



CLARENDON ST. GRILL

CONCEPT PROPOSAL

KEY MESSAGES

- Ambiance – With it's blackboard art, vertical gardens, soft lighting and modern lounge music, Clarendon St Grill has a relaxed vibe.
- Menu – A simple and delicious grill menu showcases the best cuts of meat and is complimented with a range of delicious homespun dishes and hearty vegetarian options.
- The Chef - Coming from a family of butchers, Executive Head Chef Anthony Siketa has grown up with an appreciation for high quality meat and produce. He uses only the finest cuts of meat so the steak will literally melt in your mouth.
- Service - All dishes are served on high quality stone and concrete coloured crockery and wooden boards. Staff with personality share their knowledge about produce, meat and wine. Uniforms are neat, but relaxed and long butcher style aprons are worn with pride. Guests will feel welcomed and at ease.
- Welcoming solo diners - Solo diners feel welcomed at Clarendon St Grill with high top tables where they can watch the world (or the river) go by or simply read a magazine, newspaper or ipad.

POSITIONING STATEMENT

Your senses will lead you to Clarendon St Grill.

With its freestyle blackboard art, vertical gardens, soft lighting and modern lounge music, it has a relaxed and welcoming vibe.

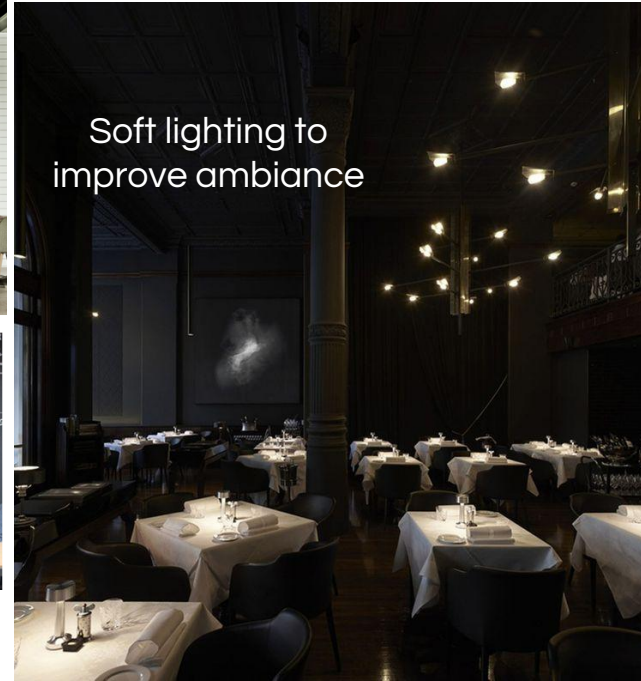
An honest grill menu showcases only the best cuts of meat, cooked to perfection to melt in your mouth. For those who can resist our steaks, a range of delicious homespun dishes and hearty vegetarian options are available.

Staff dressed in long butcher style aprons, provide service with personality and share their knowledge about the menu, produce and wine.

AMBIANCE



Soft lighting to
improve ambiance



Relaxed and intimate



- Remove dated artwork
- Install a vertical garden / a hint of greenery in the space to create a focal point/ remove focus from dated decor.
- Blackboard design painted
- Lounge music (not elevator music) to be played and extended outside of the entrance to create ambiance
- Ambient lighting levels to be complemented by new table lights
- We're emulating a gastro-pub feel

Bringing the 'outside in' to
complement the terracotta tiles



MENU



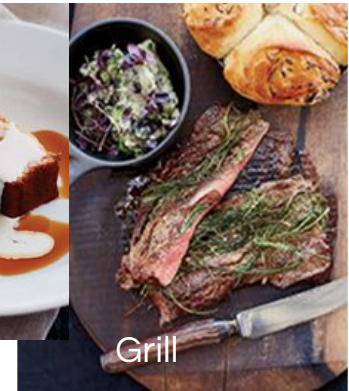
Wow factor.
Food with
impact



Healthy
options



Instagram
worthy



Grill



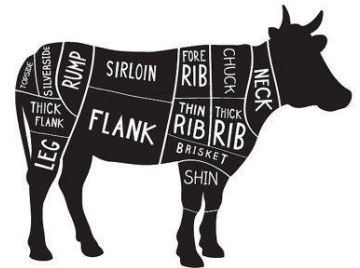
Signature dish



Theatre

SERVICE

Well presented,
stylish, friendly,
unobtrusive and
welcoming

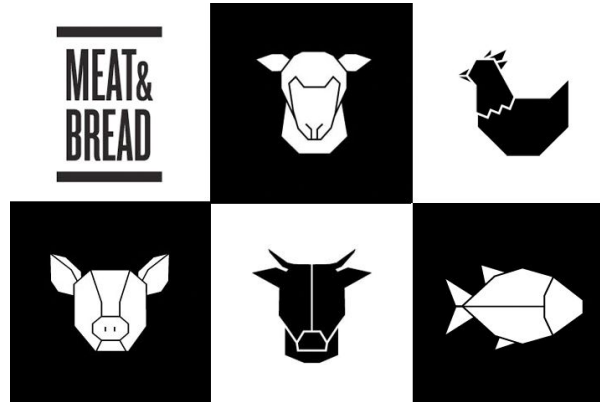


Sharing stories behind menu items,
chef and produce to support word
of mouth



Knowledgeable
about produce,
meat and wine

BRANDING



Relaxed,
contemporary,
sophisticated



Bold, yet simple



Image created with Pinthemall.net

SIGNAGE



To consider, to increase visibility within the hotel:

- Removing old lightboxes on brown wall and replacing with signage painted or attached onto walls with an arrow pointing down to Clarendon St Grill
- Painting the plastered area (indicated on the right) and adding signage to highlight CSG to people in the lobby.

