EST. 1737

# JAMES PETTIT

WINE MERCHANTS

Wine Menu Design Service

# OUR WINE MENU SERVICE

James Pettit are pleased to offer premium quality menu designs free of charge to customers who buy their wines from us. We have teamed up with one of the finest printers in the UK, who will ensure your menus are printed on long lasting, quality materials. Whether you are after a simple tent card to highlight a few wines or a dedicated list, we cater for all.

We all need a wine list to instruct our customers what our offering is. Whether you're a bar offering a simple range or a fine dining restaurant you will need a list that helps to sell those wines to your patrons. James Pettit & Company Wine Merchants will help you construct a well thought out list to enhance your venue.

We'll help position the wines on your list to encourage customers to trade up with customer experimentation and up-selling which is ultimately all about increasing sales and maximising margin.

A great training aid for your staff and can be adapted to help promote wine and food matching. We really admire a list that can be read in three minutes that offers a lot of variety and a mix of things familiar and exotic. This sort of list shows thoughtfulness, restraint, respect for customers, and simple good taste.

James Pettit & Company know the marketplace we work within and would be pleased to share our knowledge to help you deliver what can be a daunting task to others.

**WE WILL DO ALL OF THIS FOR YOU FOR FREE**

So if you are after a new wine menu professionally structured, designed and printed or are looking for a mini promotion to drive interest and activity then please feel free to talk to us.

The following pages present the huge variety of designs available to you and your venue. Some of these are interchangeable with different covers, some of them will be designed as seen so please bear in mind what you would like to get from your list and what reflects your outlet best. We've also added a handy guide on each style based on how many wine you'll be selling.

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## A. A4 - BOLD ONE SIDED




**PERFECT FOR:** A FAST PACED VENUE THAT DOESN'T NEED TASTING NOTES. BURGER, PIZZA, CAFE STYLE

**NO OF WINES:** 25 - 30 WINES WITHOUT TASTING NOTES
(LESS THAN THIS PLEASE CHOOSE ANOTHER TEMPLATE)

## B. A5 - WAVY ONE OR TWO SIDED




**PERFECT FOR:** MODERN VENUE WITH MINIMAL DETAILS NEEDED ON WINES

**NO OF WINES:** SINGLE SIDED - 9-12 wines without tasting notes
DOUBLE SIDED - 18-24 wines without tasting notes

PLEASE NOTE THE BOARDS, STANDS ETC ARE NOT INCLUDED

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## C. SLIM FUNKY










**PERFECT FOR:** MODERN VENUE WITH SMALLER WINE LIST AND SHORT TASTING NOTES

**NO OF WINES:** 8 - 10 WINES

**NOTES:** THIS TEMPLATE CAN ALSO BE USED FOR COCKTAILS AND ADDITIONAL DRINKS, AS SHOWN, IF DAYLA & JAMES PETTIT ARE FULL SUPPLY.

PLEASE NOTE THE BOARDS, STANDS ETC ARE NOT INCLUDED

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## D. TABLE TALKER 1




**PERFECT FOR:** A CASUAL VENUE WITH SMALL WINE OFFERING

**NO OF WINES:** 12-15 WINES (OR 10 WINES AND OTHER DRINKS)

*THIS DESIGN WILL BE AS SEEN, AND ILLUSTRATIONS ADDED TO FIT SPACE*

## E. TABLE TALKER 2




**PERFECT FOR:** A CASUAL VENUE WITH SMALL WINE OFFERING

**NO OF WINES:** 12-15 WINES (OR 10 WINES AND OTHER DRINKS)

*OPTION TO CHANGE THE BACKGROUND PATTERN ON THIS DESIGN, TEXT STYLE WILL STAY THE SAME*

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## F. A5 FOLDED TRADITIONAL










**PERFECT FOR:** VENUES WITH AT LEAST 6 WINES PER SUB-CATEGORY AND STANDARD TASTING NOTES. MORE TRADITIONAL VISUAL STYLE

**NO OF WINES:** 18 - 21 WINES, PLEASE CHOOSE ALTERNATIVE TEMPLATE IF THIS DOES NOT FIT

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION

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## G. A5 FOLDED CONTEMPORARY 1













**PERFECT FOR:** VENUES WITH AT LEAST 6 WINES PER SUB-CATEGORY AND STANDARD TASTING NOTES

**NO OF WINES:** 18 - 21 WINES, PLEASE CHOOSE ALTERNATIVE TEMPLATE IF THIS DOES NOT FIT

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION

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## H. A5 FOLDED CONTEMPORARY 2













**PERFECT FOR:** VENUES WITH AT LEAST 6 WINES PER SUB-CATEGORY AND STANDARD TASTING NOTES

**NO OF WINES:** 18 - 21 WINES, PLEASE CHOOSE ALTERNATIVE TEMPLATE IF THIS DOES NOT FIT

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION

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## I. TALLER FOLDED 1




**PERFECT FOR:** CONTEMPORARY CLASSIC VENUES WITH AT LEAST 7 WINES PER SUB-CATEGORY AND STANDARD TASTING NOTES

**NO OF WINES:** 21 - 24 WINES, PLEASE CHOOSE ALTERNATIVE TEMPLATE IF THIS DOES NOT FIT

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION. BEAR IN MIND DARK INTERIOR STYLE

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## J. TALLER FOLDED 2













**PERFECT FOR:** VENUES WITH AT LEAST 7 WINES PER SUB-CATEGORY AND STANDARD TASTING NOTES

**NO OF WINES:** 21 - 24 WINES, PLEASE CHOOSE ALTERNATIVE TEMPLATE IF THIS DOES NOT FIT

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION

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## K. SQUARE STANDARD













**PERFECT FOR:** VENUES WITH A LARGE WINE OFFERING AND ADDITIONAL DRINKS

**NO OF WINES:** SINGLE FOLDED DESIGN - 10 - 12 WINES WITH BACK PAGE OF OTHER DRINKS / 15 - 18 WINES INCLUDING BACK PAGE
STAPLED DESIGN 25 - 30 WINES WITH 2 PAGES OF OTHER DRINKS / 30 - 36 WINES WITH 1 PAGE OF OTHER DRINKS / 36 - 42 WINES

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION

## L. SQUARE ART DECO




**PERFECT FOR:** VENUES WITH A LARGE WINE OFFERING AND ADDITIONAL DRINKS

**NO OF WINES:** SINGLE FOLDED DESIGN - 10 - 12 WINES WITH BACK PAGE OF OTHER DRINKS / 15 - 18 WINES INCLUDING BACK PAGE
STAPLED DESIGN 25 - 30 WINES WITH 2 PAGES OF OTHER DRINKS / 30 - 36 WINES WITH 1 PAGE OF OTHER DRINKS / 36 - 42 WINES

**PLEASE NOTE:** THE INTERNAL TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER FROM IMAGE SELECTION

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## M. A4 SINGLE / DOUBLE SIDED CLIPBOARD




**PERFECT FOR:** MODERN VENUE WITH A MINIMAL STYLE

**NO OF WINES:** 8 - 12 WINES (ONE SIDED) OR 16-20 WINES (TWO SIDED), PLEASE CHOOSE ALTERNATIVE TEMPLATE IF THIS DOES NOT FIT

**PLEASE NOTE:** THE TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A MARGIN IMAGE FROM IMAGE SELECTION

PLEASE NOTE THE BOARDS, STANDS ETC ARE NOT INCLUDED

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## N. A4 TRI FOLD










**PERFECT FOR:** ANY VENUE

**NO OF WINES:** 30 WINES ONLY / 24 WINES PLUS OTHER DRINKS ON ONE SIDE / 18 WINES PLUS OTHER DRINKS ON 2 SIDES

**PLEASE NOTE:** THE TEXT STYLE WILL NOT CHANGE, BUT PLEASE CHOOSE A COVER IMAGE FROM IMAGE SELECTION

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## O. LARGE FLAT

~ Estd 1997 ~
YOUR VENUE

### CHAMPAGNE

BELLE PERRIER-JOUET
BELLE EPOQUE

The famous Emille Gallé designed Art Nouveau bottle with its painted anemones has to be one of the most beautiful presentations on the market. Equally impressive contents have the classic elegance and finesse of great Champagne.

160.00

BOLLINGER GRANDE ANNÉE

Grande Année is stunning. Bollinger is characterised by its richness and structure. Ripe pears, spice, a touch of toffee on the nose, bound together by a structured palate. Surprisingly approachable, although will take on extra layers of complexity over the years.

120.00

LAURENT-PERRIER ROSÉ NV

Intensely fruity flavours, clean, well-defined and slightly sharp, the wine then opens up to provide an impression of plunging into a basket of freshly picked red berries: strawberries, Morello cherries, blackcurrants and raspberries. The wine is supple and rounded on the finish.

75.00

BOLLINGER SPECIAL CUVÉE NV

This wonderful wine has a delicate brioche nose with rich fruit and honeyed undertones which follow on the palate with richness and texture. Complex, classy.

60.00

JULES FERAUD CUVÉE
DE RESERVE BRUT

A champagne from a co-operative of growers crafted this phenomenal champagne. A broad and fantastic panache which delivers beautifully.

40.00

### SPARKLING WINES

BOLNEY BUBBLY NV
***SUSSEX, ENGLAND***

Stunning, award winning English sparkling wine with delightful floral and brioche notes combine with zesty citrus fruit, honeysuckle and elderflower, finishing with just a hint of sweetness.

45.00

FAMIGLIA PASQUA PROSECCO
TREVISO DOC · ***ITALY***

Classic Prosecco sparkling wine. Wonderfully bright straw in colour with lively aromas of intense vine fruits. Naturally balanced and graceful with a fresh effervescence and a velvety smoothness and harmonious finish.

22.90

### ROSÉ WINES

SAN GIORGIO PINOT GRIGIO BLUSH
***VENETO, ITALY***

Wonderfully light and delicate with crisp flavours of ripe summer berry fruit and well balanced acidity which lifts it all to perfect harmony.

16.90 · 175ml 4.60 · 250ml 5.90

SUN GATE WHITE ZINFANDEL
***CENTRAL VALLEY, CALIFORNIA***

A soft and fruity rosé wine with hints of strawberries and white peach very easy to drink and slightly sweet on the palate.

16.90 · 175ml 4.60 · 250ml 5.90

### WHITE WINES

KLEINDAL CHENIN BLANC
***ROBERTSON VALLEY, SOUTH AFRICA***

Subtle notes of fruit salad and white stone fruit with a textured, well-rounded palate. There is fresh, balancing acidity and papaya and mango on the finish.

15.90 · 175ml 4.20 · 250ml 5.50

KLEINDAL "BOUQUET BLANC"
MUSCAT COLOMBARD
***ROBERTSON VALLEY, SOUTH AFRICA***

Aromatic and bursting with tropical fruit salad; papaya, lychee and pineapple. This is a delicious, off-dry wine that is full of fruit and flavour.

15.90 · 175ml 4.40 · 250ml 5.60

SAN GIORGIO PINOT GRIGIO
***VENETO, ITALY***

A Pinot Grigio which actually delivers and is created for us by the now famous Pasqua family. Clean, crisp with loads of flavour all the way from Venezie.

17.90 · 175ml 4.60 · 250ml 6.10

MOUNTBRIDGE RESERVE
CHARDONNAY · ***SE AUSTRALIA***

A complex fruit driven white wine with delicate floral aromas characteristic peaches and tropical fruit flavours with just a hint of oak.

18.90 · 175ml 5.10 · 250ml 6.50

NEPTUNE POINT SAUVIGNON BLANC
***MARLBOROUGH, NEW ZEALAND***

A fresh and vibrant wine with bags of fruit balanced with some floral notes through the palate and a crisp finish.

22.95 · 175ml 5.95 · 250ml 7.60

PICPOUL DE PINET,
DOMAINE SAINTE-ANNE
***COTEAUX DE LANGUEDO, FRANCE***

This is a bright and fresh wine with plenty of citrussy fruit.

23.00

EDERRA VERDEJO DOC
***D.O. RUEDA, SPAIN***

A real treat that delivers amazing citrus notes and tropical fruit (mango). Such an expressive wine with bags of fruit and fresh acidity. Lovely!

19.95

CHABLIS 'ELEGANCE' J MOREAU
***CHABLIS, FRANCE***

Beautifully balanced and delicious with taut acidity. This wine has the typical dry apple and spice flavours that we love.

26.90

SANCERRE 'LES LORYS'
***LOIRE VALLEY, FRANCE***

Expressive with floral and fruity nuances. A fresh acidity with a supple and full-bodied mouth feel, very typical Sauvignon.

28.90

### RED WINES

THE LANDINGS SHIRAZ CABERNET
***SOUTH EASTERN AUSTRALIA***

The Cab delivers back bone and cassis fruit while the Shiraz throws in bags of sweet plummy notes and a hint of spice.

15.90 · 175ml 4.20 · 250ml 5.50

PARLEZ VOUS MALBEC
***VIN DE FRANCE***

Attractive, expressive bouquet of blackcurrant, red fruit and surrounded by brambly notes and a lick of aromatic spice.

16.90 · 175ml 4.60 · 250ml 5.90

LOUIS ESCHENAUER MERLOT
***IGP D'OC, FRANCE***

A lovely Southern French Merlot delivering a real fruit driven red with red berries, blackcurrant, cherry and raspberry preserve.

17.90 · 175ml 4.60 · 250ml 6.10

EDERRA CRIANZA RIOJA D.O.C.
***D.O. RIOJA, SPAIN***

Fresh and fruity but with some real Rioja character delivering gorgeous fruit and sweet vanilla notes.

21.90

ROCKY ROAD SHIRAZ,
MCHENRY HOHNEN
***MARGARET RIVER, AUSTRALIA***

Medium bodied with gentle, ripe tannins and a rounded finish. The fruit is rich and earthy with rounded plum and bramble fruit.

26.00

VALPOLICELLA SUPERIORE
RIPASSO, FAMIGLIA PASQUA
***VALPOLICELLA, ITALY***

This wine offers intense aromas of wild cherries, redcurrant and hints of toasting. A rich and full-bodied wine, with sweet and round tannins.

24.90

GOUGUENHEIM RESERVE MALBEC
***VALLE DE UCO, MENDOZA, ARGENTINA***

Amazing red and black cherry flavours with scents of flowers and a touch of lovely French oak on the finish.

28.00

DULONG RESERVE SAINT ÉMILION
***SAINT ÉMILION, FRANCE***

This wine is round and supple which is rich and fleshy structure. Notes of liquorice, red and black fruits aromas at the end.

26.90

JOEL GOTT PINOT NOIR
***OREGON, USA***

Lush fruit flavors lead to soft, velvety tannins on the mid-palate and a well-balanced finish.

33.00

**PERFECT FOR:** ANY VENUE

**NO OF WINES:** 20 - 27 WINES DOUBLE SIDED

**PLEASE NOTE:** THE TEXT STYLE WILL NOT CHANGE, LOGO CAN BE APPLIED TO THE TOP OF MENU

# COVER OPTIONS - PATTERNS

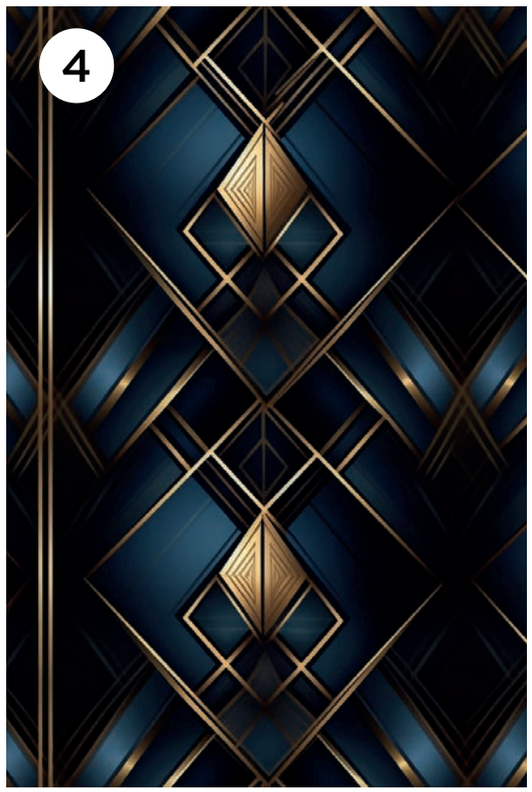
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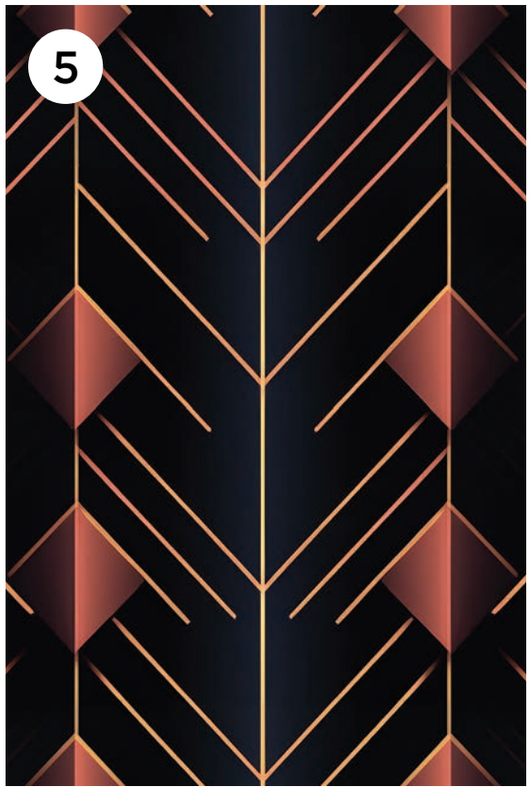


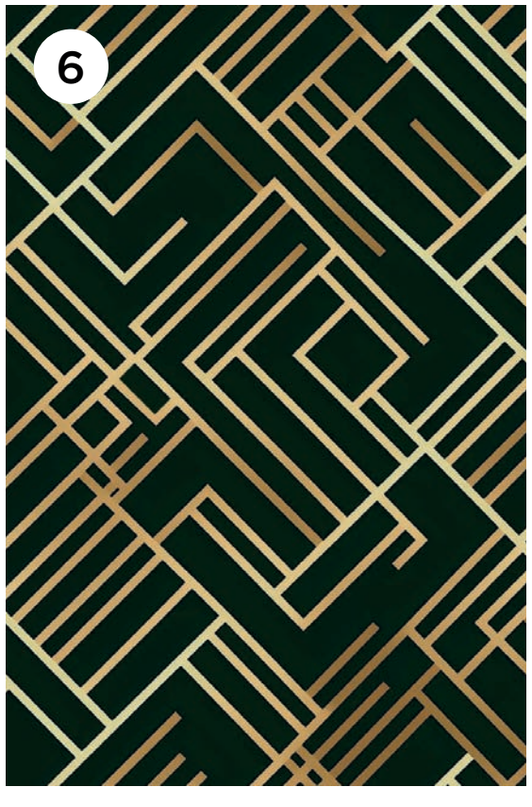


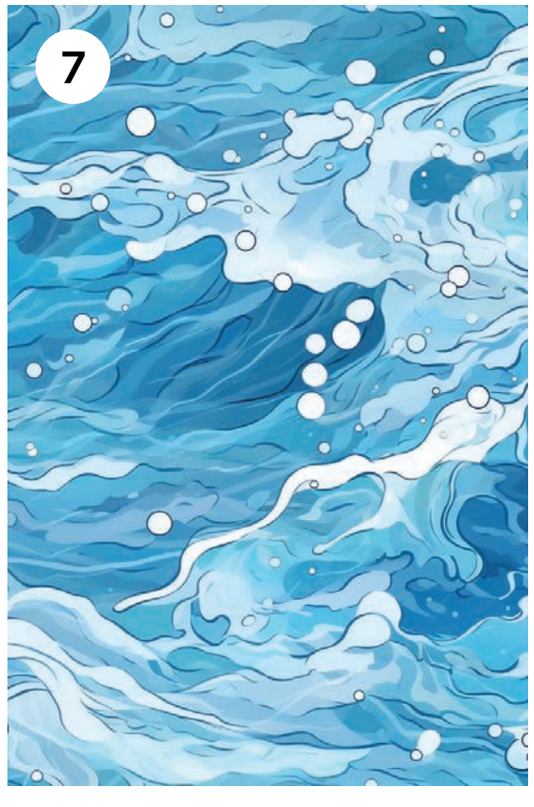







# COVER OPTIONS - PAINTINGS & ILLUSTRATIONS

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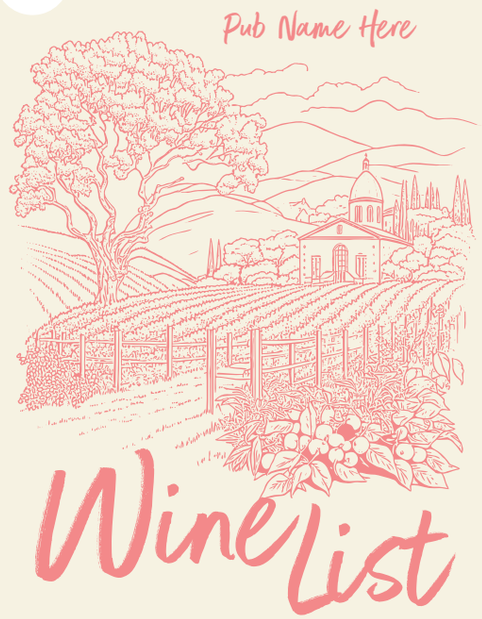

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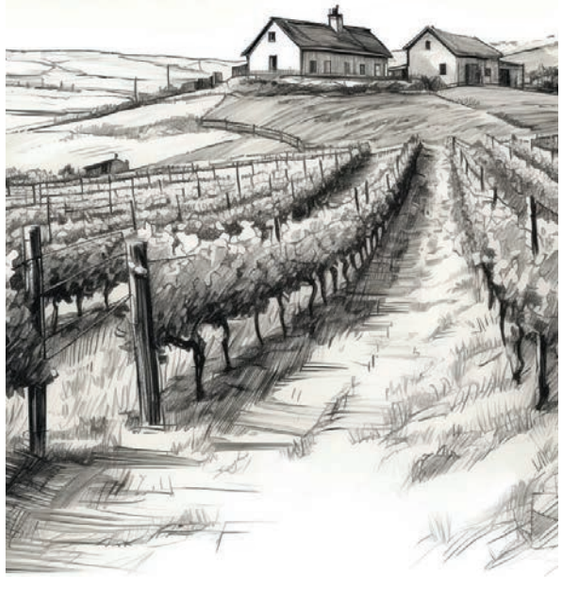
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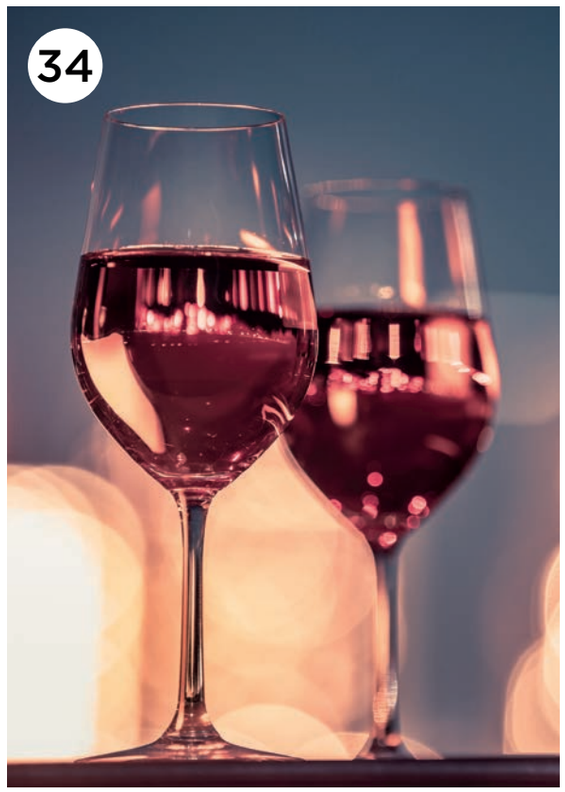
# COVER OPTIONS - PHOTOGRAPHY

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# COVER OPTIONS - PHOTOGRAPHY

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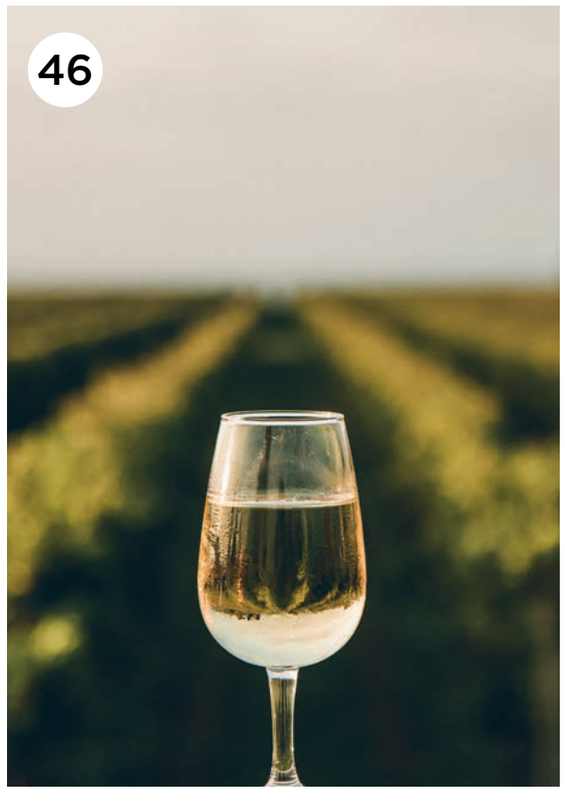
















# COVER OPTIONS - COCKTAIL LISTS

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# COVER OPTIONS - PATTERNS

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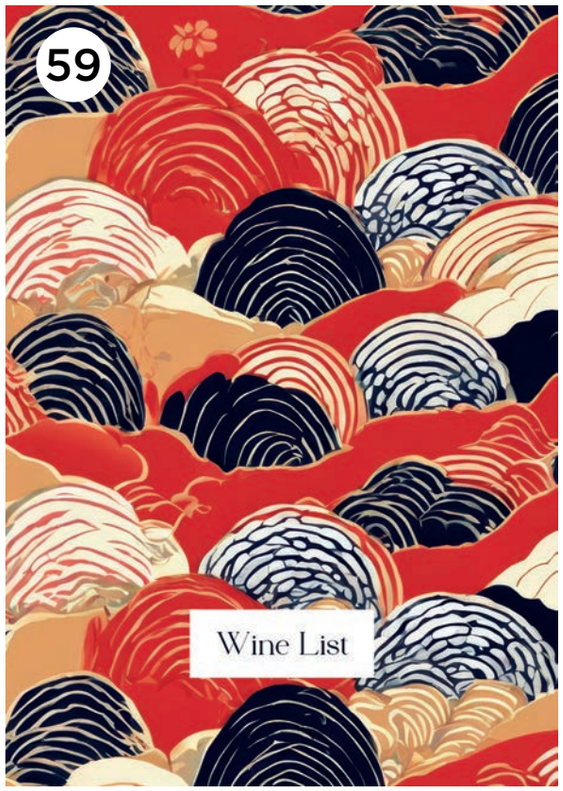
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Wine List

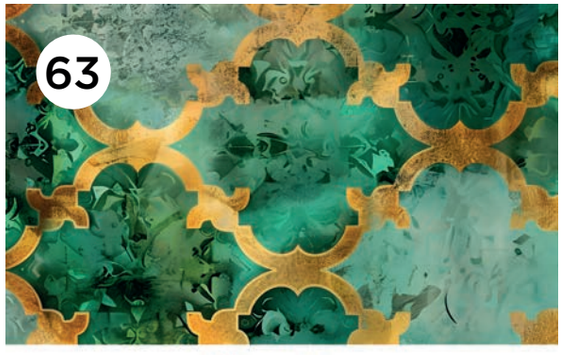


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Wine List

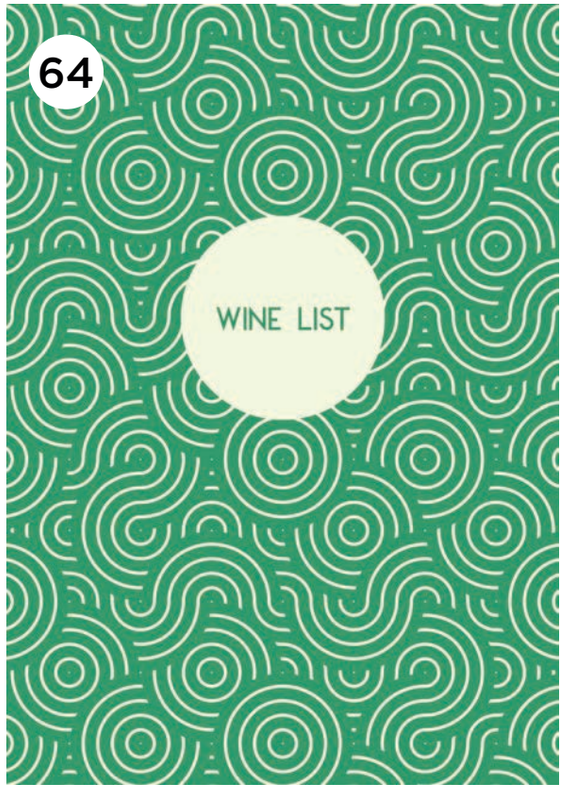
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Wine List



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# COVER OPTIONS - ILLUSTRATION

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WINE LIST

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WINE LIST

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STYLE H / IMAGE 19

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STYLE J / IMAGE 24

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STYLE J / IMAGE 46