



Est 2004

# FORBIDDEN ROOT

BOTANICAL BREWS



# CREATIVE BRIEF

## CLIENT

FORBIDDEN ROOT BREWERY

## PRODUCT

The product of this project is to redesign and re-imagine a menu design for an existing restaurant. The restaurant I chose is Forbidden Root located in Columbus, Ohio. Along with the re-design of the menu, additional supporting elements will be made that follow the brand of the menu, and help to create a cohesive look.

## OBJECTIVE

The objective of this project, is to redesign an existing restaurant menu with a re-imagined menu layout, and supporting products that show how the design can be interpreted in a different way. The design will remain cohesive across a wide variety of products. This menu is an exercise in not only branding, but also a lesson in style sheets as a way to communicate of organization, and successful document/design.

## TARGET AUDIENCE

The audience/individual that this menu design will target are those who are interested in the brewer lifestyle and culture as well as food and eats. Eating local is a huge thing but Forbidden Root helps provide that twist to a local eatery with their botanical inspired brews. Overall, this design is meant to reach young adults or those of any age, and those looking for a laid back and inviting atmosphere. This design is also meant to represent the modern yet vintage vibe that the restaurant interior provides with lots of warm wood and vintage botanical illustrations.

## MENU DELIVERY

As far as visuals go the overall look of this menu is homemade yet unique unlike anything anyone has ever seen before. By creating a simple black and white color palette, with elegant graphics and typography. I strive for this menu to have almost a hand crafted look. This menu is intended to be printed on a light craft paper for the drink and organic toothed paper with environmental accents represent an organic/recycled look. The colors chosen are earth like, and provide reference to nature which is a perfect pairing for Forbidden Root.

## TIME LINE

**Time line:** five weeks total

## SOURCES

Forbiddenroot.com

**MOOD BOARD**

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# MOOD BOARD | MENU INSPIRATION





# MOOD BOARD | MENU INSPIRATION





MOOD BOARD | MATERIAL INSPIRATION



**TYPEFACE EXPLORATION**

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# TYPEFACE EXPLORATION

HEADERS & TITLE

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FORBIDDEN  
ROOT

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HEADERS & TITLE

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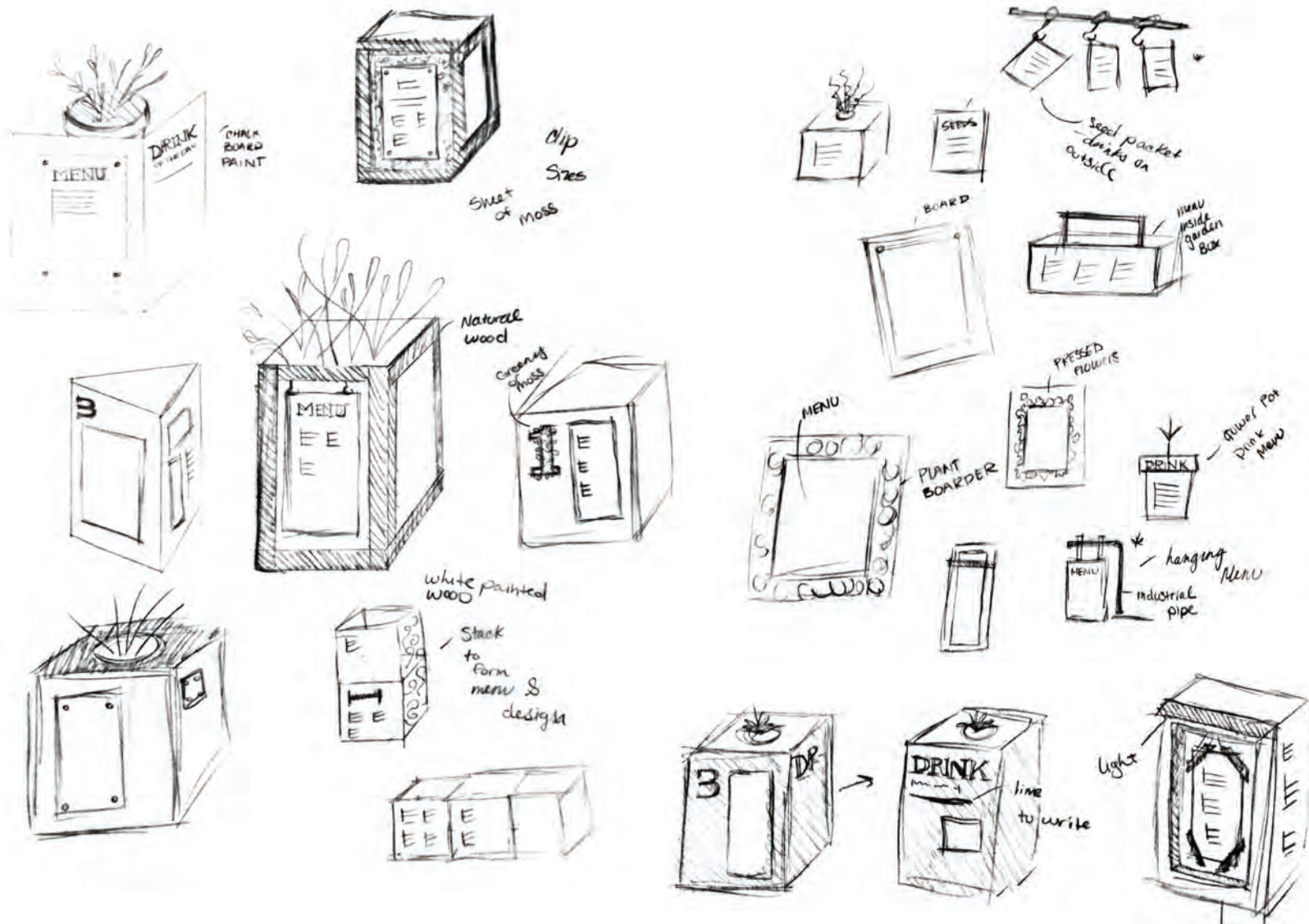
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SKETCHES

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# SKETCHES | MENU EXPLORATION





# SKETCHES | REFINED



**COLOR EXPLORATION**

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# COLOR & PAPER EXPLORATION

## PMS EXPLORATION

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## PAPER EXPLORATION

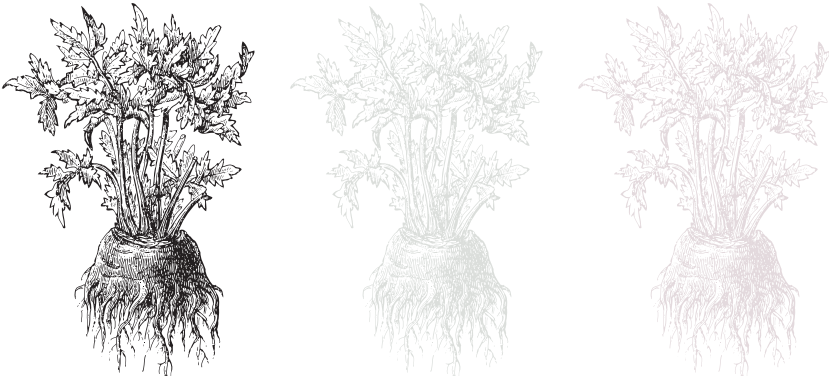
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# COLOR & PAPER EXPLORATION | FINALS

## PMS EXPLORATION

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## PAPER EXPLORATION

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**LOGO EXPLORATION**

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# LOGO EXPLORATION

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BOTANICAL BREWS

  
ESTD 2004  
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ROOT  
BOTANICAL INSPIRED BREWS

  
ESTD 2004  
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BOTANICAL INSPIRED BREWS

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BOTANICAL INSPIRED BREWS

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BOTANICAL INSPIRED BREWS

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BOTANICAL BREWS

LOGO EXPLORATION | TOP CHOICE

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BOTANICAL BREWS

  
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BOTANICAL INSPIRED BREWS

  
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FORBIDDEN  
ROOT  
BOTANICAL BREWS







MULTI MENU



EST. 2004

**FORBIDDEN ROOT**

BOTANICAL BREWS

**MAINS** Served Daily from 12pm - 10pm

**ARUGULA SALMON** ..... 13  
Shallots, Roasted Potatoes, Piquilloes, Herb Garlic Dressing

**HERB CRUSTED SALMON SANDWICH** ..... 16  
Cherry Chipotle Mayo, Chill Crunch Slaw, Brioche Bun & Fries

**THAI GRILLED CHICKEN SALAD** ..... 12  
Roasted Golden Beets, Beet Chips, Pumpkin Seeds, Honey Tamarind Vinaigrette

**PAPPARDELLE PASTA** ..... 16  
Mushroom Cream, Bacon, Spinach, Pecorino

**NASHVILLE CHICKEN SANDWICH** ..... 13  
BBQ Pickles, Bm Ranch, Brioche Bun, Fries

**FR RUEBEN** ..... 15  
House Corned Beef, Sauerkraut, 1000 Dressing, Swiss Cheese, Signature Seasoned Fries

**PORK AND KIMCHEE MEATLOAF** ..... 16  
Cheddar Mashed Potatoes, Brussels Sprouts, Choice / Hot or Sweet Korean Bbq

**FR HOMESTYLE BURGER** ..... 16  
Onio Grass Fed Beef, Cheddar, Onions, BBQ Pickles, Brioche Bun with Fries

**FRIED BOLOGNA SANDWICH** ..... 12  
American, Cheddar, Texas Toast, Seasoned Fries

**BAR SNACKS**

**S'MORES POPCORN** ..... 4  
House Corned Beef, Sauerkraut, 1000 Dressing, Swiss Cheese, Signature Seasoned Fries

**CHEESE AND CRACKERS** ..... 9  
Aged Cheddar, Salsina, Ritz Crackers

**CHIPS** ..... 6  
Dill and Malt Vinager Seasoned to Perfection

**SMALL PLATES**

**SOUP OF THE DAY** ..... 9

**BRUSSELS** ..... 7  
Miso butter, everything spiced almonds

**PORK AND SAUERKRAUT BALLS** ..... 8  
Cream cheese, Beer Mustard, Sauce Pork

**CONFIT WINGS** ..... 12 for 15  
Honey hot or Carolina Gold, Blue Cheese


**FR MIXED GREENS** ..... 8  
Roasted Cherry Tomatoes, Smoked Blue Cheese, FR Signature Garlic Vinaigrette

**DESSERTS**

**WARM BREAD PUDDING** ..... 7  
Chinese Five Spice Caramel, Fuji Apple

**PEANUT BUTTER CHEESECAKE** ..... 7  
Graham Cracker Crust, FR Stout Chocolate Sauce

**CHOCOLATE SUNDAE** ..... 7  
Vanilla Bean Ice Cream, Signature Chocolate



**CHEESE BOARDS** -  
ASK YOUR SERVER FOR TODAY'S SPECIAL  
1 for 8 / 3 for 21 / 6 for 36

*Blue d'Auvergne, Blue Vinland / FRANCE*  
*Finkbörze Aged Gouda, Cow / MINNESOTA*  
*Parmesan "Muscato" 2-Years Cheddar / VERMONT*  
*Mozz, Ripa Cow / SWAIN*  
*Pavesolano Reggiano, Cow / ITALY*

4080 WORTH AVE. COLUMBUS, OH. 43219

Find us for Carryout & More at FORBIDDENROOT.COM | A Forbidden Root Favorite

COCKTAILS + WINE

Please, Drink Responsibly

**DRINKS**



**SEASONAL COCKTAILS**

**WINTER SPICED SANGRIA** ..... 13  
Honey Vanilla Vodka, Bm Autumn Spice Vodka

**THE BITTER GRAPE** ..... 13  
Zingara Prosecco, Blackberry Liqueur, Bitters

**CLASSIC COCKTAILS**

**FR OLD FASHIONED** ..... 12  
FR single barrel select dark pumpernickel rye

**MIEL AMARGO** ..... 12  
Tequila, Tiger Liqueur, Amaro Lucano, Lime

**UVA** ..... 12  
Bourbon Barrel Aged Gin, Lemon, Honey

**LONELY WOLF** ..... 12  
451 Whiskey, House Bitters, Orange Apertiffr

**FR SPRITZ** ..... 12  
Martini Liqueur, Bitters, Lemon, Prosecco

**WAKE THE DEAD** ..... 12  
Gin, Cardamaro, Brandy, Lemon, 451 Absinthe

**FR HOUSE SHOTS** 5oz

*Full in Amargo / 5oz*  
PERFECT SPICED RUM, SWEET, BITTER AND ESPRESSO  
You're My Honey... Cutup / 5oz  
APPLE WHISKEY, NOBLE LIMONCELLO, JUICIA, BITTERS  
*The Quimbeck / 5oz*  
MIST WHITE WHISKEY, THE FR WHISKEY, MOLE BITTERS  
Smoke & Flame / 5oz  
MEZCAL, SWEET FRESH CHILL LIQOOR, LIME BITTERS  
*Isaai-paloma / 5oz*  
TEQUILA, GRAPEFRUITCELLO, HOP GRAPEFRUIT BITTERS

**WINE** 12 or glass


**SPARKLING, WHITE, RED** ..... 11  
Zingara Prosecco / ITALY  
Chardonnay, CALIFORNIA / Bianco, ITALY  
Rosso, ITALY / Pinot Noir, CALIFORNIA

**HEAD BREWER / Nick Gobbie**  
Don't forget to ask your server about our guest ciders and weekly local hometown setzers!

COCKTAILS + BEERS

Please, Drink Responsibly

**DRINKS**



**FR DRAFT BEER** Available in 12oz Growlers

**COMMUTER CLOUD** ..... 12oz/6 or 5oz/3  
Fruited Sour 4.9%

Juicy overripe aroma, Cereal malt sweetness and a pleasantly tart finish.

**GALACTIC CAMO** ..... 12oz/7 or 5oz/4  
Hazy IPA 6.5%

Fresh peach and passion fruit aromas with a resinous grapefruit punch.

**FOCUS POCUS** ..... 12oz/6 or 5oz/3  
KaZach 5.6%

Precious yellow beer, the elderberry and white peach were carefully balanced to retain

**WAY BACK WHEN** ..... 12oz/7 or 5oz/4  
Oak Aged PLEIsner 5.5%

When our german style pilsner decided to take a long three-month nap in our foeder

**ENDLESS RECESS** ..... 12oz/7 or 5oz/4  
Hazy IPA 8.5%

Notes of citrus and strawberry on the nose, this one is dripping ripe apricot and orange juice

**HOPPIN' FROG** ..... 12oz/7 or 5oz/4  
Turbo Shandy 7.0%

Unlike traditional shandy's, full flavored approach as only hoppin' frog can do

**URBAN ARTIFACT** ..... 12oz/7 or 5oz/4  
Spiggeaus 4.7%

A lemon & lime golden sour ale, spyglass tart

**FR HOUSE FLIGHTS**

*The Forbidden Root / 13*  
WAY BACK WHEN, FOCUS POCUS, GALACTIC CAMO, COMMUTER CLOUD, HOPPIN' FROG  
*The Hazy / 15*  
STABILIZED WAKES, GALACTIC CAMO, DRAFT, ENDLESS RECESS, URBAN ARTIFACT

**FR CANS** Available in 4-packs to go

**CANS OPTIONS BELOW** ..... 16oz/6 or 12oz/5  
Radio Swan 5.0oz / Ige IPA 6.4%

Accidental Overdub 16oz / Patton 6.8%


Rosie 12oz / Wheat Ale 5.1%

Sage Advice 12oz / Saison 5.6%

FR CLASSIC COCKTAILS

**ROSEMARY**

Miel Amargo / 12



**INGREDIENTS CARD**


451 or MARTINI ROSSI  
451 or HOUSE BITTER LIQOOR  
451 NOBLE CUT LIMONCELLO  
451 OLD SIMPLE  
451 NEW ENGLAND BITTERS  
451 LEMON SLICE  
451 ZINGARA PROSECCO

Take Home this need pocket with Purchase of  
FR Spritz each FORBIDDEN ROOT CLASSIC COCKTAIL COMES WITH A FREE 500Z  
PACKET & BONUSLY GLASS TUMBLER SET COCKTAIL GLASS - PER REQUEST

FR CLASSIC COCKTAILS

**SWEET BASIL**

Wake the dead / 12



**INGREDIENTS CARD**


451 or MARTINI ROSSI  
451 or HOUSE BITTER LIQOOR  
451 NOBLE CUT LIMONCELLO  
451 OLD SIMPLE  
451 NEW ENGLAND BITTERS  
451 LEMON SLICE  
451 ZINGARA PROSECCO

Take Home this need pocket with Purchase of  
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PACKET & BONUSLY GLASS TUMBLER SET COCKTAIL GLASS - PER REQUEST

FR CLASSIC COCKTAILS

**LAVENDAR**

Forbidden Root Spritz / 12



**INGREDIENTS CARD**

451 or MARTINI ROSSI  
451 or HOUSE BITTER LIQOOR  
451 NOBLE CUT LIMONCELLO  
451 OLD SIMPLE  
451 NEW ENGLAND BITTERS  
451 LEMON SLICE  
451 ZINGARA PROSECCO

Take Home this need pocket with Purchase of  
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PACKET & BONUSLY GLASS TUMBLER SET COCKTAIL GLASS - PER REQUEST

COCKTAILS + BEERS

**FORBIDDEN ROOT SPRITZ**

INTRODUCING FORBIDDEN ROOT CLASSIC  
COCKTAIL SERIES: *Lavendar*

INGREDIENTS LIST / Maximal Rossi Bitter Liqueur, Noble Cut  
Limoncello, New England Bitters, Lemon, Zingara Prosecco

COCKTAILS + BEERS

*Special edition*

- CRAFTED COCKTAILS -

12

**FINAL SOLUTIONS**

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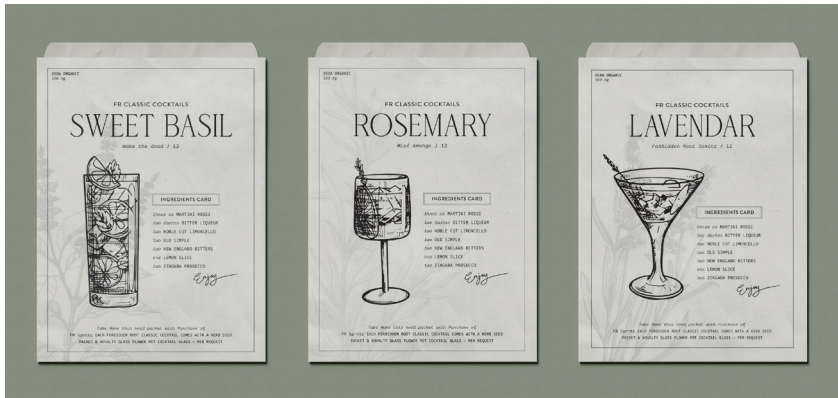


# FINAL SOLUTIONS | PHYSICAL MENU





# FINAL SOLUTIONS | EXTRA ITEMS



COCKTAIL SEED PACKETS



	<h2>FORBIDDEN ROOT SPRITZ</h2>	
	<p>INTRODUCING FORBIDDEN ROOT CLASSIC COCKTAIL SERIES: <i>Lavendar</i></p>	
	<p>INGREDIENTS LIST / Maximal Rossi Bitters Liqueur, Noble Cut Limoncello, New England Bitters, Lemon, Zingula Passero</p>	<p>12</p>

COCKTAIL WRAP