



SWEET STREET

EST. 1979

DESIGN SUITE PROGRAM



TESTIMONIALS



DESIGN SUITE PROGRAM

"Our customers and staff love our new dessert menus designed and printed by SweetStreetDesignSuite. The photos and descriptions really help enhance the temptation of dessert and lead to increased sales. Veronica was creative and worked fast to tweak the menu to our exact specifications. Best of all, we get a high-quality, color, printed menu for free, and all we have to do is sell Sweet Street's awesome desserts; it's a win-win."

-Michelle, manager ~ Jake's Seafood • Rehoboth Beach, DE



"Sweet street design has changed the way we sell our desserts forever! They made us these awesome 'wine bottle' table tents and our dessert sells have never been higher! We will continue to conduct our business with Sweet Street as they have made an impact in a way never known possible."

- Kim Wing, owner ~ Forks Inn • Ligonier, PA • February 2017



"Thank you so much. The menus look great! Our sales have increased on desserts since we have received the new menus. They have increased - at least doubled."

- Amanda Chastain ~ Los Encinos • Calhoun City, MS

LOS ENCINOS

"Yes, [I believe that the insert cards created have helped grow sales and increase product awareness]. Obviously, visually being able to see the desserts is more tempting than a verbal description, as well as the wording used to describe the desserts on the tents. Sales in our diner location have tripled, [but] our grill location has always had the tents so I am unable to make a proper assessment on that location."

- Angie Bender ~ Main Street Grill • Romney, VA



"The Sweet Street Design Suite promo material is a great asset to our business. Our servers are not the best at upselling so having pictures of the desserts we offer captures the customers' attention. Our dessert sales have doubled since using these materials. Thank you, Sweet Street, for making it so easy!"

- Kelly Hughes, Kitchen Manager ~ Rodano's • Wilkes Barre, PA

RODANO'S

"The new dessert menus have been working out great for our Restaurant. Sales have at least doubled since we have been displaying the new menus. We sell dessert at lunch now too! We rarely did with the old menus. They are very clean, sleek and fresh looking! The design makes the customer pick up that menu off the table and look over it. The desserts look very tempting with the nice big pictures, they practically sell themselves. Having the menus doubled sided is also a clever approach, the desserts are in your face."

- Suzanne Janowski ~ Cafe International • Prescott, MI

Cafe International



Veronica C. Mangirawan
Creative Curator
Long Island, NY



YOU DREAM IT, WE CREATE IT!

TABLE OF CONTENTS



DESIGN SUITE PROGRAM

- **PROCESS**
- **GUIDELINES**
- **MERCHANDISING SAMPLES**
- **MANIFESTO® MARKETING MATERIALS**
- **PRICE GRID**
- **EXTRAS (FOR FEE ITEMS)**
- **SEGMENTS SERVED**
- **CUISINE TYPES SERVED**

We will provide Sweet Street and their foodservice operators with exceptional, creative and out-of-the-box custom marketing solutions at an incredible value.



HOW WILL INFORMATION ABOUT SERVICES BE SUPPLIED?

- Sweet Street Design Suite Booklet and 1-Page Flyer
- Sweet Street Design Suite Website

1 *Contacting The Design Suite*

- By email - SweetStreetDesignSuite@TasteSpecific.com
 - By phone - (516) 666-2832
 - By website - www.SweetStreetDesignSuite.com
-
- Sales associate or Operator provides information for account and marketing materials desired

2 *Initial Operator Contact*

- 1-2 business days to contact and verify scope of project
- OPERATOR QUALIFICATION
 - Existing Sweet Street Customers
 - Gather prior sales history
 - Current or new Sweet Street Opportunities
 - Projected sales volume per item case movement
 - Non-Sweet Street commercial desserts also on menu
 - Non-Sweet Street house-made desserts also on menu
 - How long will the menu be utilized
 - Is it short-term, long-term or LTO?

3 *Proof Creation*

- 4-6 business days after operator contact
- Operator approval
 - Changes as needed before operator signs-off on final approval

4 *Printing And Shipping*

- 7-10 business days from final approval to delivery unless rush needed
- Project sent to print
 - Email verification sent to sales and operator
- Product Shipped
 - Shipping tracking numbers emailed to sales and operator

GUIDELINES



DESIGN SUITE PROGRAM

We have a checklist of qualifications discussed with the Operator when the initial contact is made. We can accommodate almost any request and we work directly with Sweet Street to ensure proper branding guidelines are met.

Free Menus

We offer a variety of dessert menu formats; folded mini menus, one-page menus, sluggers, bound menus, and more. A **minimum of four Sweet Street items** are required. As long as there are a reasonably balanced amount of Sweet Street items versus non-Sweet Street items, we can add house desserts. Non-Sweet Street items will be added without descriptions and additional menu offerings such as drink menus or weekly specials can be featured. Sweet Street will pay for the design, print and ship **once per 12 months**.

Free LTO Materials

These can include posters, clings, coasters, table tents, inserts cards, etc. An Operator running an LTO program can request new sales materials after the current offer is finished. **These do not need a minimum amount because they are already Sweet Street items.** Sweet Street will pay for the design, print and ship **once per 3 months**.

Logos

Operators can submit a high-resolution vector file in EPS, AI, high resolution JPG or PDF format.

Non-Sweet Street Produced Images

If the Operator would like pictures of non-Sweet Street items added to the menu or has their own images of Sweet Street desserts plated, the Design Suite requires high quality images. Images cannot be pulled from the internet due to poor quality and copyright issues.



MERCHANDISING SAMPLES



DESIGN SUITE PROGRAM



Menus

Mini Menu

Standard Sizes: 5.5x8.5" • 4.25x11"

Sluggo Menu

Standard Sizes: 4x9" • 5.5x11.5" • 5.5x14" • 5.5x17"

One-Page Menus

Standard Sizes: 8.5x11" • 8.5x14"



Table Tents

A-Frame

Standard Sizes: 4x6" • 6x4" • 5x7"

Tripods

Standard Sizes: 4x6" • 5x7" • 3.25x8.5"

Quad Pods

Standard Sizes: 4x6" • 5x8"



Insert Cards

Single or Double Sided

Standard Sizes: 4x6" • 5x7" • 5.5x8.5"



MERCHANDISING SAMPLES



DESIGN SUITE PROGRAM



Posters

Standard Sizes: 8.5x11" • 11x17" • 20x30"

Clings

Standard Sizes: 4x9" • 5.5x11.5" • 5.5x14" • 5.5x17"

Napkin Inserts

Custom Designed and Sized

Buttons

Standard Sizes: 1" • 2" • 3" • 4" Round



Counter Card

Easel-Back

Standard Sizes: 5x7" • 8.5x11" • 11x17" • 20x30"



Repack Labels

Standard Sizes: 2.5x8" • 2.5x2.5



Signs

Custom Designed and Sized



MERCHANDISING SAMPLES



DESIGN SUITE PROGRAM

Die Cut Menus

Custom Shaped Menus

Examples: Barrel Folded Menu • Helm Double Sided Menu • Surfboard Double Sided Menu • Beehive Menu

Door Hangers

Standard Size: 4.25 x 11"



Barrel Folded Menu



Beehive Menu



Horn Folded Menu

Door Hanger



Surfboard Card or Sluggler



Custom Menus



Lobster Menu



Ask about our Seasonal Desserts!

MERCHANDISING SAMPLES



DESIGN SUITE PROGRAM

Die Cut Cards

Cards

Examples: Fish • Lobster • Olive • Pig • Shark • Snowflake



Pig Card



Fish Card



Crab Card



Snowflake Card



Shark Card



Guitar Card



Olive Card



Helm Menu



MERCHANDISING SAMPLES



DESIGN SUITE PROGRAM

Die Cut Table Tents

Quad Pods

Examples: Wine Bottle • Beer Can • Coffee Mug • Owl • Baseball & Bat

Box Quads

Standard Size: 4x4"



Baseball Table Tent



Milkshake Table Tent

Beer Can



Box Quad



Coffee Mug



Surfboard Table Tent



Wine Bottle Table Tent



Snowflake Table Tent



Owl Table Tent

MERCHANDISING SAMPLES



DESIGN SUITE PROGRAM

Bakery Tags

Cards

Standard Sizes: 1.5x4" • 2x3.5" • 3x5"



Banners

Pull-up Floor Banner

Standard Size: 33x84"

Pull-up Table Banner

Standard Size: 11.75x21"

Vinyl Banner

Custom Sized

Products Guides

Catering Brochures • Distributor Guides

Pages: 1 • 2 • 4 • 8 • 12



PRICE GRID

Hourly design fees are \$55 per hour on any job requiring more than one hour. Hours will be prorated based on the quarter hour. Design fees for any job taking less than one hour of design time are included below in price grid.



DESIGN SUITE PROGRAM

Why is there a price list in the Design Suite book?

We feel it is important to understand the value these services provide. This also allows Operators to purchase their own menus if they want additional quantities or multiple menus in a year. Furthermore, this allows Operators who are using another vendor to compare pricing in hopes of saving money. This is a list of some of our most popular items and you can contact us directly for pricing on additional items not listed.

TRIPOD TABLE TENTS - 4x6"	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C1S, 12.75 x 6"	25	\$3.94	\$98.50	150	\$1.16	\$174.00	300	\$0.76	\$228.00
Flat, 4/0, Single Sided	50	\$2.22	\$111.00	200	\$1.02	\$204.00	500	\$0.68	\$340.00
Adhesive on Flap	100	\$1.48	\$148.00	250	\$0.88	\$220.00			

**Higher quantities available upon request.*

TRIPOD TABLE TENTS - 5x7"	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C1S, 15.75 x 6"	25	\$4.12	\$103.00	251	\$1.64	\$411.64			
Flat, 4/0, Single Sided	51	\$2.66	\$135.66	501	\$1.46	\$731.46			
Adhesive on Flap	101	\$2.02	\$204.02	1001	\$1.36	\$1,361.36			

**Higher quantities available upon request.*

QUADPOD TABLE TENTS - 4x6"	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C1S, 4/0, 12.75x6" Flat, Single Sided Adhesive on Flap	25	\$4.12	\$103.00	251	\$1.40	\$351.40			
	51	\$2.34	\$119.34	501	\$1.24	\$621.24			
	101	\$1.78	\$179.78	1001	\$1.16	\$1,161.16			

**Higher quantities available upon request.*

A-FRAME TABLE TENTS - 4x6"	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C1S, 4/0, 4x17" Flat, Single Sided	25	\$2.74	\$68.50	251	\$0.70	\$175.70	2501	\$0.50	\$1,250.50
	51	\$1.57	\$80.07	501	\$0.61	\$305.61			
	101	\$1.02	\$103.02	1001	\$0.54	\$540.54			

**Higher quantities available upon request.*

MINI MENU - Card stock	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C2S, Flat 11x8.5", Fold to 5.5x8.5", Double Sided	10	\$6.20	\$62.00	100	\$1.56	\$156.00	250	\$1.04	\$260.00
	25	\$4.02	\$100.50	150	\$1.32	\$198.00	300	\$0.96	\$288.00
	50	\$2.52	\$126.00	200	\$1.18	\$236.00	500	\$0.90	\$450.00

MINI MENU - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
100# Gloss Text, Flat 11x8.5", Fold to 5.5x8.5", 4/4, 5mil Laminated, Edge Seal	10	\$6.94	\$69.44	100	\$3.63	\$362.60	250	\$2.86	\$714.00
	25	\$5.26	\$131.60	150	\$3.36	\$504.00	300	\$2.63	\$789.60
	50	\$4.02	\$200.90	200	\$3.11	\$621.60	500	\$2.44	\$1,218.00

MINI MENU - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
100# Gloss Text, Flat 11x12.5", Fold to 5.5x12.5", 4/4, 5mil Laminated, Flush Trim	10	\$9.55	\$95.48	51	\$5.75	\$293.45	501	\$4.49	\$2,251.49
	15	\$7.91	\$118.65	101	\$5.08	\$513.28	1001	\$4.38	\$4,386.38
	25	\$6.71	\$167.65	251	\$4.62	\$1,159.62			

**Higher quantities available upon request.*

PRICE GRID

Hourly design fees are \$55 per hour on any job requiring more than one hour. Hours will be prorated based on the quarter hour. Design fees for any job taking less than one hour of design time are included below in price grid.



DESIGN SUITE PROGRAM

MINI MENU - Polysynthetic	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
10.7mil Polysynthetic, Flat 11x8.5", Fold to 5.5x8.5", Double Sided	10	\$8.38	\$83.80	100	\$4.48	\$448.00	250	\$3.50	\$873.75
	25	\$6.36	\$159.00	150	\$4.08	\$611.33	300	\$3.42	\$1,026.00
	50	\$5.34	\$267.00	200	\$3.722	\$744.00	500	\$3.36	\$1,680.00

MINI MENU - Polysynthetic	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
10.7mil Polysynthetic, Flat 11x12.5", Fold to 5.5x12.5", 4/4	10	\$9.15	\$91.50	51	\$6.56	\$334.56	501	\$4.37	\$2,186.87
	15	\$7.37	\$110.51	101	\$5.50	\$555.00	1001	\$4.22	\$4,219.22
	25	\$6.96	\$174.00	251	\$4.52	\$1,133.27			

*Higher quantities available upon request.

SLUGGERS - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
100# Gloss Text, 5.5x11.5", 4/4, 10mil Laminated, Edge Seal	10	\$5.12	\$51.20	51	\$2.38	\$121.38	501	\$1.83	\$916.83
	15	\$3.58	\$53.70	101	\$2.17	\$219.17	1001	\$1.68	\$1,681.68
	25	\$2.76	\$69.00	251	\$1.99	\$499.49			

*Higher quantities available upon request.

SLUGGERS - Polysynthetic	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
13.7mil Polysynthetic, 5.5x11.5", Double Sided	11	\$6.58	\$72.38	101	\$4.06	\$410.06	1001	\$3.54	\$3,543.54
	25	\$5.51	\$137.75	251	\$3.78	\$948.78			
	51	\$4.43	\$225.93	501	\$3.64	\$1,823.64			

*Higher quantities available upon request.

SLUGGERS - Card stock	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C2S, 5.5x14", Double Sided	10	\$4.17	\$41.75	51	\$0.94	\$47.97	501	\$0.59	\$297.59
	15	\$2.26	\$33.91	101	\$0.78	\$78.33	1001	\$0.54	\$545.04
	25	\$1.42	\$35.48	251	\$0.66	\$165.66			

*Higher quantities available upon request.

SLUGGERS - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
100# Gloss Text, 5.5x14", 4/4, 10mil Laminated, Edge Seal	10	\$5.25	\$52.50	51	\$3.68	\$187.76	501	\$2.81	\$1,406.81
	15	\$4.87	\$72.98	101	\$3.31	\$334.51	1001	\$2.45	\$2,450.45
	25	\$4.00	\$99.90	251	\$3.15	\$789.40			

*Higher quantities available upon request.

SLUGGERS - Polysynthetic	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
13.7mil Polysynthetic, 5.5x14", Double Sided	10	\$10.46	\$104.55	51	\$5.67	\$289.17	501	\$4.68	\$2,344.68
	15	\$7.77	\$116.55	101	\$5.00	\$504.50	1001	\$4.53	\$4,534.53
	25	\$6.59	\$164.63	251	\$4.85	\$1,216.10			

*Higher quantities available upon request.

POSTERS - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
80# Gloss Cover, 8.5x11", 4/0, 3mil Laminate, Flush Trim	10	\$6.24	\$62.40	51	\$2.93	\$149.18	501	\$2.08	\$1,039.58
	15	\$4.22	\$63.30	101	\$2.58	\$260.08	1001	\$1.98	\$1,976.98
	25	\$3.55	\$88.75	251	\$2.28	\$571.03			

*Higher quantities available upon request.

POSTERS - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
80# Gloss Cover, 11x17", Single Sided, 3mil Laminate, Flush Trim	10	\$6.37	\$63.70	51	\$4.34	\$221.34	501	\$2.90	\$1,450.40
	15	\$5.49	\$82.35	101	\$3.65	\$368.45	1001	\$2.78	\$2,777.78
	25	\$4.88	\$122.06	251	\$3.14	\$786.89			

*Higher quantities available upon request.

POSTERS - Laminated	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
80# Gloss Cover, 20x30", 4/0, 3mil Laminate, Flush Trim	1	\$34.99	\$34.99	15	\$22.85	\$342.75			
	5	\$25.72	\$128.60	25	\$21.39	\$534.75			
	10	\$25.72	\$257.20	51	\$20.09	\$1,024.59			

*Higher quantities available upon request.

PRICE GRID

Hourly design fees are \$55 per hour on any job requiring more than one hour. Hours will be prorated based on the quarter hour. Design fees for any job taking less than one hour of design time are included below in price grid.



DESIGN SUITE PROGRAM

COUNTER CARDS - 8.5x11"			Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
100# Gloss Text,	5	\$7.60	\$38.00	25	\$5.32	\$133.00	251	\$4.19	\$1,051.69		
Single Sided, Mount to	10	\$7.60	\$76.00	51	\$4.75	\$242.25	501	\$3.95	\$1,978.95		
50pt Board, Easel Back	15	\$5.96	\$89.40	101	\$4.35	\$439.35					*Higher quantities available upon request.

INSERT CARDS - 4x6"			Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
100# Gloss Cover,	10	\$4.53	\$45.33	51	\$0.68	\$34.81	501	\$0.32	\$160.32		
Single Sided	15	\$2.15	\$32.29	101	\$0.51	\$51.21	1001	\$0.28	\$280.28		
	25	\$1.24	\$30.88	251	\$0.36	\$90.36					*Higher quantities available upon request.

INSERT CARDS - 5x7"			Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
12pt C1S, Single Sided	10	\$5.27	\$52.71	51	\$1.11	\$56.46	501	\$0.48	\$237.98		
	15	\$2.60	\$39.00	101	\$0.78	\$79.08	1001	\$0.43	\$425.43		
	25	\$1.70	\$42.50	251	\$0.55	\$138.05					*Higher quantities available upon request.

REPACK LABELS - 2.5x8"			Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
60# Gloss Label,	25	\$1.11	\$27.75	251	\$0.45	\$112.95					
Individual Peel & Stick	51	\$0.71	\$36.21	501	\$0.38	\$190.38					
Splitback	101	\$0.59	\$59.59	1001	\$0.32	\$320.32					*Higher quantities available upon request.

REPACK LABELS - 2.5x2.5"			Qty	Unit \$	Total \$	Qty	Unit \$	Total \$	Qty	Unit \$	Total \$
60# Gloss Label,	25	\$0.78	\$19.50	251	\$0.22	\$55.22					
Individual Peel & Stick	51	\$0.49	\$24.99	501	\$0.18	\$90.18					
Splitback	101	\$0.31	\$31.31	1001	\$0.15	\$150.15					*Higher quantities available upon request.

MATERIAL TYPES

CARD STOCK – Basic, thick card stock with a gloss coating.

LAMINATION – Typical lamination, printed on 100# Gloss card stock then laminated with a shiny and sturdy finish, easy wipe off. There are two types of lamination:

EDGE SEAL – The lamination goes past the edge of the menu about .25", essentially locking in the card stock on the inside and making it waterproof.

FLUSH TRIM – The excess lamination is trimmed off to the exact size of the menu, giving it a nice look but exposes the card stock in the middle; any moisture or grease can easily get in between the plastic layers

POLYSYNTHETIC – More flexible than lamination, a blend between paper and plastic that makes it waterproof, tear proof, easy wipe and long lasting. Because of the matte finish, this will not show fingerprints and greasy residue like lamination.



SEGMENTS SERVED



DESIGN SUITE PROGRAM

FULL SERVICE RESTAURANTS (FSR)

Family Style • Casual Style • Fine Dining

LIMITED SERVICE RESTAURANTS (QSR)

Quick Service • Quick Casual • Beverage & Frozen Desserts • Buffet & Cafeteria

BAR & TAVERN • BUSINESS & INDUSTRY

EDUCATION

Pre-K • Kindergarten • Child Care • College & University • Technical & Trade

HEALTHCARE

Hospitals • Nursing Home • Assisted Living • Senior Care • Other

TRAVEL & LEISURE

Hotels - Luxury to Midscale • Hotels - Midscale to Economy

Motels - Breakfast Only • Casinos • Arenas/Stadiums

Recreation, Leisure, Attraction Parks

Country Clubs/Golf Courses

OTHER

Clubs/Social/Camps • Military Bases • Fire Departments

Prisons • Religious Communities/Convents/Churches

Catering • Bookstores

FOOD RETAILERS

Fruit & Vegetable Markets • Grocery Stores • C-Stores/Gas Stations

Liquor Stores • Club Stores • Cash & Carry



CUISINE TYPES SERVED



DESIGN SUITE PROGRAM

Classic & Varied Menu • European • Hamburgers • Seafood • Pizza

Ice Cream/Frozen Dessert • Italian • Mexican/Latin • Other Ethnic Foods

Steak • Sandwiches/Soups & Salads/Deli/Subs & Hot Dogs • American • Asian

Bakery/Bagels/Donuts/Coffee & Snacks • Barbecue • Chicken

