**BEVERAGE MENU DESIGN BRIEF REQUEST FORM & SOP**

**PROJECT DESIGN DETAILS**

| PROJECT NAME |  |
| --- | --- |
| PROPERTY |  |
| SIZE (PIXELS = WEB) OR (INCHES = PRINT) |  |
| ORIENTATION (PORTRAIT OR LANDSCAPE) |  |
| DATE NEEDED |  |

**MENU SUBMITTAL SOP**

**STEP 1: OBTAIN APPROVALS**

| **BEVERAGE MENU: REQUIRED APPROVALS** *(INCLUDING SPECIAL HOLIDAY MENUS, RESTAURANT WEEK MENUS, ETC.)*   1. **Menu Brief Preparation:**    * Property GM, Director of F&B or Beverage Manager/Director sends to the RSH Head of Mixology and RSH Regional Director of Operations.    * Property GM, Director of F&B, Beverage Manager/Director must ensure that menu briefs are thoroughly reviewed before submission.    * The brief should be checked for **grammar, spelling, allergens, and an associated cost** based on a **PMIX analysis and menu engineering**.    * Pricing should be **informed and included in the initial submission**, rather than added after approval.    * **Completed menu submission must be received no less than 14 days before the proposed change.** 2. **Initial Review:**    * The RSH Regional Director of Operations and RSH Head of Mixology will conduct initial review for menu and price positioning, as well as brand compliance. 3. **Final Approval Process:**    * The RSH Regional Director of Operations will send menu to RSH VP of Operations (CC Isabella Sandoval) for final edits and approvals. 4. **Menu Design Kickoff & Distribution:**    * Once final edits are made and menu is approved, RSH VP of Operations will upload in RSH Beverage Teams folder.    * **For Owned & Operated properties or those with contracted RSH Brand & Marketing oversight:**      + VP of Operations will upload into **ClickUp** and assign it to the **Marketing team** for menu design updates, then route it to the **Regional Director of Operations**.    * **For other properties:**      + RSH VP of Operations will upload into ClickUp with assignment for RSH Regional Director of Operations and RSH Head of Mixology to distribute back to the property GM, Director of F&B or Beverage Manager/Director. |
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**STEP 2: DESIGN DEVELOPMENT**

EXISTING MENU EDITS: 1-2 business days once project is received via ClickUp by VP of Operations

NEW MENU DEVELOPMENT: 5 business days once project is received via ClickUp by VP of Operations

**MENU**