**Bennigan’s Content for Home Page**

**Navigation:**

* Home
* Our History
* Menu
* Own a Bennigan's
* Locations
* Media
* E-Club
* Contact

**Below Navigation:**

* Join Us - Use social media buttons styled just for this website (Facebook, Twitter, YouTube)
* View Menu- Find old favorites and discover new fares.
* Find a Location- Enjoy delicious food and Irish hospitality near you!

**Featured Slider Ideas:**

1/2 Price Crowd Pleasers on Mondays!- One more reason to rediscover Bennigan's.

Classic Finn’s Beer-Battered Fish & Chips- A flavorful, crispy favorite you won't want to miss.

*(Please use competitors sites for ideas as well. This area needs to be amazing, so we are open to ideas. Obviously this will be an example. The client will need to decide on promos in the future.)*

**4 Column Home Page Area Below Featured Slider:**

1. Franchise Opportunities- Bennigan’s has relaunched this 35 year old American brand in a format that will excite both consumers and investors alike.
2. Our History- We’re dedicated to providing guests with the kind of genuine, warm and high-spirited service you’d experience in a neighborhood Emerald Isle pub.
3. Current Promotions- Sit down or pull up a stool and make yourself comfortable. You're about to find out what's new at Bennigan's.
4. Email Signup- Be one of the first to find out about upcoming store openings, Bennigan's news and most importantly, our crowd-pleasing promotions.

**4 Column Footer:**

1. Check Your Balance- Find out how much Bennigan's goodness you have left on your card. You're just a click away!
2. View Menu- Yes! We still have the Turkey O’Toole™ and the Monte Cristo. Our menu combines longtime Bennigan’s favorites with innovative new American fare selections
3. Media *(NOTE: You do not need to use all this text- it is here to help you design using real content.)*
   1. Bennigan's Selected Among Top 50 Franchises for Veterans (7/27/2013)- The Legendary restaurant brand renowned for its signature Irish hospitality, is fast becoming known for another purpose: its commitment to recruiting, advancing and supporting military veterans.
   2. International Expansion Continues with Grand Opening in Larnaca, Cyprus (6/18/2013)- The newest restaurant for the nearly 100-unit chain, Bennigan’s in Larnaca is the fourth Cyprus location for franchise partners Chris and Andrew Axentiou.
   3. Bennigan's Featured on the Cover of Franchising USA (8/25/2013)- In the May Issue, Franchising USA highlights Bennigan’s remarkable comeback from brand drift, and the results from Bleeding Green.
4. Resources *(This is instead of a list of hours, which they don't want.)*
   1. Download a Menu
   2. Employment Opportunities
   3. Join the E-Club
   4. Bennigan's New Book
   5. Our Official Photo Gallery

**Bennigan’s Content for Standard Page**

*The scanned page is of the "Franchise" section. But you do not need to tailor this standard page to that particular section. Rather we need a single-page design that would apply for all sub-pages. This design MAY use "Lorem ipsum" as example text, which the home page may not.*

*You do not need to design the "steps" for the franchising section, although that would be a major bonus.*

**Page title:** Sample Page

**Content:** Nicely styled "Lorem ipsum" showing off headings, lists, paragraphs, buttons...

**Sidebar:** Create a sample "Ad" for the sidebar using food imagery. Add text below as an example of a text widget. Perhaps, " Welcome to Bennigan’s, a legendary, chef-driven neighborhood pub and the perfect place to kick back and experience the genuine spirit of Irish Hospitality. Join us to enjoy craveable, crowd-pleasing food and a bountiful selection of ice cold beers, specialty drinks and wines."