



Case Studies: Menu Design

What's Inside:

A selection of menu design projects we have completed. For more information about what we do, please contact us using the information on the right side of this page.

About Us:

Fling Bar Services are committed to redefining the experience of your guests through global knowledge, efficient working ethics, innovative beverage development and creative staff training.

Contact Us:

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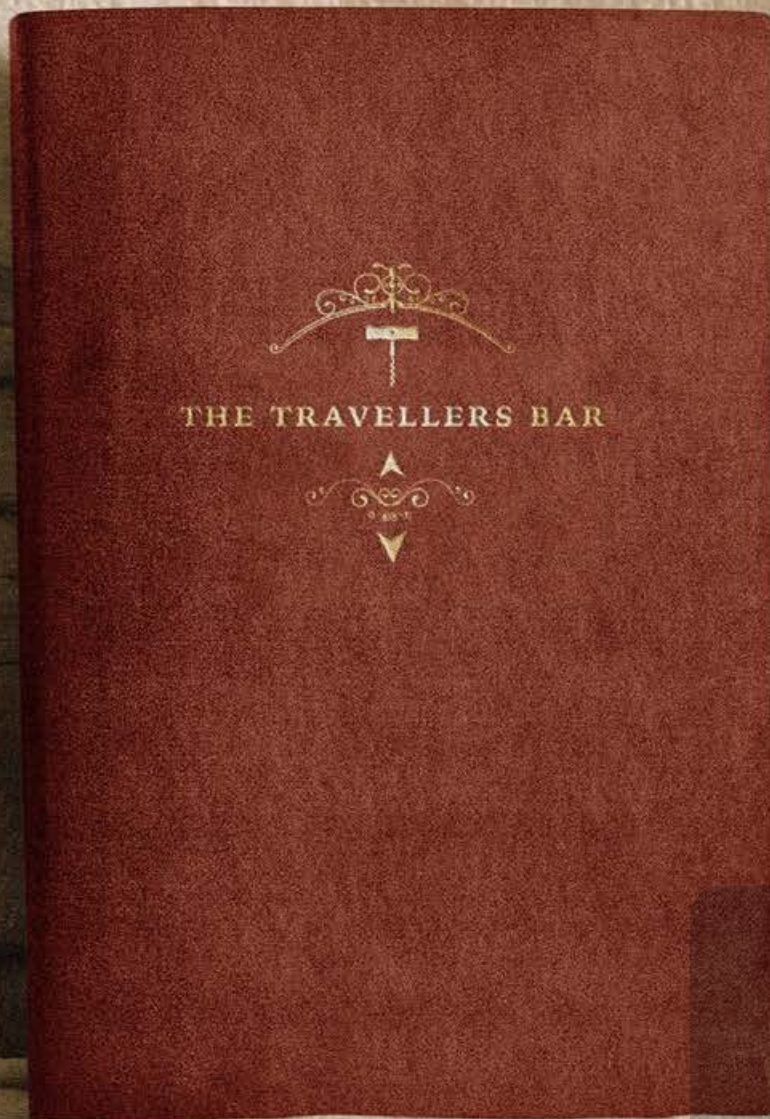


Welcome!

Thank you for requesting to see some examples of our menu design work. We are proud to have worked with so many great clients in the past few years and see the vision for their menus come to life.

Having worked as bar consultants for many years, we understand the impact a unique and creative menu can have. It is both the document that sells your drinks and the companion to your guests at the table, so its design should be given due consideration.

With this in mind, we strive to make menus that are engaging for the reader, while remaining easy to navigate. On the next pages you will see some examples of menus we feel what we do best. We hope you enjoy looking through them.



The Travellers Bar

The Travellers Bar

THE ROYAL LIVINGSTONE HOTEL, ZAMBIA

Located on the banks of the Zambezi River, just a stone's throw away from the magnificent Victoria Falls, The Royal Livingstone Hotel is a luxurious escape to the natural world. With wildlife freely roaming the grounds and the stories of Dr. Livingstone to draw from, we developed a menu concept that led guests on a journey along the Zambezi River.

WHAT WE DELIVERED:

Signature Drinks Development
Menu Design
Training and Implementation

DESIGN REQUIREMENTS:

A key request from the team at The Royal Livingstone was to develop a menu that could include photographs of the cocktails themselves.

A FEW NOTES

We gravitated towards a design inspired by a researcher's field notes, including references to locations and the stories behind each of the signature cocktails.

NATURAL COLLAGES

Graphics, illustrations, and photos were included in the design with a cut-and-paste type effect. We felt this allowed the request of photographs of the cocktails to be included in a natural and playful way.





THE WINDS

Rooftop Bar & Lounge

Welcome to The
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COCKT

Signature

Non-Alco

WINE

DRAF

SPIR

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THE WINDS

Rooftop Bar & Lounge

Drinks Menu

The Winds

The Winds

FAIRFIELD MARRIOTT, PHNOM PENH

At the heights of the 44th floor of the Fairfield by Marriott, overlooking the exciting city of Phnom Penh, you will find a lively and upbeat space to spend your evening. Vibrant dishes and colourful cocktails accompany the buzz of live music, creating a perfect social scene to unwind in with friends and family.

WHAT WE DELIVERED:

Logo and Identity Design
Signature Drinks Development
Menu Design
Training and Implementation

DESIGN REQUIREMENTS:

A specification for this menu was to create an easily adaptable list that could be edited on Canva.

KEEP IT SIMPLE

An uncomplicated but appealing menu that was easy to navigate. This let the focus remain on what is most important: the people around you.





FLOCK TOGETHER

As part of The Winds' identity, we created hand-drawn illustrations that could bring a light-hearted and friendly dynamic to the brand. These were centred around the ibis, which represents community.



THE LOUNGE

The Lounge

The Lounge

THE FOUR SEASONS, LOS ANGELES

Sophistication and elegance are what greet you at The Lounge, Beverly Hills. Enjoy light bites and beautiful wines at lunch or take in a speciality cocktail in the evening while enjoying the live piano and jazz. Here, we were asked to create a diverse cocktail list, inspired by great jazz artists of past and present.

WHAT WE DELIVERED:

Logo Mark
Signature Drinks Development
Menu Design
Training and Implementation

DESIGN REQUIREMENTS:

Create a menu that could be freely edited and updated on Canva.

Use limited colour to allow for the menu insert to be printed in-house.

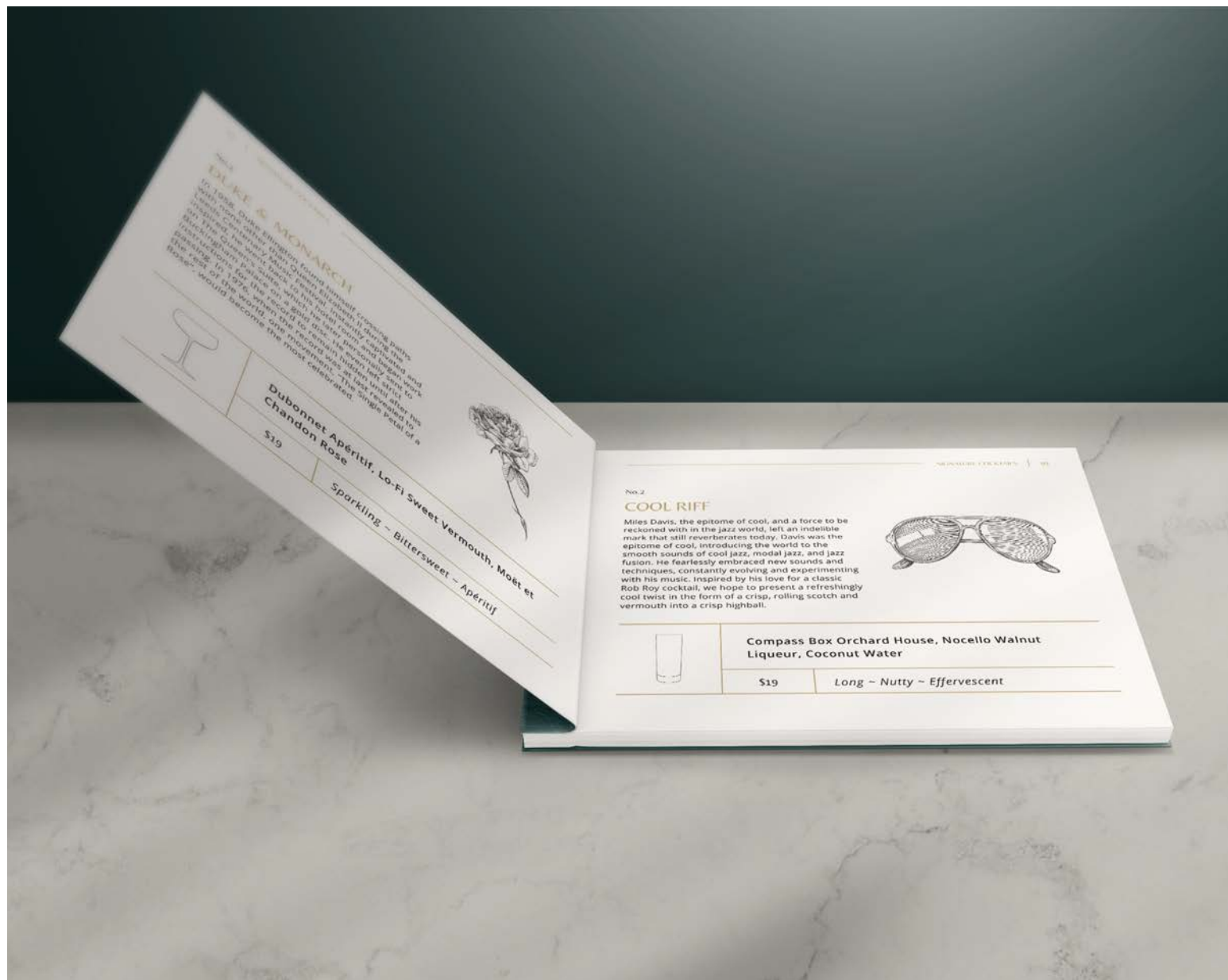


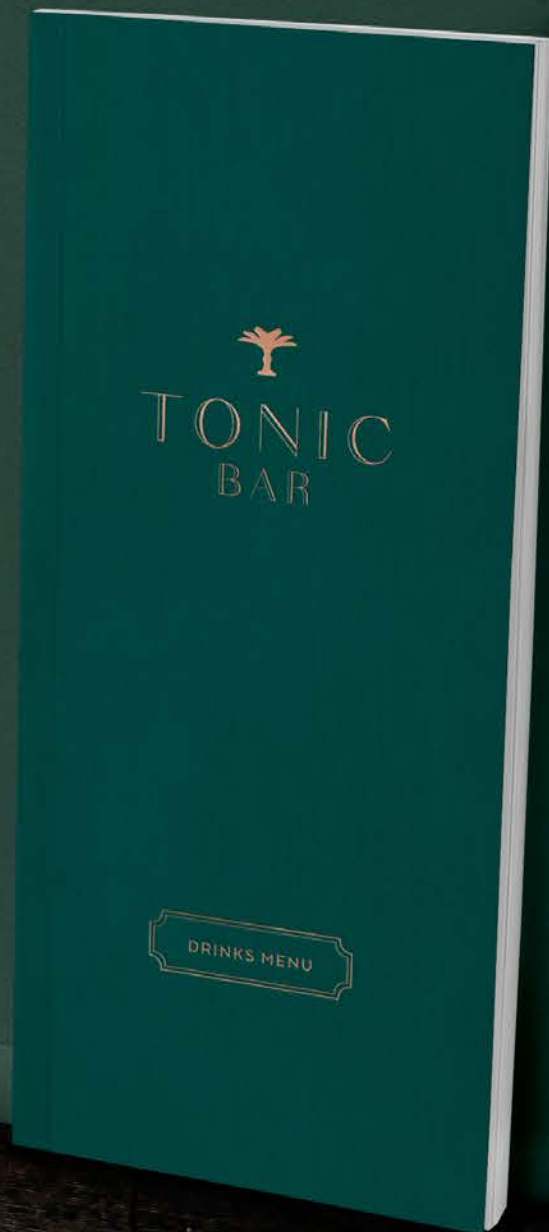
WE'VE GOT YOU COVERED

During the process, the client required assistance deciding on a direction for the menu covers. We were able to provide advice on functional binding options, as well as example mockups and final measurements to send to their supplier.

A SIMPLE PIECE, COMPLICATED

The key note given to us was to include references to the stories and artists the drinks were inspired by. Where possible, the image was chosen to encourage guests to find (or ask for) the connection.





Tonic Bar

Tonic Bar

THE FOUR SEASONS, RIYADH

Situated within the iconic Kingdom Tower, Tonic Bar is a place where luxurious hospitality meets exciting innovation and creative non-alcoholic cocktails are made to delight the senses. The direction given for the menu concept itself was to create a story that reflects the past, present, and future of the Kingdom of Saudi Arabia.

WHAT WE DELIVERED:

Signature Drinks Development
Menu Design
Training and Implementation

DESIGN REQUIREMENTS:

Provide a menu with the capacity to be printed in-house while also including a unique artistic element.

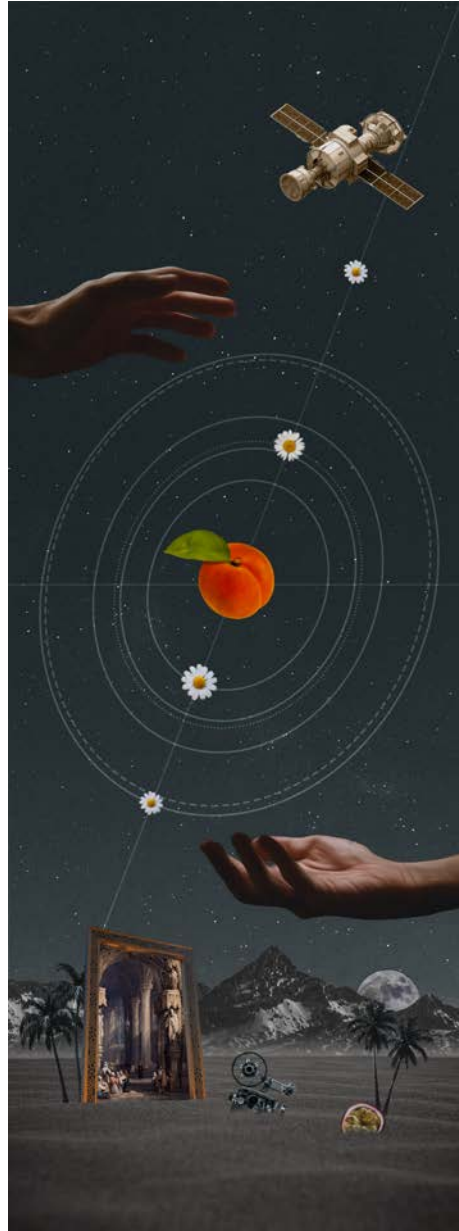
Bespoke menu covers had been made prior to our work, so the insert had to match.



CARRYING IT FORWARD

The design studio that created the logo and identity for Tonic Bar included an engraving effect through a recurring brand element. Inspired by this stylistic choice, we carried it through to the art design.





STORIES OF THE KINGDOM

This engraving effect led us to use digital filters and photoshop composition to create panels referencing the stories of our cocktail concepts.

Displayed adjacent to the two drinks they are inspired by, we hoped guests would seek out the details while awaiting their drink and enjoy making the connections.

In line with the overarching concept, we created three panels inspired by the past, present, and future of the Kingdom of Saudi Arabia.



SIGNATURE TONIC ESSENCES

All 70 SAR



SAUDI COFFEE

Small Coffee, London Essence Indian Tonic
40 SAR



GINGER AND THYME

Ginger and Thyme Essence, London Essence Indian Tonic
40 SAR



BLACK LEMON AND CUCUMBER

Black Lemon and Cucumber Essence, London Essence Indian Tonic
40 SAR



ESPRESSO

Espresso Essence, London Essence Indian Tonic
40 SAR

Tonic Water is not just a beverage, it's an integral part of Tonic Bar identity. Driven by dedication to innovation we craft our own bespoke Signature Tonic Essences redefining the boundaries of the one of the top-selling drink worldwide.

08

TONIC WATER AND MIXERS LIST

LONDON ESSENCE United Kingdom	
Original Indian Tonic Water 20 cl	40 SAR
Blood Orange and Elderflower Tonic Water 20 cl	40 SAR
White Peach and Jasmine Soda Water 20 cl	40 SAR

FRANKLIN AND SONS United Kingdom	
Indian Tonic Water 20 cl	40 SAR
Elderflower and Cucumber Tonic Water 20 cl	40 SAR
Pink Grapefruit Soda Water 20 cl	40 SAR

FENTIMANS United Kingdom	
Indian Tonic Water 20 cl	40 SAR
Commissioner's Tonic Water 20 cl	40 SAR
Light Tonic Water 20 cl	40 SAR
Oriental Yuzu Tonic Water 20 cl	40 SAR
Pink Grapefruit Tonic Water 20 cl	40 SAR
Pink Rhubarb Tonic Water 20 cl	40 SAR

POLARA Italy	
Indian Tonic Water 20 cl	40 SAR
Antica Ricetta Tonic Water 20 cl	40 SAR
Mediterranean Tonic Water 20 cl	40 SAR
Botanical Tonic Water 20 cl	40 SAR

EAST IMPERIAL New Zealand	
Tonic Water 20 cl	40 SAR
Yuzu Tonic Water 20 cl	40 SAR

DOUBLE DUTCH Netherlands	
Indian Tonic Water 20 cl	40 SAR
Slimy Tonic Water 20 cl	40 SAR
Cranberry and Ginger Tonic Water 20 cl	40 SAR
Cucumber and Watermelon Mixer 20 cl	40 SAR

All of our Tonic Waters are available to be served with a double shot of Tanqueray 00 for 60 SAR.

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SPARKLING



ROSSI-NO

Muscato Grape Natural Strawberry
40 SAR per glass
70 SAR | 1 300 SAR

BELLI-NO

Muscato Grape Natural Peach
40 SAR per glass
70 SAR | 1 300 SAR

LYRE'S CLASSICO

Light Bubbles, Tart Quench, Real Apples and Peas
40 SAR per glass
70 SAR | 1 300 SAR

ANTICA RICETTA POLARA

POLARA COLA

Refreshing and Sweet Cola
40 SAR
70 SAR | 1 300 SAR

POLARA MELOGRANO

Naturally Juicy Sparkling Pomegranate Soda
40 SAR
70 SAR | 1 300 SAR

POLARA MANDARINO

Bright and Zesty Mandarin Soda
40 SAR
70 SAR | 1 300 SAR

POLARA LIMONE AND ZENZERO

Vibrant and Lively Lemon and Ginger Soda
40 SAR
70 SAR | 1 300 SAR

10

BEERS

BIERE DES AMIS

Blond Ale, Belgium
40 SAR
70 SAR | 1 300 SAR

ASAHI DRY ZERO

Pils Lager, Japan
40 SAR
70 SAR | 1 300 SAR

PERONI

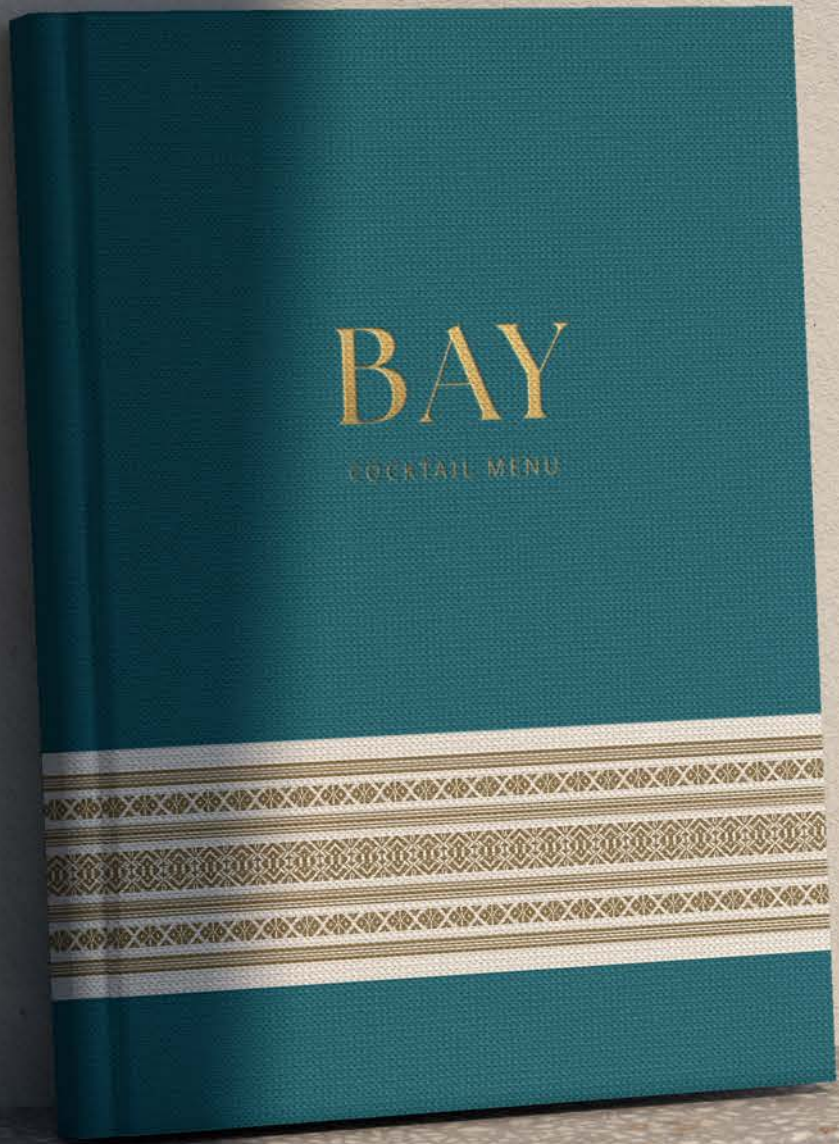
Lager, Italy
40 SAR
70 SAR | 1 300 SAR

HEINEKEN

Lager, Netherlands
40 SAR
70 SAR | 1 300 SAR



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Bay Bar

Bay Bar

RITZ CARLTON, FUKUOKA

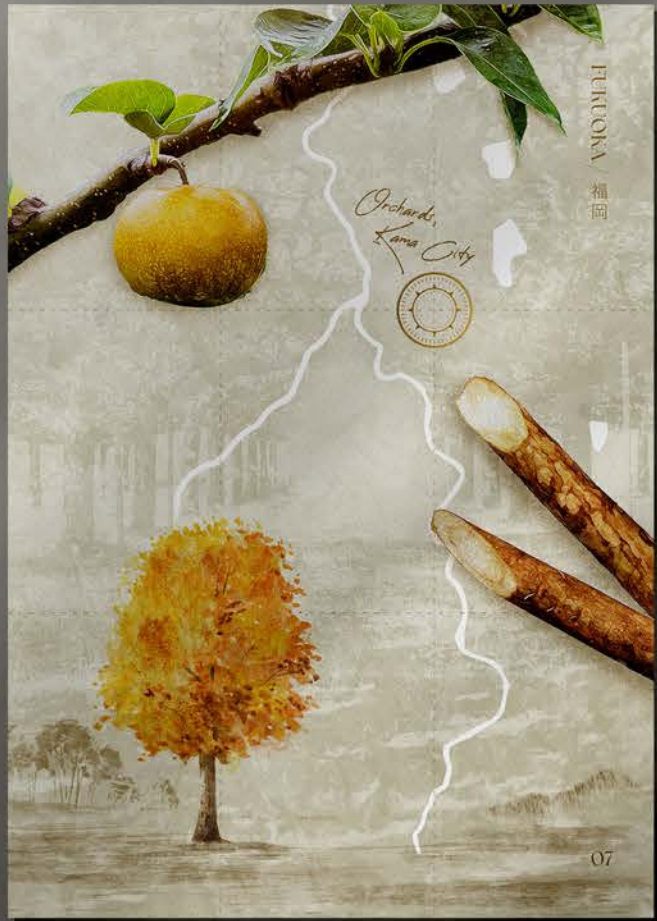
Overlooking the serene waters of Hakata Bay in Fukuoka, Bay Bar is an elegant space to drink, dine, and enjoy live music. With an interior inspired by the intricate detailing of the ships that sailed the bay, the cocktail menu naturally followed suit, telling the stories of ingredients that once travelled the seas between Japan, China, and South Korea to become local favourites.

WHAT WE DELIVERED:

Signature Drinks Development
Menu Design
Training and Implementation

DESIGN REQUIREMENTS:

For this design, the client requested we include reference to a map, as well as elements of watercolour and ink to represent traditional Japanese artworks.



MENTAI MARTINI

明太マティーニ

Grey Goose | Kome Shochu | Manzanilla Sherry | Dashi |
Mentaiko

グレイ Goose | 米焼酎 | マンサニーリヤ | だし | 明太子

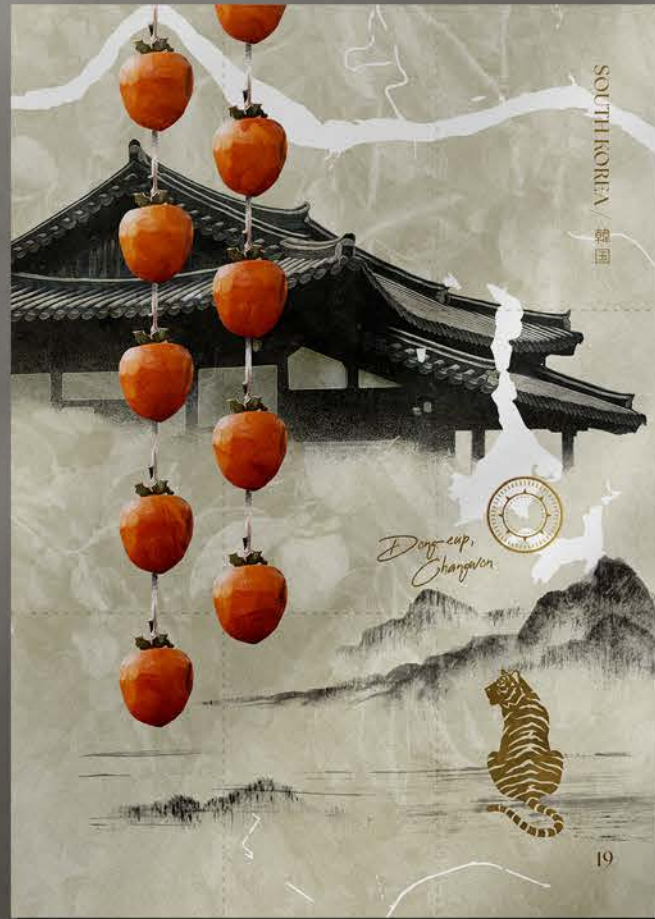
Dive into Fukuoka's linguistic charm with an ingredient as unique as the Hakata dialect. Uncover the playful expressions that define Fukuoka's character and add a flavourful twist to the conversation. Mentaiko, do you know this?

¥1,500



AQUATIC CONNECTION

Real maps were stripped back to leave just the bodies of water surrounding our points of interest. It kept the connection to the sea throughout the menu design - a reminder of our first inspiration.



TELLING THE STORY

We researched the history of each ingredient in detail, including references to their origin, myths, and folklore through the graphic elements on the page.



Thank You

Would you like to work with us?

We are always interested to find out more about your project. If you think we would be a good fit, then contact us using the details to the right and we will schedule a call with you.

Other services:

Since 2003 we have been offering consultancy, training, and menu development to hotels, bars, and restaurants around the world. Get in touch with us to find out more.

Contact us:

Email: hello@flingbarservices.com

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