

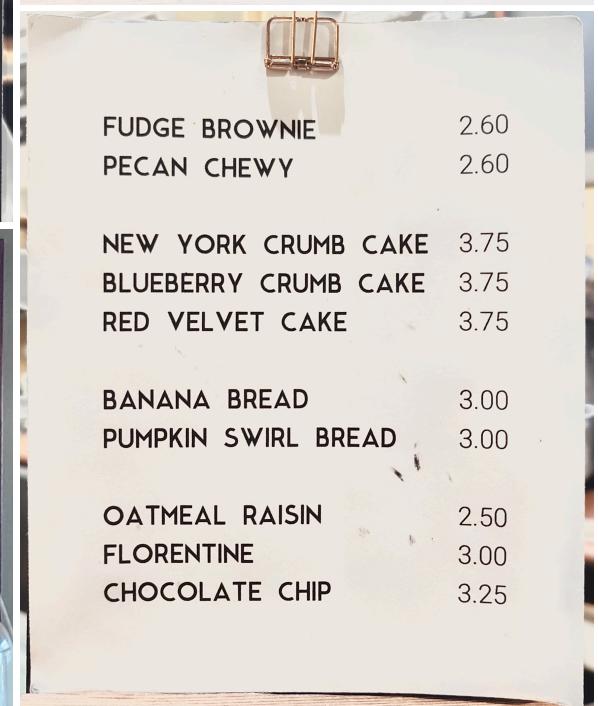
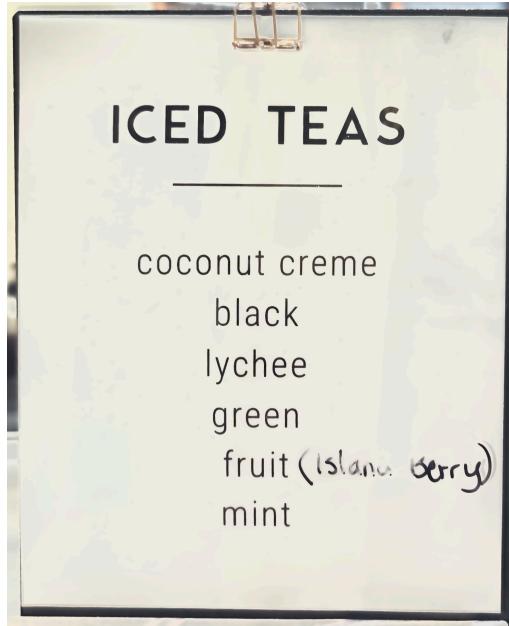
# Bello Coffee & Tea

## Existing Menus

- » Loose leaf tea menu doesn't specify sizes, tea options are tiny (unclear that they're options) and iced tea menu is entirely separate
- » font/styling of the iced tea menu, pastry/snack menu, and chalkboard menus are all very different
- » chalkboards were difficult to update

## My goal

- » create more consistent and cohesive branding
- » make menus easier to update and manage
- » address frequently asked questions within the menu
- » design menu for easier navigation



# Preliminary Redesign

## Areas of Ambiguity

- » decaf espresso but no decaf drip coffee
- » which special drinks have espresso (e.g. chai \*latte\* vs vanilla rose \*latte\*)
- » items missing from menu (cortado, flat white, macchiato, milk options, etc.)
- » matcha/hojicha being separate drinks
- » 16oz drinks hot only, not iced
- » which teas are iced
- » how many shots per drink
- » sizing for cold brew, iced tea, and italian sodas
- » single espresso vs double

## TEAS & MORE

LOOSE LEAF TEA	12oz	16oz	20oz
iced tea	--	--	3.5
hot tea	--	3.25	--
pot of tea	--	--	5.5

NON-COFFEE DRINKS	12oz	16oz	20oz
steamed milk	3	3.5	4
hot chocolate	3.65	4.25	4.85
chai latte	4.25	4.75	5.25
matcha	4.6	5.1	5.6
hojicha	4.5	5	5.5
italian soda	--	--	3.85

### LOOSE LEA TEA MENU

#### black teas

english breakfast • earl grey • lychee black  
apricot black • rose black

#### oolong teas

tung ting • iron goddess of mercy

#### green teas

white tip jasmine • dragonwell spring  
genmaicha • tropical green

#### white teas

white coconut creme • sweet peach

#### herbal teas

peppermint rose • rooibos  
chamomile • island berry

## COFFEE DRINKS

*medium roast changed daily!*

	12oz	16oz	20oz
drip coffee	3	3.3	3.6
iced coffee	3.1	--	3.7
cold brew	--	--	4

*served in 8oz cups*

	SINGLE	DOUBLE
espresso	2.5	3
macchiato	3.25	3.75
cortado/gibraltar	3.25	3.75
flat white	--	4

*all double shots*

<i>iced 12oz or 20oz</i>	12oz	16oz	20oz
americano	3.5	3.5	3.5
latte	4.25	4.75	5.25
cappuccino	4.25	4.75	5.25
vanilla latte	4.8	5.4	6
mocha	4.9	5.5	6.1
white mocha	5.2	5.8	6.4
vanilla rose latte	5	5.6	6.2
lavender white mocha	5.5	6.1	6.7

# First Draft

## Building on previous pain points

- » got rid of clunky placeholder "non-coffee drinks"
- » clarified categories of teas since it looked muddled
- » addressed iced tea confusion: mark which teas are available iced vs make a separate list
- » clarified that a cup of tea & pot of tea are hot only, iced teas have fewer options
- » added milk menu because milk options were unclear or entirely unlisted, including whole milk as default
- » added frequently requested syrups options and add-ons to reflect cost
- » made new food menu because people didn't know what was on sandwiches & bagels
- » stylized to resemble existing aesthetic more closely

## COFFEE DRINKS

<i>medium roast changed daily!</i>	<b>12oz</b>	<b>16oz</b>	<b>20oz</b>
drip coffee	3	3.3	3.6
iced coffee	3.1	--	3.7
cold brew	--	--	4.5
<i>served in 8oz cups</i>	<b>single</b>	<b>double</b>	
espresso	2.5	3	
macchiato	3.25	3.75	
cortado/gibraltar	3.25	3.75	
flat white	--	4	
<i>all double shots iced 12oz or 20oz only</i>	<b>12oz</b>	<b>16oz</b>	<b>20oz</b>
americano	3.3	3.5	3.7
latte	4.25	4.75	5.25
cappuccino	4.25	4.75	5.25
vanilla latte	4.8	5.4	6
mocha	4.9	5.5	6.1
white mocha	5.2	5.8	6.4
vanilla rose latte	5	5.6	6.2
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## TEAS & MORE

	<b>12oz</b>	<b>16oz</b>	<b>20oz</b>
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hot chocolate	3.65	4.25	4.85
chai latte	4.25	4.75	5.25
matcha	4.6	5.1	5.6
hojicha	4.5	5	5.5
italian soda	--	--	3.85

### LOOSE LEAF TEA MENU

<b>black</b>	english breakfast • earl grey rose black • apricot black • lychee black
<b>oolong</b>	tung ting • iron goddess of mercy
<b>green</b>	white tip jasmine • tropical green dragonwell spring • genmaicha
<b>white</b>	white coconut creme • sweet peach
<b>herbal</b>	peppermint rose • chamomile island berry • rooibos

### ICED TEA

20oz cup 3.5  
*english breakfast, lychee black, green,  
white coconut, mint rose, island berry*

### HOT TEA

16oz cup 3.25  
pot of tea 5.5

## FOOD

### SWEET

<b>BARS</b>	<b>BREADS</b>	
fudge brownie	3.75	pumpkin swirl 3.75
pecan chewy	3.75	banana bread 3.75
<b>CAKES</b>		
new york crumb	3.75	chocolate chip 3.75
blueberry crumb	3.75	oatmeal raisin 3.75
red velvet	3.75	florentine 3.75
butter pound	3.75	

### SAVORY

<b>PIROSHKIS</b>	<b>QUICHES</b>	
beef&cheese	3.75	vegetable 3.75
beef&mushroom	3.75	meat 3.75

### BAGELS

<i>plain or everything bagels toasted, topping optional</i>	<b>SANDWICHES</b>
bagel	3.75
+ butter	3.75
+ cream cheese	3.75
extra topping	0.25
	<i>cheese, egg, &amp; meat on english muffin</i>
	bacon 3.75
	chorizo 3.75
	turkey 3.75

## EXTRAS

### MILK OPTIONS

<b>DAIRY</b>	<b>NON-DAIRY</b>
whole milk	<i>default</i>
low-fat	--
nonfat/skim	--
half & half	+1

### SYRUPS

<i>prices are per pump</i>
vanilla +0.3
caramel +0.3
hazelnut +0.3
sugar-free van +0.2
rose +0.5
lavender +0.6
mango +0.2
raspberry +0.2

### ADD-ONS

1x espresso	+1.25
2x espresso	+2
steamed milk	+0.8
whipped cream	+0.5
extra cup	+0.5
larger cup	+0.15 <i>[per increase]</i>

## COFFEE DRINKS

	12oz	16oz	20oz
medium roast changed daily! no decaf drip (decaf espresso only)			
drip coffee	3	3.3	3.6
iced coffee	3.1	--	3.7
cold brew	--	--	4.5
served in 8oz cups	single	double	
espresso	2.5	3	
macchiato	3.25	3.75	
cortado/gibraltar	3.25	3.75	
flat white	--	4	
all double shots by default milks & syrups can be adjusted	hot/iced 12oz	hot only 16oz	hot/iced 20oz
americano	3.4	3.6	3.8
latte	4.35	4.75	5.15
cappuccino	4.35	4.75	5.15
vanilla latte	4.9	5.5	6.1
mocha	5	5.6	6.2
white mocha	5.2	5.8	6.4
vanilla rose latte	5	5.6	6.2
lavender white mocha	5.5	6.1	6.7

## TEAS & MORE

	hot only 8oz	hot/iced 12oz	hot only 16oz	hot/iced 20oz
steamed milk	2.65	3	3.5	4
hot chocolate	3.15	3.65	4.25	4.85
chai latte	--	4.25	4.75	5.25
matcha	--	4.6	5.1	5.6
hojicha	--	4.5	5	5.5
italian soda	--	--	--	3.85

### LOOSE LEAF TEA MENU

black	english breakfast • earl grey rose black • apricot black • lychee black
oolong	tung ting
green	white tip jasmine • tropical green dragonwell spring • genmaicha
white	white coconut creme • sweet peach
herbal	peppermint rose • chamomile island berry • rooibos

### ICED TEA

20oz cup	3.5	16oz cup	3.25
	english breakfast, lychee black, green, white coconut, mint rose, island berry	pot of tea	5.5

### HOT TEA

16oz cup	3.25
pot of tea	5.5

## EXTRAS

### MILKS

DAIRY	NON-DAIRY
whole milk	default
low-fat	--
nonfat (skim)	--
½ & ½ (breve)	+1

### SYRUPS

vanilla	rose	chocolate
caramel	lavender	white chocolate
hazelnut	raspberry	sugar-free vanilla

### ADD-ONS

single espresso	+1.25	syrup	+0.60
double espresso	+2	steamed milk	+0.60 (4–6oz)
whipped cream	+0.25		

## FOOD

### SWEET

BARS	BREADS
fudge brownie	3.25
pecan chewy	3.25
fresh off the farm	4.5

### CAKES

new york crumb	3.95
blueberry crumb	3.95
red velvet	3.95

### SAVORY

PIROSHKIS	QUICHES
beef & cheese	4.5
beef & mushroom	4.5

### BAGELS

plain or everything bagels toasted, topping optional	
bagel	2.75
+ butter	3.15
+ cream cheese	3.35
extra topping	0.25
bacon	5.5
chorizo	5.5
turkey	5.5
chorizo burrito	6.25

# Final Version

### All Around Changes

- wanted style and typefaces to be a homogenization of previous versions, e.g. title font inspired by former pastry & sweets menus, and body font inspired by coffee menus
- Food menu: re-sized for letter size printing, added burrito & added fresh bars, removed pound cake

### Coffee Drinks

- clarified decaf espresso only
- 16oz with slightly diff color & italics to emphasize hot only
- added 8oz section to teas & more for kids hot chocolate and steamer
- simplified syrup & add-ons sections in extras menu
- clarified that espresso drinks can be customized
- added half & half = breve since it's not common knowledge

# Matching Signage

## Secret Menu

- » created a secret menu
- » collected off-menu recipes that were frequently requested
- » standardized & simplified recipes for easy instructions

## Recipe Guide

- » re-stylized and simplified recipes & instructions

## Shorthand Guide

- » created to help trainees learn abbreviations
- » also intended to standardize amongst employees

## Food Cards

- » made new food cards for food items & cookies for cohesion
- » created additional cards for sweets since they were previously unlabelled

chocolate chip cookie 3.65	new york crumb cake 3.95	bacon breakfast sandwich 5.5	beef & mushroom piroshki 4.5	pecan chewy 3.25	fudge brownie 3.25
oatmeal raisin cookie 2.75	blueberry crumb cake 3.95	chorizo breakfast sandwich 5.5	beef & cheese piroshki 4.5	fresh off the farm bar 4.5	plain or everything bagel 2.75
florentine cookie 3.15	red velvet cake 3.95	turkey breakfast sandwich 5.5	seasonal vegetable quiche 6.95	almond biscotti 2.5	chocolate biscotti 2.75
pumpkin swirl bread 3	banana nut bread 3	chorizo breakfast burrito 6.25	seasonal meat quiche 6.95	palm leaf cookie 0.85	madeleine cookie 0.85

