided to explore a vintage Chinese newspaper concept inspired by Hongkong in the 60's. We also added Chinese translation the dishes so foreign diners won't have a hard time with the English text

# Ettas

ETTAS Eclectic Food + Drinks combines traditional Filipino flavors with fresh, new presentations and stimulating taste combinations. The restaurant is located at Ayala Center Cebu.

To present ETTAS' unique dining concept, we created a digital menu to cater to their sophisticated, tech-savvy market. The team did everything from the photography, food styling and art direction for the project. All marketing materials and collaterals were designed with the specific black theme, illustrations and photos.





# Sachi Best Ramen

Sachi is a well-loved Japanese restaurant in Cebu that offers authentic Japanese cuisine catered to the Filipino taste. They won Sunstar's Best of Cebu 2015 & 2019 for Best Ramen and Best Takoyaki.

We designed the menu which could also be used as a placemat. It could easily be replaced which was great during the pandemic for hygienic purposes.

We also translated the menu as a menuboard that customers could view before entering the restaurant.







**WHITE BRICK**

Thank  
you!

LET'S WORK  
TOGETHER!

[www.wbcreativestudio.com](http://www.wbcreativestudio.com)

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