Mavericks Menu Spring 2014

We are using the same format as our previous menu; a 3 panel/6 view 14”x8.5” café cover menu. One sheet is the cover, with logo and photos. Other 5 sheets are the menu copy. Here is how they lay out:

Pg 1 – Cover

Pg. 2 – Starters and Sharables / Salads / Soups

Pg. 3 – Sandwiches / Great, Big Burgers

Pg. 4 – Pizza / Stromboli & Calzones

Pg. 5 – Mavericks’ Classics / Just Right Menu

Pg. 6 – Beverages / Desserts

Overall, most of these pages will have **less** content then our previous menu allowing you to use a larger font in places and in other areas have more “white space”. After you’ve laid out the copy you can experiment with font sizes and spacing depending on how it looks.

I’ve sent some pictures of the restaurant so you can get an idea of what it looks like. I’d like the menu design to complement the restaurant design. Our restaurant is casual but for our area (rural, northeastern Colorado), our dining room is nicer than most. I’d like to see the clean, uncluttered look we’ve created for the dining room reflected in the menu.

The change in our logo will also help you see what we’re looking to achieve. Comparing the logo on our current menu with our new menu you can see we’ve eliminated the cowboy hat. This was a conscious decision to make the restaurant seem more contemporary and less “country”. So don’t add graphics of images that would blatantly suggest country – wagon wheels, cowboy boots, etc. You will also notice we’ve changed from what could be described as a “cartoonish” font (the lettering of “Mavericks”) to a more straightforward, classic font. We’d like to see these changes continued through the rest of the menu design. No fonts that would suggest a “country” or “western” image.

Some things I’d specifically like to see with this new menu design compared to our current menu:

1. Colors – Obviously, you have to consider the colors in the logo and you can’t use anything that would clash with those colors. I like the “warmth” of the colors used in our current menu. I’d like you to use similar warm colors but I would like the colors to be different so it’s obvious to our regular customers that it’s a new menu.
2. Graphics – I like graphic as opposed to photographs but I don’t particularly like the graphics on this menu. For some reason, the folks at Sysco couldn’t come up with anything better. Regarding the current menu, I think the hamburger and pizza graphics are terrible. The steak graphic is mediocre. The soup and wine glass are acceptable. If you could find all new, better graphic – that would be great.
3. Category headings with larger, shaded capital letters – I liked it but it’s probably time for a new look.

I hope this helps you understand what I’m looking for in a broad design sense. Regarding the copy itself, the next pages give a page by page listing of the menu copy. Items in red are notes to you and are not meant to be printed.

I make reference to our current menu throughout the following. Elliott has the file containing that menu.

Thanks for your assistance,

Steve Baldwin - cell (970)301-0953

(Page 1)

Cover

**Screen into background** – Use photo filename “Barn Door for Mav”

**Upper 1/3 of Cover page**:

Use the following two photos which will go in the area that the photos on the current menu now occupy: filenames, “two old cars” and “sun with road”

**Middle of page**:

Our new logo. See attachment filename: “Mav Restaurant logo”. I’m sending the entire zip file. You can use the format that will give you the best results.

Delete the Current…. “Family Owned and Operated….” We’ve added Est. 1987 to our new logo.

**Bottom of the page**

contact info as it appears now:

1409 Barlow Road, Fort Morgan - 970-542-9482

Note: the “upper 1/3” and “middle of page” references above are only guidelines. After you’ve laid it out, feel free to move the different elements around to make the cover looked balanced and attractive

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**(Page 2)**

**Starters and Sharables**

Artichoke and Spinich Dip

A blend of marinated artichoke hearts, cream cheese, leaf spinach, and sharp parmesan. Accompanied with Mavericks bread and dipping veggies. 8.99

Bloomin’ Cactus

A sweet, colossal onion sliced to bloom, battered and fried to a golden brown. Served with Cactus Sauce. 6.99

Italian Nachos

Crispy wonton chips, Italian sausage, black olives, jalapenos, sliced peperoncinis, diced tomatoes, drizzled with rich Alfredo sauce and topped with melted mozzarella. 9.99

Fried Pickles

Our version of a Southern specialty. Dill pickle slices lightly hand breaded and golden fried. Served with homemade ranch dressing. 4.99

Buffalo Wings

Cool ‘em down with our homemade bleu cheese dressing. 6.99

Loaded Cheese Fries

We mix in some bacon and sautéed onion, then melted cheddar cheese over the top. 7.99

**(Page 2 – con’t)**

**Salads**

*These garden fresh salads are served with our freshly baked Mavericks’ bread or an apple*.

Caesar Salad

Tender, charbroiled chicken breast served on a bed of fresh Romaine lettuce, tossed with Caesar dressing, parmesan cheese, and croutons.

Chicken 9.49

Salmon 12.49

Fiesta Salad

Your choice of fajita beef or chicken with lettuce, shredded cheddar cheese, tomatoes, onions and croutons. Served with a side of pico de gallo.

Beef 9.99

Chicken 9.49

Chicken Tender Salad

Crispy chicken tenders served hot over a bed of fresh lettuce, cheddar cheese, tomatoes, onions, and your choice of dressing. 9.49

Apple Orchard Salad

Sliced grilled chicken breast, fresh mixed greens, with cranberries, chopped walnuts, red onions and bleu cheese crumbles. Garnished with dried apple chips. 11.49

Rancher’s Salad

Seasoned strips of sautéed beef with grilled onions and mushrooms on a cool bed of greens. Sprinkled with diced tomatoes and bleu cheese crumbles. 10.99

Cobb Salad

Tender strips of chicken breast on a bed of fresh greens, tomato, onion, cheese, slices of

hard-boiled boiled egg, diced bacon, crumbled bleu cheese, croutons and your choice of dressing. 10.49

Chef Salad

Classic combination of sliced turkey, ham, Swiss cheese, and cheddar cheese mixed with salad greens, onions, tomatoes, topped with a sliced hard-boiled egg. 10.49

Greek Salad

An authentic Mediterranean salad of tender chicken, juicy tomatoes, sliced red onion, crumbled feta cheese, and black olives. Served with Greek dressing. 10.49

**(Page 2 – con’t)**

**Soups**

*All selections homemade in our kitchen and available every day.*

Chicken Enchilada Soup

Topped with pico de gallo and tortilla strips.

French Onion

Sweet caramelized onions in a savory broth. Crowned with baked mozzarella.

Cup 2.99

Bowl 5.49

**(Page 3)**

**Sandwiches and Wraps**

*Includes your choice of homemade mashed potatoes, hand-cut French fries, or kettle chips. Substitute onion rings, a side salad or cup of soup for an additional $1.99*

Pot Roast Dip

Tender chuck roast slow cooked with onions and carrots. Topped with melted cheese and grilled green peppers. Au jus for dipping. 10.49

Grilled Chicken Sandwich

With hickory-smoked bacon, lettuce, tomato, melted cheese and ranch dressing. Served on a brioche bun. 10.99

Club Sandwich

Delicious triple decker sandwich with turkey, ham, bacon and Swiss cheese. 11.99

Reuben Sandwich

Layered under melted Swiss, fresh sauerkraut and homemade 1000 Island Dressing. Served on Marbled Rye. 11.99

Turkey Bacon Melt

Served on our delicious grill-pressed steak roll with tomato slices and mozzarella cheese. 10.49

Fish Sandwich

Premium cod filet, hand breaded in Japanese-style Panko bread crumbs. Topped with melted American Cheese and served with tomatoes, pickles and tartar sauce. 10.49

BLT

Crisp hickory-smoked bacon, fresh shredded lettuce and tomato slices make up this classic. 8.49

Tuna Melt

Made fresh with solid white albacore and premium mayo. Grilled with real Swiss cheese on your choice of white or rye bread. 8.99

Buffalo Chicken Wrap

Crispy chicken spun in a fiery sauce and wrapped up in a garlic herb with shredded lettuce, chopped celery, cheddar cheese and bleu cheese dressing. 10.99

Southwestern Fajita Wrap

Marinated strips of chicken or beef sautéed with grilled onions and peppers served on a grilled tortilla with cactus sauce, lettuce, shredded cheddar, sour cream and pico de gallo.

Chicken 10.99 Beef 11.49

Roast Beef Wrap

Thinly sliced beef with melted pepper jack cheese, romaine lettuce, tomato, roasted red pepper and tomato. Served in a garlic herb tortilla with horseradish spread. 11.99

**(Page 3 con’t)**

**Great, Big Burgers** *Served with hand-cut French fries or kettle chips*

*Hand formed from our never frozen, special house beef grind. Served on a locally made, artisan brioche bun. We’ve raised the bar on “burgers and fries”.*

Hamburger\* 9.49

Cheeseburger\* 9.99

Bacon Cheeseburger\* 10.99

Patty Melt on Marbled Rye\* 9.99

BBQ Bacon Cheeseburger\* 11.49

Swiss Mushroom Burger\* 10.99

Jalapeño Cheddar Burger\* 10.99

Philly Burger\* 10.99

grilled onions, peppers, mozzarella

So-Cal Guacamole Burger\* 11.99

Fresh guacamole , jack cheese, onion straws

One new thing; our local health department is requiring us to add the following disclaimer on menu pages that feature foods that can potential be raw or undercooked:

*Some menu items contain (or may contain) raw or undercooked product.*

*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs*

*may increase your risk of foodborne illness.*

The items to which the above warning applies have to be identified with an asterisk. I will mark the items on the menu which need an asterisk. Any menu page that has one or more of these items has to have the disclaimer at the bottom of that pages (burgers, steaks, certain seafood, etc). Please make the asterisks and the disclaimer as inconspicuous as possible.

**(Page 4)**

**Mavericks’ Pizza\* *“…so that’s what pizza’s supposed to taste like!”***

We know you could have ordered a pizza from the comfort of your couch. But you came out to Mavericks – so for that, you deserve better than ordinary! Try one of our amazing pizzas baked in an authentic stone deck pizza oven, gently ladled with our sauce flavored with fresh herbs, and then topped with a generous amount of cheese. Enjoy!

*\*put all the above in a box or colored shaded area to set apart*

**Available Toppings**

Pepperoni – Italian Sausage – Sliced Sirloin – Bacon – Ham – Grilled Chicken

Extra Cheese – Ricotta Cheese – Mushroom – Onion– Green Pepper

Black Olives – Tomato –Spinach - Pineapple – Jalapeño

**Build Your Own Pizza**

Cheese

Small 6.99 Medium 9.99 Large 12.99

Each Additional Topping

Small .99 Medium 1.49 Large 1.99

**House Specialty Pizzas**

Classic Italian

Italian Sausage, Onion, Green Pepper

Small 8.49 Medium 12.99 Large 17.49

The Butte

Pepperoni, Italian Sausage, Onion, Mushroom, Green Pepper

Small 9.49 Medium 14.99 Large 18.49

Meat Extravaganza

Pepperoni, Italian Sausage, Sliced Sirloin, Ham

Small 9.99 Medium 15.49 Large 19.49

The Hawaiian

Ham, Pineapple

Small 7.99 Medium 11.99 Large 16.49

Barbeque Chicken

Grilled Chicken, Bacon, Onion, with a sweet Barbecue Sauce

Small 8.49 Medium 12.99 Large 17.49

The Primavera

Green Pepper, Onion, Mushroom, Black Olives, Tomato

Small 7.99 Medium 11.99 Large 16.49

Three Cheese Pizza

Mozzarella, Ricotta, Parmesan

Small 8.49 Medium 12.99 Large 17.49

Luigi’s Special

Pepperoni, Italian Sausage

Small 8.49 Medium 12.99 Large 17.49

*Add a salad to your pizza for 1.99*

**(Page 4 – Con’t)**

**Strombolis and Calzone**

*Whether you go with the “pizza turnover” (Stomboli) or the “half moon pizza” (Calzone); a pizza by any other name is just as delicious.*

Little Italy Stromboli

Italian Sausage, Green Pepper, Onion and Mozzarella 10.99

Mulberry Stromboli

Pepperoni, Ham, Italian Sausage, Mushroom, Onion and Mozzarella. Our #1 best selling ‘boli! 11.49

Hot Italian Beef Stromboli

Thinly Sliced Beef with Roasted Garlic, Sautéed Onions and Green Peppers and Mozzerella. Served with au jus for dipping. 11.49

San Gennaro Calzone

Pepperoni, Grilled Chicken, Onion, Green Pepper, Mushroom, Roasted Garlic, Mozzarella and Ricotta Cheese. 10.49

Sausage Florentine Calzone

Spicy Italian Sausage, Spinach, Onion, Mushroom, Roasted Garlic, Mozzarella and Ricotta Cheese. 10.99

*Add a salad for $1.99*

**(Page 5)**

**Mavericks’ Classics**

*All dinner are served with our “fresh from the oven” bread and any two side items listed at the bottom of this page.*

**\****Mouthwatering Selections from the Heart of Beef Country*

Chicken Fried Steak

The one that made us famous! Tender beef, hand breaded and fried to a golden brown. Topped with cream gravy. 13.99

Homestyle Pot Roast

Slow roasted until it fallin’ apart tender. 13.99

Hanger Steak Medallions\*

Sirloin medallions simmered in a tomato-mushroom pan gravy. 14.59

Petite Bistro Steak\*

A 6oz. sirloin steak. Tender and flavorful. 13.49

Sirloin Tip Steak\*

An expertly seasoned 10 oz. steak charbroiled for a truly satisfying taste. 17.49

New York Strip\*

10 oz cut, juicy and full of robust flavor. 18.99

Ribeye Steak\*

A 12 oz. cut of our most tender steak. 21.99

*\*The items above and the items below should all appear to fall under the heading “Mavericks’ Classics” however this “Beef” section should be set apart somehow, i.e. boxed, shaded, whatever you can come up with. See current menu.*

(Page 5 – Con’t)

(Mavericks’ Classics con’t – none beef items)

Chicken Tender Dinner

A hearty portion of hot, crispy breaded chicken breast tenderloins. 11.99

Fish and Chips Dinner

Fresh cod filets, dredged in coarse Panko bread crumbs. Goes great with fries and a salad. 13.99

Skip the salad 11.49

Bourbon Street Salmon\*

Just a hint of sweetness gives your salmon filet just the right flavor. 14.99

Baked Cod Filet

Topped with seasoned bread crumbs and drizzled with a light lemon butter sauce. 13.99

\*Classic Fajitas

Your choice of seasoned steak, chicken, or a combination of both; grilled with onions and peppers and served with warm tortillas and pico de gallo. Includes a side plate of traditional accompaniments. 14.99

\*please set Fajitas apart from other menu items in Classic section by boxing/highlighting/reverse – your choice

(Page 5 – Con’t)

**Just Right Menu**

*We feature smaller versions of some of our most popular items at reduced pricing.*

*All dinners (except the Soup and ½ Sandwich and the burgers) include our delicious bread and one side item from the list at the bottom of this page.*

Chicken Fried Steak 10.99

Pot Roast 10.99

Petite Bistro Steak\* 11.99

Chicken Tenders 9.99

Salmon\* 10.99

Hamburger or Cheeseburger\* 7.49

Soup and Half Sandwich

ham, turkey, BLT, or tuna 7.49

**Side Items\***

*Dinner Salad – Soup – Hand-Cut French Fries – Baked Potato – Homemade Mashed Potatoes – Apple Sauce-Broccoli – Tomato Slices – Cottage Cheese – Kettle Chips*

*\*box or similar*

**(Page 6)**

*Sorry for the visually unappealing way this page is laid out – I’m sure you can do much better. At least the copy is correct. I’m attaching my wine list from my other restaurant; filename, BMG\_WineList\_Master. If you can do a similar format of putting the glass prices and the bottle prices in columns; that would be great. Don’t know if the wine descriptions below (which we don’t have on the Blue Mesa menu) will make this more difficult but give it a try. By the way, if you can use the glass and bottle icons as column headings, like I have on the Blue Mesa menu, that would be good. If not, just spell out “Glass” and “Bottle”.*

*The “M” before the two Leese-Fitch wines, Chardonnay and Cabernet Sauvignon is then tied in at the bottom (like you would use an asterisk) to explain to guests about our house wine. If you could take the “M” from “Mavericks” in our log; that would be good. If you can’t, then use some other kind of icon.*

*By the way, you can delete all the “$” to be consistent with the rest of the menu.*

**Wines**

**the Whites**

**14 Hands Riesling Gls. $7 Btl. $27**

Bright flavors of white peach and mandarin orange followed by sweet-tart finish

**La Crema Pinot Gris Monterey**

Yellow plum and ripe pear are punctuated with sweet spice and tropical notes **G $8.50 B $30**

**M - Leese-Fitch Chardonnay**

Refreshing flavors of grapefruit and apple, sure to become an instant favorite **G $6 B $23**

**Cambria Chardonnay Katherine’s Vineyard**

Subtle tropical aromas with pineapple and stonefruit balanced out by oak and vanilla **B $32**

**Beringer White Zinfandel**

Fresh strawberry and melon flavors with a clean citrus finish **G $6 B $19**

**the Reds**

**Angeline Pinot Noir**

Ripe berry flavors layered with creamy vanilla and a sweet toasty oak finish **G $7 B $27**

**Kenwood Merlot Yulupa Series**

Cherry and plum character combine with notes of cinnamon and vanilla **G $7 B $24**

**Pennywise Merlot**

Bursting with summer sweet cherry and cranberry held together with dark chocolate **B** **$35**

**M - Leese – Fitch Cabernet Sauvignon**

Blackberry cobbler with dark cherry and dried fig blended with toasted vanilla **G $6 B $23**

**Sean Minor Cabernet Sauvignon**

Flavors of blackberries and ripe plum, entwined with hints of mocha and black pepper **G $9.50 B $39**

**Foppiano Russian River Petite Sirah**

Full-bodied, bold berries comingled with dark toasted hazelnuts and sweet vanilla **B $27**

**Domaine Jean Bousquet Malbec**

Rich blackberry aromas and black pepper notes with ripe plum and chocolate flavors **G $7 B $27**

**(Page 6 con’t)**

**M - Mavericks Restaurant’s House Pours –**

We Proudly Serve Leese-Fitch because we believe that “house wine” should not be synonymous with cheap wine. These wines combine superior winemaking with exceptional value.

Cheers!

**Specialty Drinks**

**Maverick Margarita**

Featuring Jose Cuervo Gold Tequila. Our locally popular take on a famous classic. **$8**

**Legendary Bloody Mary**

It’s all about the recipe. Bold and spicy - trust us, you’ll love it! **$7**

**Paradise Punch**

Malibu rum, strawberry puree and a splash of pineapple **$7**

**Lemon Drop Martini**

Absolut vodka, triple sec, cane sugar and fresh lemon with a sugar rim **$7**

**Long Island Iced Tea**

Our new specialty! A perfect blend of crisp and refreshing. Experience one of our delicious fruit flavored Long Island Iced Teas, available in **Strawberry, Mango or Raspberry $8**

**Desserts**

Same Desserts and Descriptions as current menu with these price changes:

Deep Dish Triple Berry Cobbler – 6.99

Hot German Blondie – 6.99

Ice Cream – 1.49 / 2.49

Ice Cream Sundae – 3.99

Homemade Brownie Bottom Pie - 5.99