

Primary Navigation Bar

- > Home (logo)
- > The Kitchen
- > Our Beers
- > Visit Us
- > About Us
- > Merch

Home Page

- Lifestyle banner image or carousel featuring pizza + beer
- Hero Tagline (placeholder): Square pizza and great beer in Portland, Maine
 - Starburst button icon in top right corner that says *Try Zesty!*
- Big buttons above the fold > order pizza, visit us, our beers, about us
- What is Detroit-style pizza? ...a below-the-fold explainer paragraph with pizza image
- Additional button CTAs for “order online” and “view full menu”
 - > **Order Pizza** directs to primary pizza page with options:
 - Brief body copy about detroit / square pizza
 - View menu
 - Order carryout
 - Order delivery
 - Questions? Give us a call
 - > **Visit Us** directs to contact page with:
 - Brief body copy
 - Map / address
 - Hours of operation
 - Contact information
 - Social feed and links
 - > **Our Beers** directs to landing page (may use 3rd party integration here)
 - > **About Us** directs to about page with anchor links for:
 - Our story
 - Employment
 - Giving
 - Distribution

Zesty (starburst or banner button CTA) - listed under beers, also has its own landing page

- Lifestyle banner with tagline overlay
- Body copy with the zesty story