

Meu Jeito Escondidinhos

Jaqueleine Mariano

Restaurant Concept

Restaurant Name & URL

Meu Jeito Escondidinhos / meujeitoescondidinhos.com

Food & drink

The Brazilian dish *escondidinho*, where the top consists of a puree and underneath it goes the filling (Hence comes the name *escondidinho*, that comes from the Brazilian word Escondido (hidden), the filling is hidden.). This is similar as the english dish shepherd's pie.

Customization

- puree
 - o manioc
 - o regular Potato
 - o sweet Potato

- filling
 - o meat
 - o chicken
 - o jerked beef
 - o shrimp

- drink
 - o juices
 - o sodas
 - o water

Location

Paulista Avenue, located in Sao Paulo, Brazil. This is one of the most popular business centers in Brazil.

Main target audience

Busy working folks.

Cost

Moderate.

Elevator pitch

On that day when you want to make a difference in your lunch, it is the right time to try our **escondidinhos**, a delicious dish very popular in northeastern Brazil. In addition, in the case you do not have time and work too much, do not worry: we also have the delivery service.

Strategy

Target Audience

The website/app will focus on the following target audiences roles:

- Young workers without a car (who also do not want to spend with taxi) who would like to use delivery to try new options for lunch, thus avoiding the traditional Brazilian rice and bean.
- Hard workers who barely have time to go out for lunch.

Demographics

- **Gender:** balanced between man and woman
- **Age:** 20-60

- **Education:** College, postgraduate
- **Occupations:** operational employees, executive directors, CEO's
- **Income:** on budget (but likes to spend a little bit more at least one time per month)
- **Marital:** any
- **Location:** Paulista Avenue, Sao Paulo, Brazil

Psychographics

- **Personality & Attitudes:** Communicative, Likes to go out with work colleagues, Hipster, Political, and Hippie.
- **Values:** Progressive, open minded, benevolent, humanists and respectful of the differences
- **Interests:** games, movies, indie music, politics and charity.
- **Lifestyles:** go to festivals, go to museums, go to political events, help charities, and watch Youtube gamers.

User Personas

Henrique Sales (20) – Designer



- Likes to play the latest games
- Has open mind opinions about controversial subjects
- Prefer having a conversation than go to parties

Greg Amorim (55) – CEO



- Collects replicas of cars
- Has a jovial feeling
- He is seen as a nice guy by the employees of his company

Cristiane Almeida (35) – Financial Department



- Likes painting
- Very helpful with friends (Empathic, does everything to help them)

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Help chat
- See the most rated flavors list in order to help if they are ordering for the first time
- Loyalty program

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Buttons to share the restaurant on social media
- A way for the client update the promotions himself (like CMS)
- Testimonials area

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

“The user will be looking for...”

- Highlight text about delivery area
- Top 10 most rated flavor list
- Highlight text explaining about loyalty discount coupon
- Testimonials
- Food menu

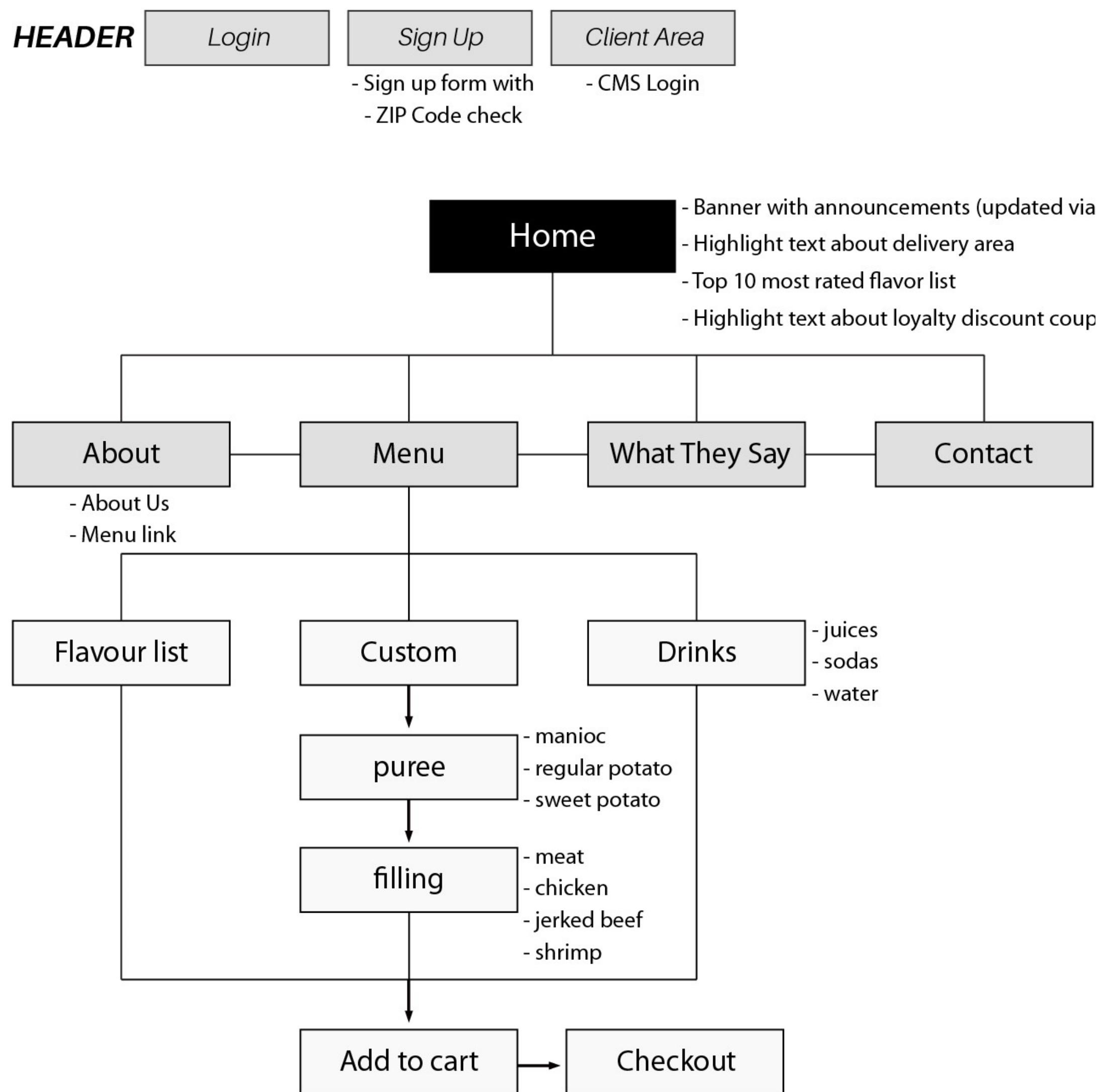
Functionality Requirements

Systems that will allow the user accomplish tasks.

“The user will be able to...”

- Live chat
- Order food system with customization
- Provide a discount coupon after 5 orders
- Sharing buttons of social networking
- CMS area for client updates

Sitemap



FOOTER

Live chat

Sharing buttons

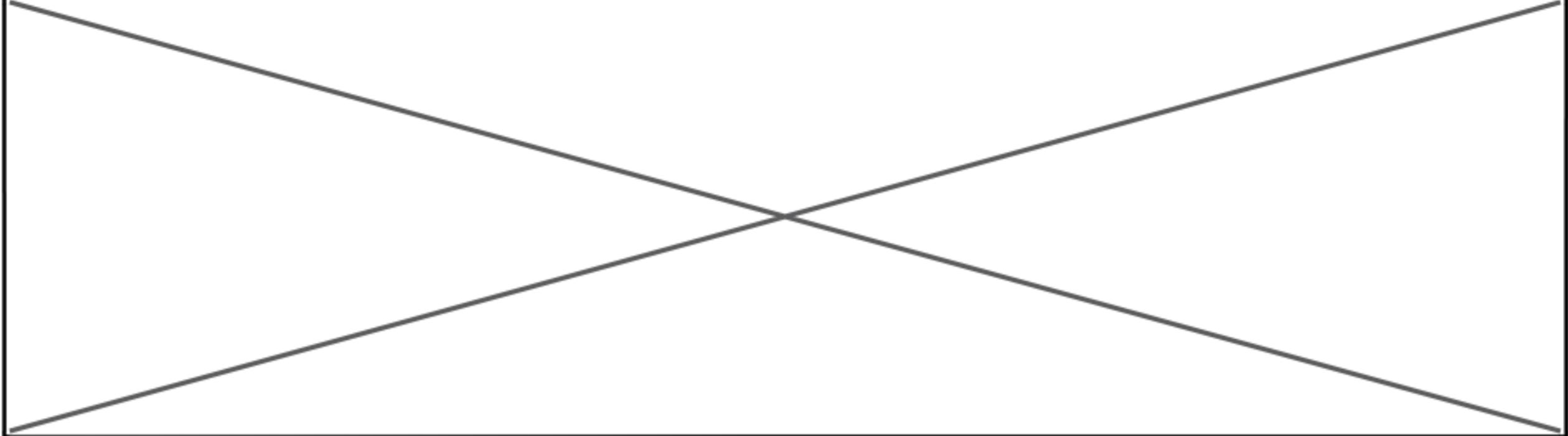
Wireframes

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Client Area > 

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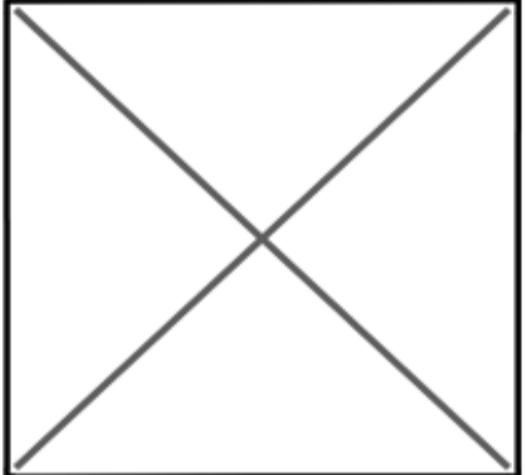
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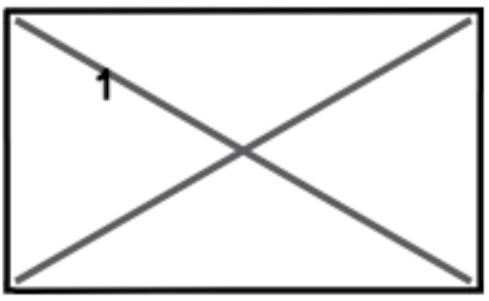
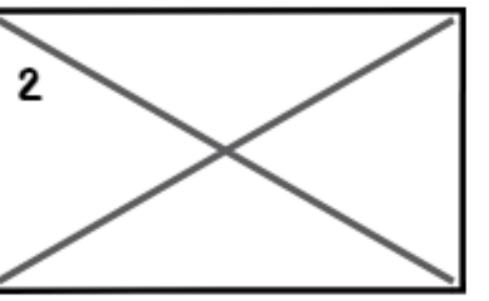
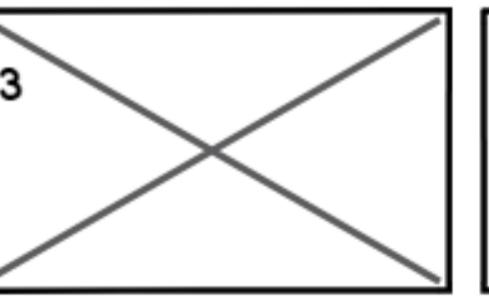
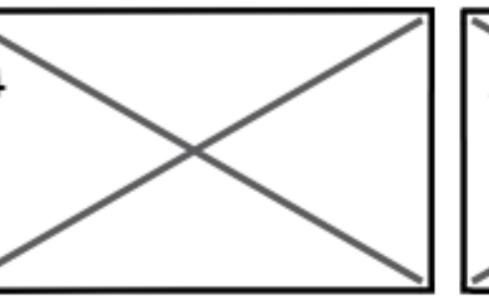
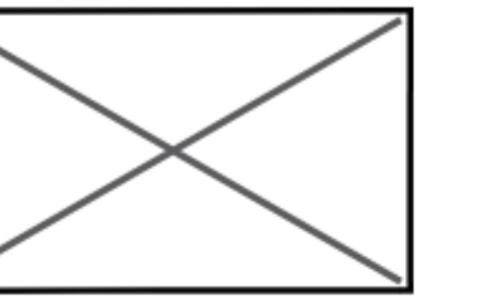
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Delivery
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Top 5 Flavours

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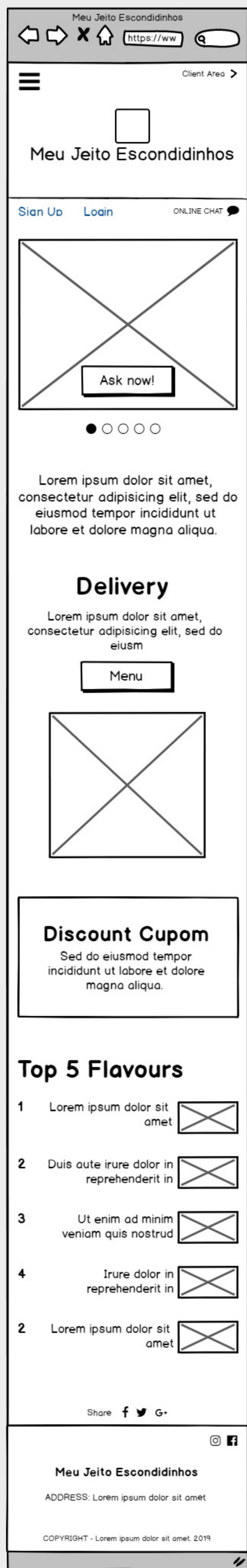
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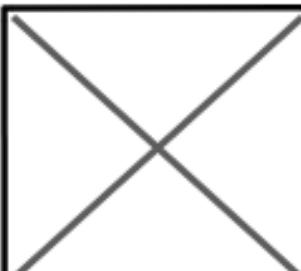
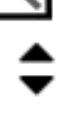
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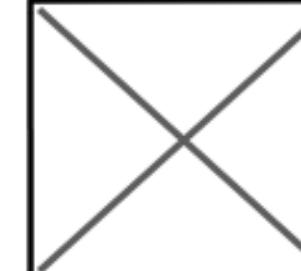
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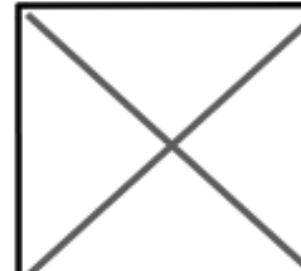
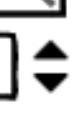
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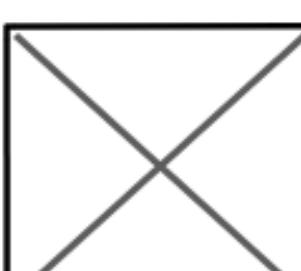
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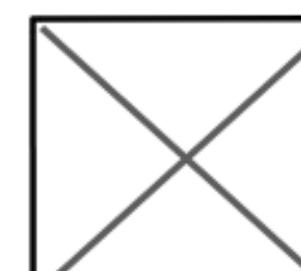
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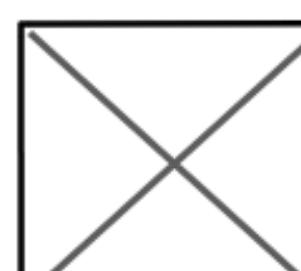
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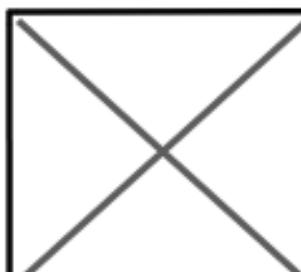
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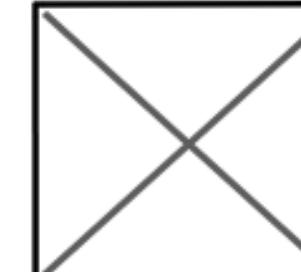
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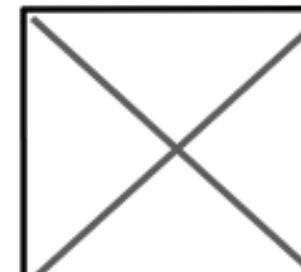
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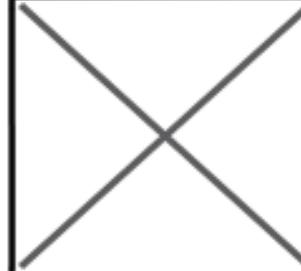
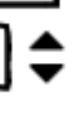
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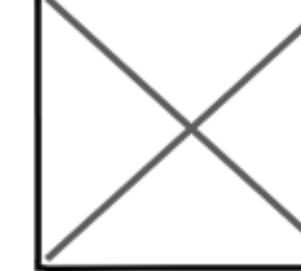
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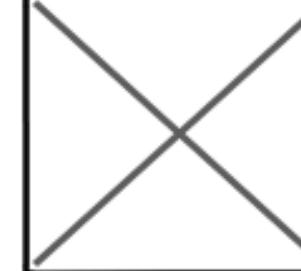
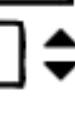
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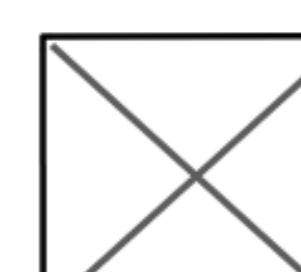
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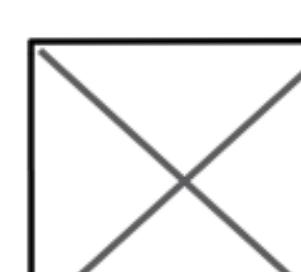
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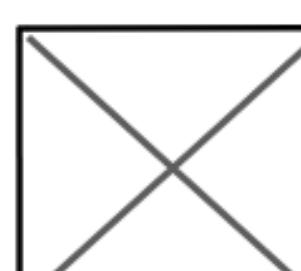
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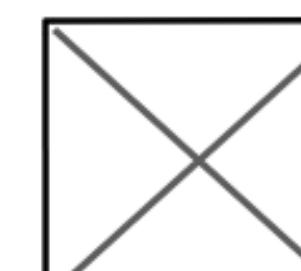
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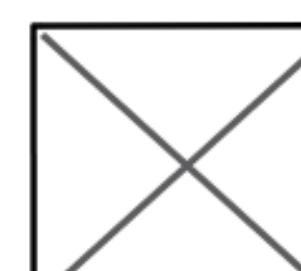
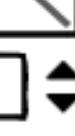
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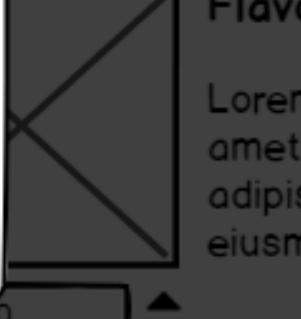
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Flavours

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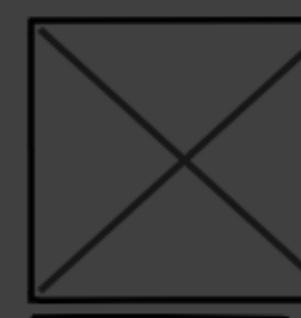
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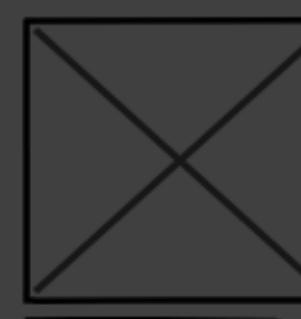
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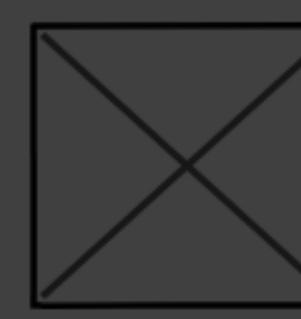
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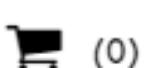
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Home > Menu

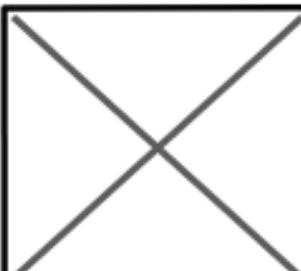
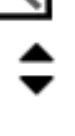
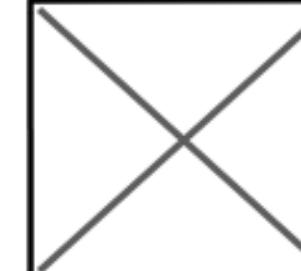
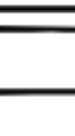
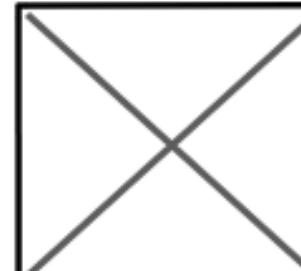
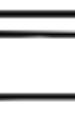
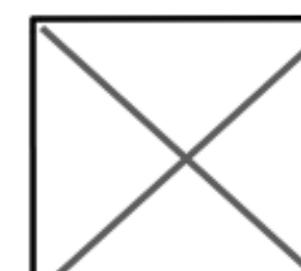
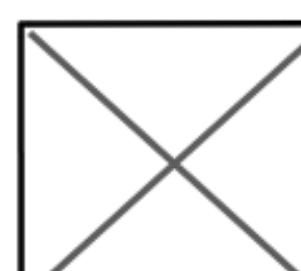
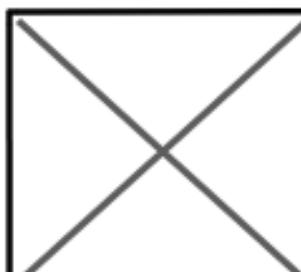
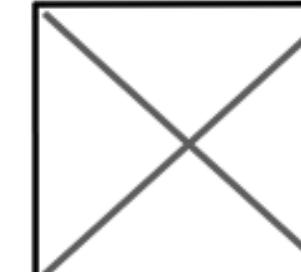
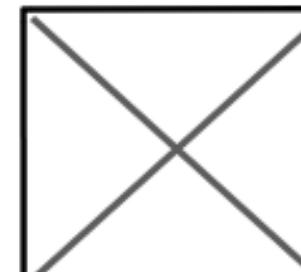
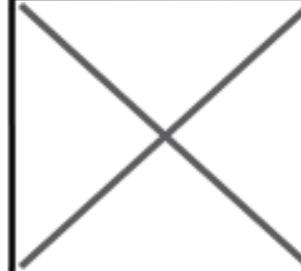
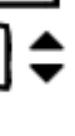
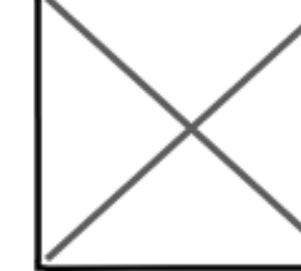
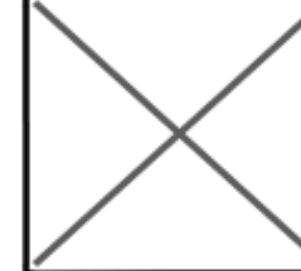
Menu

Welcome, Jaquelleine!

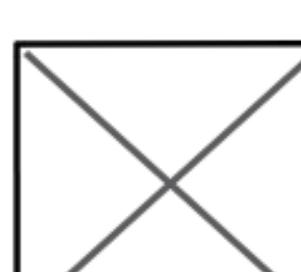
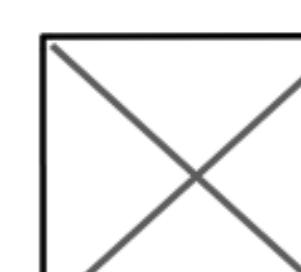
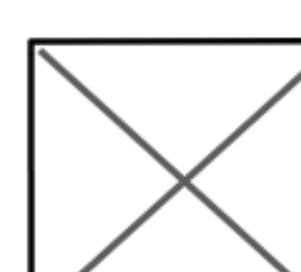
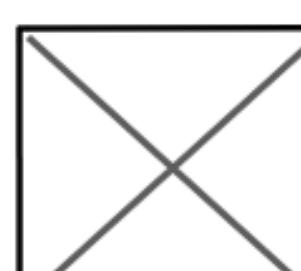
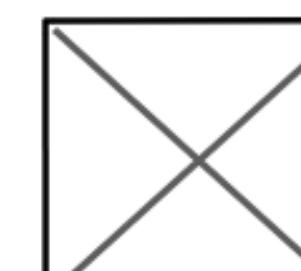
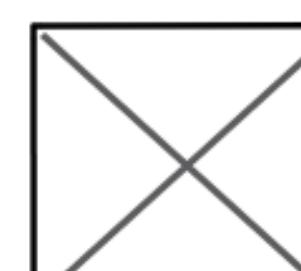
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Flavours

 Flavour 1 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Flavour 2 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Flavour 3 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 
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 Flavour 10 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Flavour 11 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Flavour 12 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 

Drinks

 Drink 1 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Drink 2 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Drink 3 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 
 Drink 4 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Drink 5 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 	 Drink 6 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod 0 

Confirm

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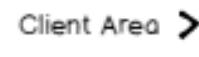
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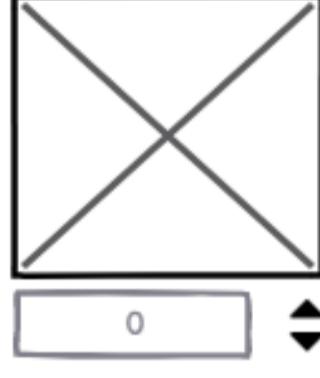
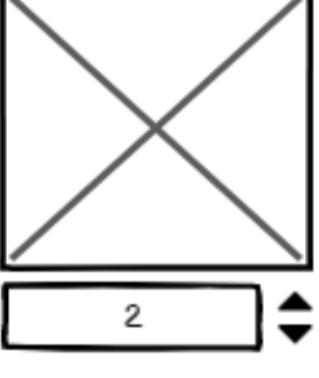
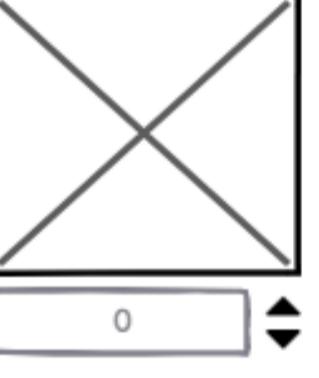
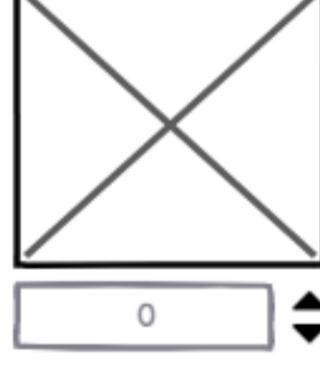
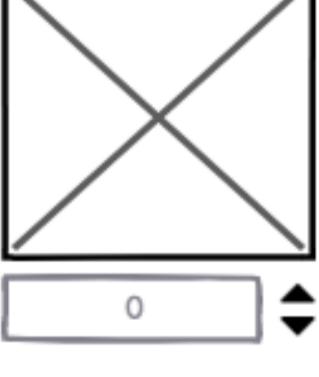
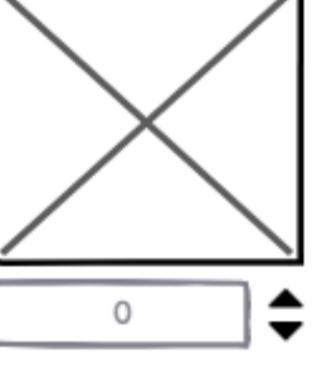
Puree

Filling

Additional Ingredients

<input type="checkbox"/> Additional 1 (100g)	<input data-bbox="1282 2271 1432 2334" type="button" value="0"/>	<input type="checkbox"/> Additional 7 (100g)	<input data-bbox="2710 2271 2861 2334" type="button" value="0"/>
<input checked="" type="checkbox"/> Additional 2 (100g)	<input data-bbox="1282 2397 1432 2460" type="button" value="1"/>	<input type="checkbox"/> Additional 8 (100g)	<input data-bbox="2710 2397 2861 2460" type="button" value="0"/>
<input type="checkbox"/> Additional 3 (100g)	<input data-bbox="1282 2523 1432 2586" type="button" value="0"/>	<input type="checkbox"/> Additional 9 (100g)	<input data-bbox="2710 2523 2861 2586" type="button" value="0"/>
<input type="checkbox"/> Additional 4 (100g)	<input data-bbox="1282 2648 1432 2711" type="button" value="0"/>	<input type="checkbox"/> Additional 10 (100g)	<input data-bbox="2710 2648 2861 2711" type="button" value="0"/>
<input checked="" type="checkbox"/> Additional 5 (100g)	<input data-bbox="1282 2774 1432 2837" type="button" value="2"/>	<input checked="" type="checkbox"/> Additional 11 (100g)	<input data-bbox="2710 2774 2861 2837" type="button" value="2"/>
<input type="checkbox"/> Additional 6 (100g)	<input data-bbox="1282 2900 1432 2963" type="button" value="0"/>	<input type="checkbox"/> Additional 12 (100g)	<input data-bbox="2710 2900 2861 2963" type="button" value="0"/>

Drinks

 <input type="button" value="0"/>	Drink 1 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod <input type="checkbox"/>	 <input type="button" value="2"/>	Drink 2 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod <input type="checkbox"/>	 <input type="button" value="0"/>	Drink 3 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod <input type="checkbox"/>
 <input type="button" value="0"/>	Drink 4 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod <input type="checkbox"/>	 <input type="button" value="0"/>	Drink 5 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod <input type="checkbox"/>	 <input type="button" value="0"/>	Drink 6 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod <input type="checkbox"/>

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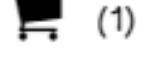


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Home > Customize Your Flavour > Confirmation Order

Confirmation Order

Puree: Manioc

Filling: Chicken

Additional Ingredients:
Additonal 2 - 100g
Additonal 5 - 200g
Additonal 11 - 200g

Drinks:
Drink 2 - 2

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Home > Customize Your Flavour > Confirmation Order > Checkout

Checkout

Billing Information

Name on Card

Company Card

Card Number <input type="text" value="00000 0000000 000000 00"/>	CVV <input type="text" value="000"/>
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MM/YY

Delivery Address

Address

City

ZIP

Send

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Home > Customize Your Flavour > Confirmation Order > Checkout > Thank You

Thank You, Jaqueline!

Your order will arrive in 40 minutes!

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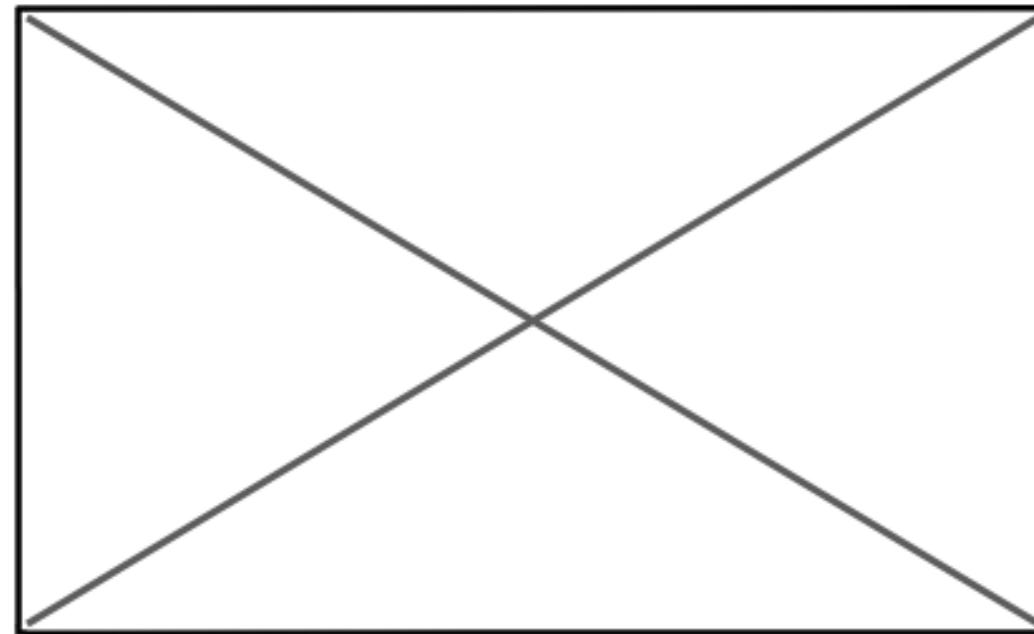
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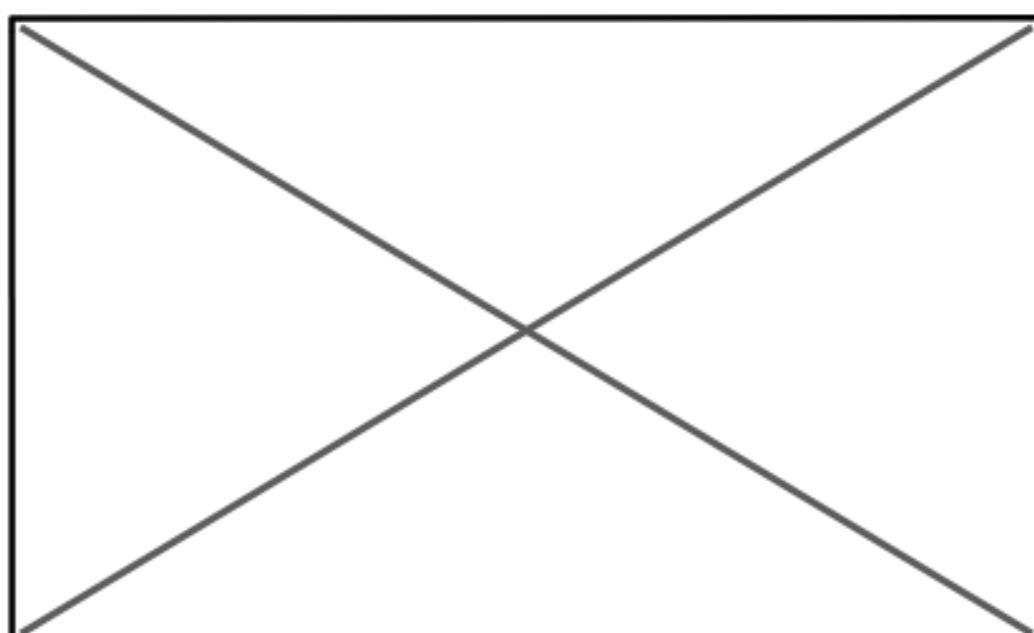
Home > What They Say

What They Say

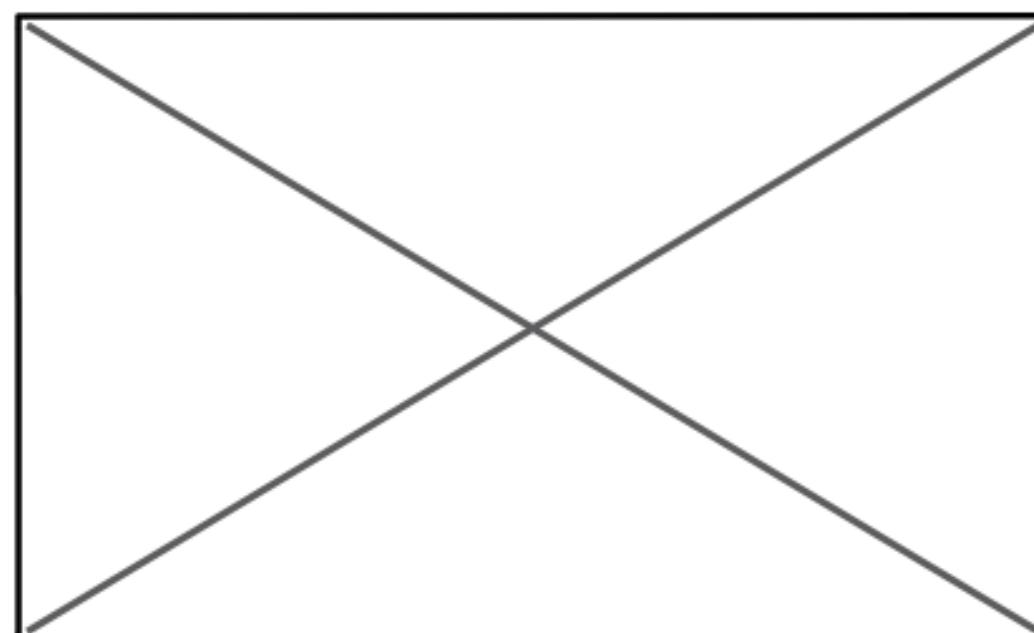
"*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*"



"*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*" "



"*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*" "



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Moodboard

The moodboard consists of a grid of images and text snippets, likely from a social media platform like Pinterest. It includes:

- Food:** Escondidinho de Calabresa, Escondidinho de carne seca Qualitá, Escondidinho de frango com mandioquinha salsa, Escondidinho de Calabresa, Escondidinho de inhame e carne moída, Sopa de batata doce com gengibre e pimenta, Escondidinho de calabresa: veja como fazer essa..., Escondidinho de Camarão e Alho-poró.
- Culture/Art:** Xilogravuras Borges, Ivan Borges, Gidé Dantas | Ilustrador, My Best Tips for Staying Organized at Life.
- Travel/Location:** Avenida Paulista by @alexrlsfilho #saopaulocity..., Galeria de Sede Walmart.com São Paulo / Estudio..., Graffiti na Avenida Paulista, Curtindo o melhor de São Paulo em 1 dia - as 7..., Espaço de Trabalho, Escritório e Coworking..., Bela Vista (SP): guia de atrações para curtir da..., Conheça o escritório da Tastemade em São Paulo, O que fazer na Avenida Paulista - São Paulo... .
- Environment/Architecture:** Fachada | Escritórios Vergueiro - Liberdade - São..., Avenida Paulista by @alexrlsfilho #saopaulocity..., Escondidinho de Calabresa.

Mockups

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**On that day when you want to make a difference in your lunch,
it is the right time to try our escondidinhos, a delicious dish
very popular in northeastern Brazil.**

Come prove our delicious menu!



Delivery

Lor ipsum Avenida Paulista.
lor sit amet, consectetur adipisicing elit, sed
do eiusmod tempor incididunt ut labore et
dolor.

[Menu](#)

Discount Cupom

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incidunt ut labore et dolore magna aliqua.

Top 5 Flavours



1

Lor ipsum dolor sit amet



2

Lor ipsum dolor sit amet



3

Lor ipsum dolor sit amet



4

Lor ipsum dolor sit amet



5

Lor ipsum dolor sit amet

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On that day when you want to make a difference in your lunch, it is the right time to try our escondidinhos, a delicious dish very popular in northeastern Brazil.

Come prove our delicious menu!



Delivery

Lorem ipsum Avenida Paulista.
lor sit amet, consectetur adipisicing elit,
sed do eiusmod tempor incididunt ut
labore et dolor.

[Menu](#)

Discount Cupom

Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.

Top 5 Flavours

1	Lorem ipsum dolor sit amet	
2	Lorem ipsum dolor sit amet	
3	Lorem ipsum dolor sit amet	
4	Lorem ipsum dolor sit amet	
5	Lorem ipsum dolor sit amet	

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Menu

Flavours

Nullam vestibulum tempus diam
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod te do.

0 \$15.00 [Details +](#)

Ut pharetra ullamcorper
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod te do.

0 \$15.00 [Details +](#)

Cras nec semper metus mauris interdum lorem
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod te do.

0 \$15.00 [Details +](#)

Nunc pretium risus eu sem ultricies
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0 \$15.00 [Details +](#)

Vestibulum ut nulla semper metus
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod te do.

0 \$15.00 [Details +](#)

Interdum et malesuada fames ac ante risus
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Aliquam orci magna, dapibus a posuere eulas
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Volutpat vivamus
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0 \$15.00 [Details +](#)

Pellentesque pretium sapien venenatis
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod te do.

0 \$15.00 [Details +](#)

If you wish, you can **customize your flavour** by [clicking here](#).

Drinks

Whisky

- Flavour 1
- Flavour 2
- Flavour 3

\$10.00

Juices

- Flavour 1
- Orange
- Flavour 3
- Flavour 4

\$10.00

Smoothies

- Flavour 1
- Flavour 2
- Flavour 3

\$10.00

Soft drinks

- Flavour 1
- Flavour 2
- Flavour 3
- Flavour 4

\$10.00

Beers

- Flavour 1
- Flavour 2
- Flavour 3
- Flavour 4

\$10.00

Wines

- Flavour 1
- Flavour 2

\$10.00

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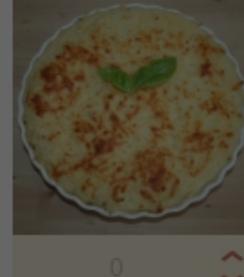
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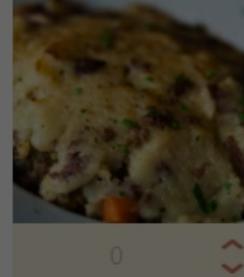
Home > Menu

Flavours

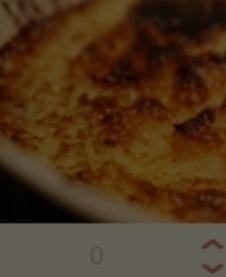
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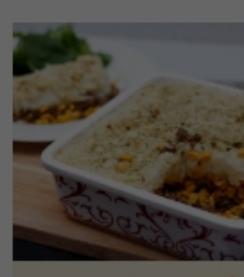
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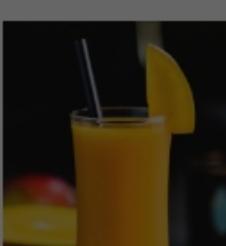
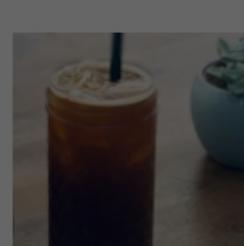
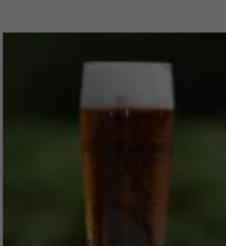
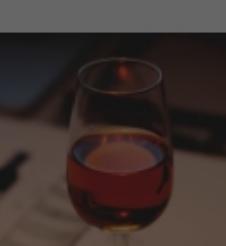
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 **Pellentesque pretium sapien venenatis**
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0 \$15.00 • Details +

If you wish, you can **customize your flavour** by [clicking here](#).

Drinks

 Whisky 0 Flavour 1 0 Flavour 2 0 Flavour 3 \$10.00	 Juices 0 Flavour 1 0 Orange 0 Flavour 3 0 Flavour 4 \$10.00	 Smoothies 0 Flavour 1 0 Flavour 2 0 Flavour 3 \$10.00
 Soft drinks 0 Flavour 1 0 Flavour 2 0 Flavour 3 0 Flavour 4 \$10.00	 Beers 0 Flavour 1 0 Flavour 2 0 Flavour 3 0 Flavour 4 \$10.00	 Wines 0 Flavour 1 0 Flavour 2 \$10.00

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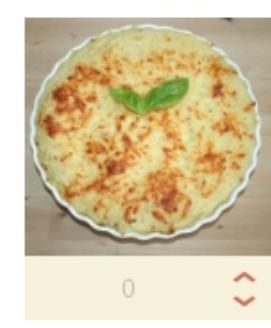
Menu

Welcome, Jaqueline!

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Consectetur adipisicing elit, sed do eiusmod te do.

[CLOSE](#)

Flavours



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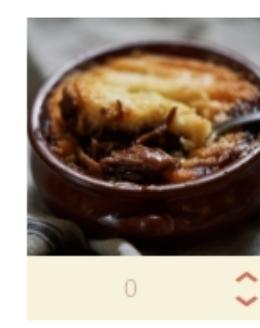
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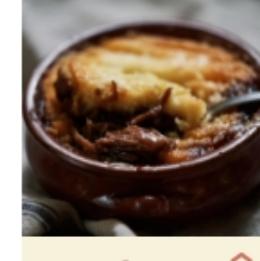
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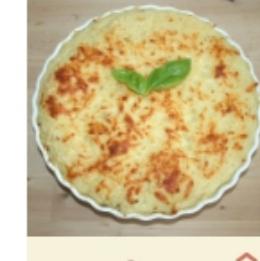
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\$15.00 • Details +

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Drinks



Whisky

Flavour 1
 Flavour 2
 Flavour 3

0

▼

\$10.00



Juices

Flavour 1
 Orange
 Flavour 3
 Flavour 4

0

▼

\$10.00



Smoothies

Flavour 1
 Flavour 2
 Flavour 3

0

▼

\$10.00



Soft drinks

Flavour 1
 Flavour 2
 Flavour 3
 Flavour 4

0

▼

\$10.00



Beers

Flavour 1
 Flavour 2
 Flavour 3
 Flavour 4

0

▼

\$10.00



Wines

Flavour 1
 Flavour 2

0

▼

\$10.00

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Customize Your Flavour

How many dishes do you want to customize?

2 

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Dish 1

Puree

Filling

Additional Ingredients

Choose up to 4 units.

<input type="checkbox"/> Additional 1 (100g)	\$1.50	0	<input type="checkbox"/> Additional 6 (100g)	\$1.50	0
<input type="checkbox"/> Additional 2 (100g)	\$1.50	0	<input type="checkbox"/> Additional 7 (100g)	\$1.50	0
<input type="checkbox"/> Additional 3 (100g)	\$1.50	0	<input type="checkbox"/> Additional 8 (100g)	\$1.50	0
<input type="checkbox"/> Additional 4 (100g)	\$1.50	0	<input type="checkbox"/> Additional 9 (100g)	\$1.50	0
<input type="checkbox"/> Additional 5 (100g)	\$1.50	0	<input type="checkbox"/> Additional 10 (100g)	\$1.50	0

Dish 2

Puree

Filling

Additional Ingredients

Choose up to 4 units.

<input type="checkbox"/> Additional 1 (100g)	\$1.50	0	<input type="checkbox"/> Additional 6 (100g)	\$1.50	0
<input type="checkbox"/> Additional 2 (100g)	\$1.50	0	<input type="checkbox"/> Additional 7 (100g)	\$1.50	0
<input type="checkbox"/> Additional 3 (100g)	\$1.50	0	<input type="checkbox"/> Additional 8 (100g)	\$1.50	0
<input type="checkbox"/> Additional 4 (100g)	\$1.50	0	<input type="checkbox"/> Additional 9 (100g)	\$1.50	0
<input type="checkbox"/> Additional 5 (100g)	\$1.50	0	<input type="checkbox"/> Additional 10 (100g)	\$1.50	0

Drinks


Whisky

Flavour 1 0
 Flavour 2 0
 Flavour 3 0

\$10.00


Juices

Flavour 1 0
 Flavour 2 0
 Flavour 3 0
 Flavour 4 0

\$10.00


Smoothies

Flavour 1 0
 Flavour 2 0
 Flavour 3 0
 Flavour 4 0

\$10.00


Soft drinks

Flavour 1 0
 Flavour 2 0
 Flavour 3 0
 Flavour 4 0

\$10.00


Beers

Flavour 1 0
 Flavour 2 0
 Flavour 3 0
 Flavour 4 0

\$10.00


Wines

Flavour 1 0
 Flavour 2 0

\$10.00

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Dish 1

Puree \$20.00 Filling \$30.00

Manioc Chicken

Additional Ingredients

Choose up to 4 units. Total ingredients achieved.

<input type="checkbox"/> Additional 1 (100g)	\$1.50	0	<input checked="" type="checkbox"/> Additional 6 (100g)	\$1.50	1
<input checked="" type="checkbox"/> Additional 2 (100g)	\$1.50	2	<input type="checkbox"/> Additional 7 (100g)	\$1.50	0
<input type="checkbox"/> Additional 3 (100g)	\$1.50	0	<input checked="" type="checkbox"/> Additional 8 (100g)	\$1.50	1
<input type="checkbox"/> Additional 4 (100g)	\$1.50	0	<input type="checkbox"/> Additional 9 (100g)	\$1.50	0
<input type="checkbox"/> Additional 5 (100g)	\$1.50	0	<input type="checkbox"/> Additional 10 (100g)	\$1.50	0

Dish 2

Puree \$20.00 Filling \$30.00

Sweet Potato Shrimp

Additional Ingredients

Choose up to 4 units. Total ingredients achieved.

<input type="checkbox"/> Additional 1 (100g)	\$1.50	0	<input type="checkbox"/> Additional 6 (100g)	\$1.50	0
<input type="checkbox"/> Additional 2 (100g)	\$1.50	0	<input type="checkbox"/> Additional 7 (100g)	\$1.50	0
<input checked="" type="checkbox"/> Additional 3 (100g)	\$1.50	2	<input type="checkbox"/> Additional 8 (100g)	\$1.50	0
<input checked="" type="checkbox"/> Additional 4 (100g)	\$1.50	2	<input type="checkbox"/> Additional 9 (100g)	\$1.50	0
<input type="checkbox"/> Additional 5 (100g)	\$1.50	0	<input type="checkbox"/> Additional 10 (100g)	\$1.50	0

Drinks

Whisky	<input type="checkbox"/> Flavour 1 <input type="checkbox"/> Flavour 2 <input type="checkbox"/> Flavour 3	\$10.00	Juices	<input type="checkbox"/> Flavour 1 <input checked="" type="checkbox"/> Orange <input type="checkbox"/> Flavour 3 <input type="checkbox"/> Flavour 4	\$10.00	Smoothies	<input type="checkbox"/> Flavour 1 <input type="checkbox"/> Flavour 2 <input type="checkbox"/> Flavour 3 <input type="checkbox"/> Flavour 4	\$10.00
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Soft drinks	<input type="checkbox"/> Flavour 1 <input type="checkbox"/> Flavour 2 <input type="checkbox"/> Flavour 3 <input type="checkbox"/> Flavour 4	\$10.00	Beers	<input type="checkbox"/> Flavour 1 <input type="checkbox"/> Flavour 2 <input type="checkbox"/> Flavour 3 <input type="checkbox"/> Flavour 4	\$10.00	Wines	<input type="checkbox"/> Flavour 1 <input type="checkbox"/> Flavour 2	\$10.00
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Confirmation Order

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Dish 1

Puree

Manioc • \$20.00

Filling

Chicken • \$30.00

Additional Ingredients

Additional 2 - 200g • \$3.00

Additional 6 - 100g • \$1.50

Additional 8 - 100g • \$1.50

Dish 2

Puree

Sweet Potato • \$20.00

Filling

Shrimp • \$30.00

Additional Ingredients

Additional 3 - 200g • \$3.00

Additional 4 - 200g • \$3.00

Drinks

Juice

Orange - 2 • \$30.00

Shipping: \$10.00

Total: \$132.00

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Billing Information

Name on Card

Jaqueline A Mariano

Company Card

Master Card

Card Number

000000 000000 000000 00

CVV

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Delivery Information

Address

000, Lorem Ipsum dolor net

City

Ipsimum

ZIP

00000 000

MM / YY

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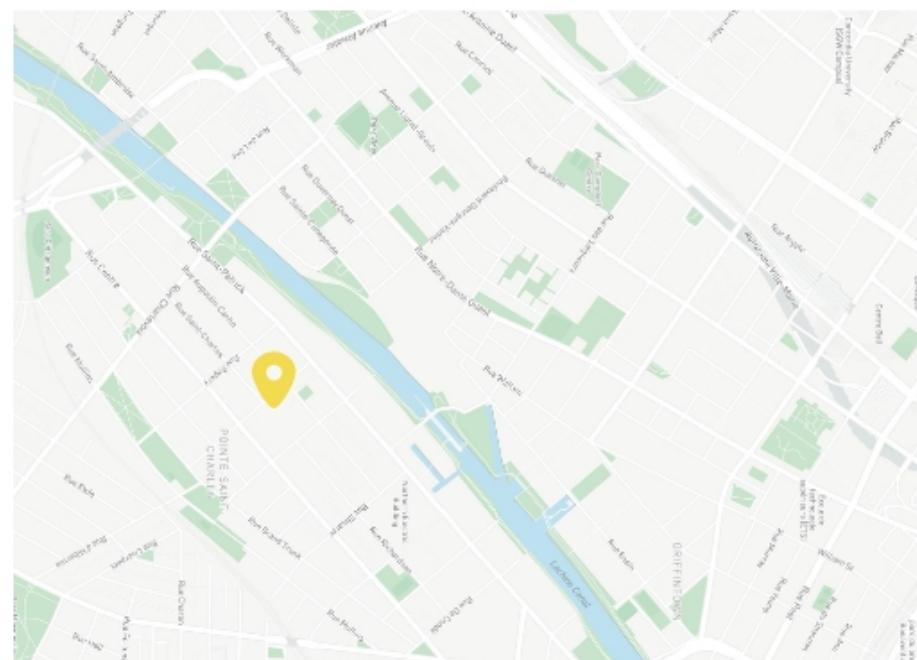


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Thank you, Jaqueline

Your order will arrive in 40 minutes.



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