

Tyler Henretty

Project 2: **Menu Design**

Typography 4

Spring 2023

Research

CREATIVE BRIEF

LA VETTA

Client

ClubCorp is the owner of Firestone Country Club which holds three, eighteen hole golf courses, member amenities and multiple restaurants including the prestigious La Vetta. La Vetta has seasonal menus and features Italian dishes and prime cuts of meat. This is a high class dining experience

Objective

The goal of this menu is to design with the randomized specifications given. This menu is for a fine dining restaurant that caters to a large audience of golfers and wealthy country club members

Target Audience

Older generational people that are golfers and wealthy (most of these people are men)

Visualization

The menu appeals to an audience with high expectations for the quality of the food. These people often have a acquired taste and need an easily readable menu. Fine dining often has limited items on the menu

Mandatory

Restaurant Name
Fine Dining Restaurant
Full Color Options
Wearable Additional Item
Full Dinner Menu

Budget

Estimated 15 hours per week. About 4 weeks
60 hours x \$25 = \$1500

Deliverables

Menu for La Vetta Italian Chophouse
Additional Branded Items

Research | Mood Board

ORIGINALS KITTYHAWK 25 AUGUST 1944

PHILLIP LANE \$18.00
Vibrent, clean, refreshing
 1. (Ingredients) Bombay gin, Martell Blanc, grape and lime syrup, fresh lemon
 2. Shake
 3. Strain into Rink n Bone
 4. (Garnish) Twist of lemon

HIP n BONE \$19.00
Winey, soft, fresh
 1. (Ingredients) Rio Ben eye, Beards Superior rum, spiced pineapple, fresh passionfruit, fresh lemon, fresh mint, more ginger beer
 2. Chop in glasser glass
 3. (Garnish) Top of a baby pineapple

SAINT TROPEZ SWIZZLE \$18.00
Slt, body, amaretto
 1. (Ingredients) Spiced eye, amaretto, Calsonum, fresh lemon, passionfruit, pineapple ginger beer
 2. Chop in tiki mug
 3. (Garnish) Passionfruit in lime husk and umbrella

WOODFORD COUNTY \$18.00
Sour, Caribbean, clayey
 1. (Ingredients) Woodford eye, Bombay gin, Tio Pepe, lemon curd butter, grape
 2. Shake
 3. Strain into coupe
 4. (Garnish) Biddle flower

ORIGINALS KITTYHAWK 25 AUGUST 1944

MAGPIE \$18.00
Regal, stonfruit, smoky
 1. (Ingredients) Bombay eye, cognac, shiraz, apricot brandy, fresh lemon, lemon lime, macadamia
 2. Shake
 3. Strain into Rink n Bone
 4. (Garnish) Dash of Angostura Bitters

PEBBLE LANE \$18.00
Silly, childhood memories, fluffy
 1. (Ingredients) Beards Superior rum, rhubarb and elderflower syrup, fresh lemon, egg white, rhubarb bitters
 2. Dry and wet shake
 3. Strain into Collins
 4. (Garnish) Elderflower

WANDERLUST \$18.00
Fruity, pure, easy
 1. (Ingredients) Beards Superior rum, spiced pineapple, fresh grapefruit, fresh lemon, more, Pedro Ximenez
 2. Shake
 3. Strain into Rink n Bone
 4. (Garnish) Lemon zest slice

DRINKS OF THE OLD MAN CHOICE

DRINKS OF THE OLD MAN CHOICE

Spirits Selection	Price
Gin	100
Bombay Sapphire East	100
William Chase	110
Plymouth	120
Star of Bombay	130
Monkey 47	150
Rum	90
Bacardí Superior	100
Bacardí 8	100
Gondy's Black Seal	100
Havana Club Selection de Maestros	110
Havana Club Cohiba Amper	600
American Whisky	110
Michen's	110
Woodford Reserve	110
Scotch	110
Dewar's 18 years	110
Chivas 12 years	90
Chivas 18 years	145
Royal Salute 21 years	210
Chivas 25 years	410

All items subject to 15% service charge

ROSE KITTYHAWK 25 AUGUST 1944

Pittwater Blackfrankish	Beaufort, Australia	2013	\$18.00	\$59.00
Chateau d'Amerée Cuvée Marie Christine	France (Champagne)	2014	\$16.00	\$78.00
Chateau Renate Aglianico	Italy (Puglia)	2018	\$58.00	\$58.00
Petrolio Trepavillo	Italy (Puglia)	2014	\$48.00	\$48.00

SPARKLING

Chandon Brut	France (Champagne)	97	\$14.00	\$70.00
Roët & Chandon	France (Champagne)	97	\$23.00	\$115.00
Reimsart '8' de Reimsart	France (Champagne)	97	\$55.00	\$130.00
Domäne Pichot Vouvray Brut	France (Loire Valley)	97	\$72.00	\$72.00
Lamandier-Berrier Blanc de Blancs Latitude	France (Champagne)	97	\$108.00	\$108.00
Reimsart Rose	France (Champagne)	97	\$210.00	\$210.00
Ardy Jangart Beuill Expérience Grand Cru	France (Champagne)	97	\$214.00	\$214.00
Reimsart Blanc de Blancs	France (Champagne)	97	\$280.00	\$280.00
Reimsart Blanc de Blancs (Régnon)	France (Champagne)	97	\$410.00	\$410.00
Vente Cliquet 'La Grande Dame'	France (Champagne)	2004	\$390.00	\$390.00
Dow Patagon	France (Champagne)	2006	\$490.00	\$490.00
Erg Grande Cuvée, France	France (Champagne)	97	\$490.00	\$490.00

BEER KITTYHAWK 25 AUGUST 1944

DRAUGHT

Great Lager	Australia	\$9.00
Harriet Bon Pale Ale	Victoria, NZ	\$9.00
Sly IPA	New Zealand	\$12.00
Beams Wilmer	New Zealand	\$9.00

BOTTLE

Prickly Moss Organic Pilsner	New Zealand	\$9.50
Two Up Pale Ale	New Zealand	\$10.50
Margrave Hill IPA	New Zealand	\$10.00
Silveride Amber Ale	New Zealand	\$10.00
Bridge Road Ollie Red Ale	New Zealand	\$11.00
Woodshed IPA	Victoria, AU	\$11.00
Sydney Cider	Victoria, AU	\$9.50

MENU
Restaurant

FOOD & DESSERTS
CONSECTETUR ADIPSICUM ELIT

MAIN DISHES

NAME OF DISH \$30
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

NAME OF DISH \$30
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

NAME OF DISH \$30
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

NAME OF DISH \$30
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

DESSERTS

NAME OF DISH \$30
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

NAME OF DISH \$30
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

Bon Appetit!

Calco
Passion for pasta

STARTER

Garlic Salad 2 TL
Green mix, Carrot, Cherry tomatoes, Walnuts

Tomato Salad 2 TL
Cherry tomatoes, Olives, Orzotto, Mint, Pesto cheese, Salt & Red chili

Grilled Lettuce, Grapes, Cucumber, Grilled Chicken, Mustard Leaves, Avocado Sauce 6 TL
Pasta & Prosciutto 6 TL
Pasta & Prosciutto 6 TL
Pasta & Prosciutto 6 TL
Pasta & Prosciutto 6 TL

MAIN

Cherry Ravioli 6 TL
Baked tomatoes, Sage butter & Grapes mint

Calamari 6 TL
Pepper cream, Chickpeas, Grapes, Bacon, Grilled onions, Gherkin

Shrimp 2 TL
Pasta salad, Bell Peppers, Grilled onions, Grilled onions, Grilled onions

Pepperoni 6 TL
Sausage, Parmesan, Cheese, Grilled onions, Grilled onions

Fish Fillet 8 TL
Mixed potatoes, Season vegetables, Brown butter, Garlic, Parsley & Pepper

Bombay Butter Salmon 8 TL
Mixed Spices, Cardamom, Coconut Milk, Cardamom

Beef Fillet 10 TL
Dried glass, Mixed potatoes, Season vegetables, Bone marrow

●
LOOK HERE!

ALCOHOL, BECAUSE NO GREAT STORY
EVER STARTED WITH A SALAD;



BUBBLES

HATCHBACK
campari, tequila, green passionfruit, grapefruit.

SOUTH SIDE RICKY
london dry gin, lime, mint.

PIMM'S CUP 2.0
*plymouth gin, bianco vermouth, st. germain,
cucumber, ginger, citrus.*



ROCKS

THE GOV'NER
*yamazaki 12-year whiskey, toasted cardamom,
agave, yuzu, orange.*

COGNEAC
*wray & nephew overproof rum, smoked
pineapple, lime, meyer lemon, tabasco, pernod.*

BETTER & BETTER
*velvet falernum, smith & cross Jamaican rum,
findencio classico mescal.*

PISCO SOUR
daiginjo sake, dolin blanc vermouth, crème de violette.



SHAKEN

THE LELAND PALMER
gin, jasmine tea, limoncello, lemon, pomelo.

PENICILLIN
*famouse grouse, lemon, honey, fresh ginger, islay
single-malt scotch.*

MEZCAL MULE
*sombra mexcal, ginger beer, mango, lime, agave,
cucumber.*



STIRRED

**COUSIN BOB FAILS HIS
DRIVING TEST**
johnny drum bourbon, carpano antika, sake, bitters.

I HEAR BANJOS, ENCORE
*old overholt rye, apple moonshine, spiced apple
bitters, smoke.*

SIMON SAYZERAC
*rittenhouse rye whiskey, star-anise, twizzler
bitters, lemon.*

SON OF A PEACH
*reposado tequila, plum vinegar, lime, del maguey
mescal, peaches.*

ALL DRINKS \$14

DINNER

SALADS

- BING CHERRY -14**
almonds / mizuna / aged cheddar / ibérico ham
- "THE LUCY" -12**
crispy lettuces / cashews / grapes / bleu cheese / sesame vinaigrette
- WHEAT BERRIES -14**
yoghurt / cucumber / sorrel / melon
- PEACH & BACON -15**
grilled onions / frites / buttermilk dressing

PLATTERS

- MORRO BAY'S GREATEST HITS -59**
dozen oysters / sweet shrimp / hamachi / tabasco slushy
- FELIX MATTEI'S DIRTY LAUNDRY -36**
salumi / pickled grapes / traditional garnishes
- AN ARRANGEMENT OF LETTUCCES -39**
young lettuces / carrots / radish / beets / lemon / chèvre

STARTERS

- | | |
|---|--|
| <p>1886
<i>inspirations from Felix Mattei</i></p> <ul style="list-style-type: none"> GRILLED ARTICHOKE -12
green harissa dip BEEF TARTAR -14
smoked egg vinaigrette / baby potato chips GORDITA -19
dungeness crab / melted tortilla cheese BONE MARROW -13
roasted garlic / sourdough / parsley salad | <p>2013
<i>inspirations from Los Olivos, California</i></p> <ul style="list-style-type: none"> HAMACHI CHORIZO -16
potato chicharrón / ceviche vinaigrette GRILLED OCTOPUS -14
scarlet runner beans / pepperoni / preserved lemon CRUNCHY SEA CREATURES-15
masa tempura / uni tartar sauce SMOKED LAMB'S NECK -13
refridol cannellini beans / salsa verde narmalade |
|---|--|

MAINS

- | | |
|--|---|
| <ul style="list-style-type: none"> WAGYU SKIRT STEAK -22
shishito peppers / burnt-miso steaksauce CAMPFIRE TROUT -23
grilled octurnines / really good olive oil PORK SHANK -21
smoked / braised / apricot sambal KING SALMON -28
"parisian" curry / pear cracklin' WOOD-FIRED CHICKEN -25
crispy skin / with its broth | <ul style="list-style-type: none"> SEABASS -25
slow-roasted / kamysul / rye FATTY BRISKET -23
"homage to smitty" / 36-hours / antiseptic-spiced HALIBUT -30
lemon ash / olive debris / pistachio SALISBURY LAMB -24
on the bone / plumped grapes / espresso / gravy COTE DE BOEUF (< 2) -64
thirty-two omens / thirty days / dry age
method shalals. |
|--|---|

VEGETABLES & GRAINS

- CAULIFLOWER** pecorino / mint / hot chiles \$11
- CRISPY BRUSSEL SPROUTS** maple / yoghurt / horseradish \$12
- HEIRLOOM CARROTS** saffron-olive \$10
- POLE BEANS** smoked peanuts / fish sauce vinaigrette \$10
- POMMES FRITES** rocks of salt \$11
- BUTTERED EGG NOODLES** house-made caonatti / black pepper / parmesan / crispy chicken skin \$13
- CREAM CORN BRULEE** roasted pigskin \$14
- FARRO STIR FRY** lettuce / egg / italian sausage \$12
- DELFINA POTATOES** roasted / crushed / garlic confit \$11

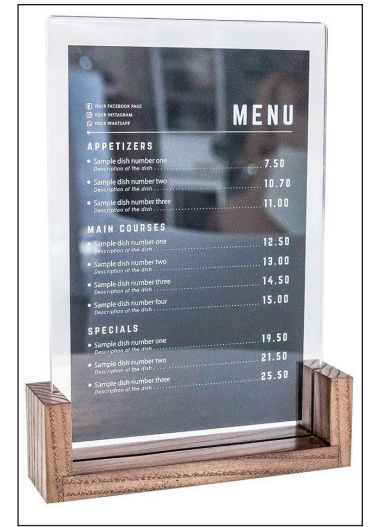
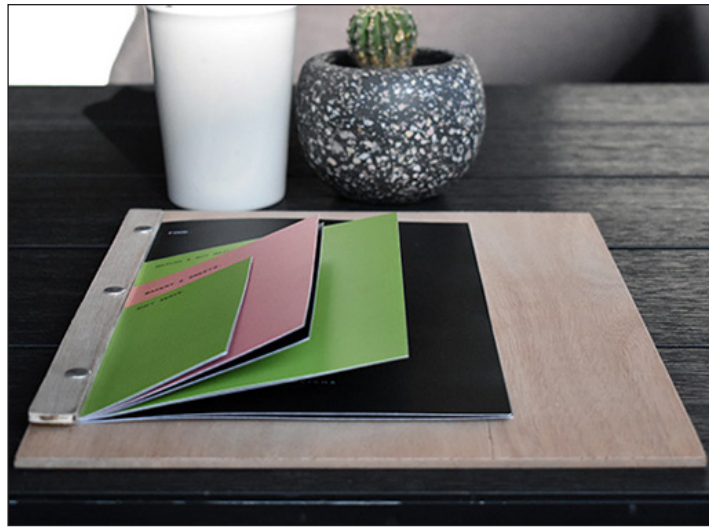
OUR CHEF AND LEADER

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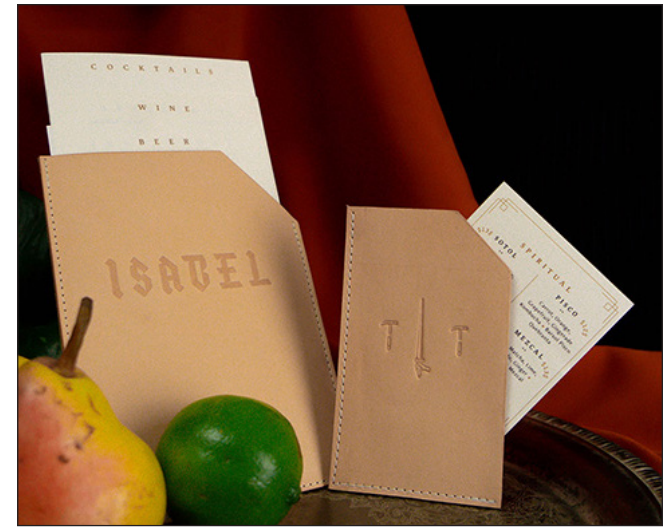
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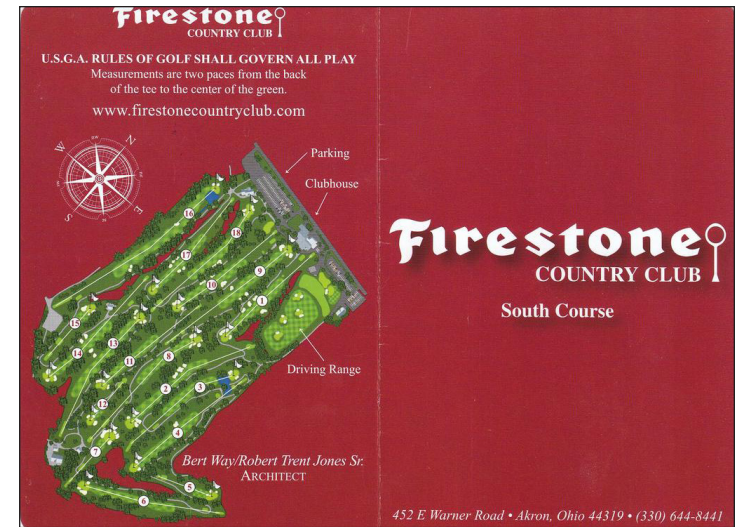
Research | Mood Board



Research | Mood Board



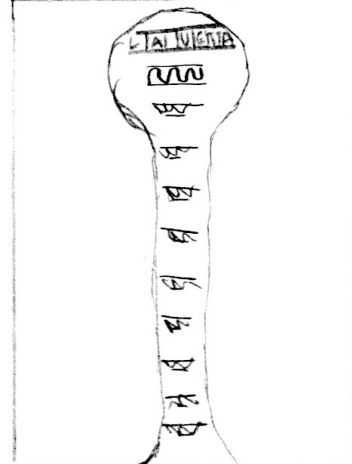
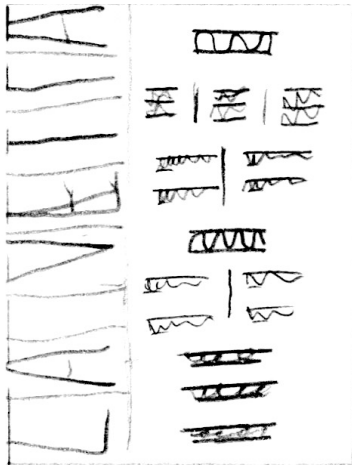
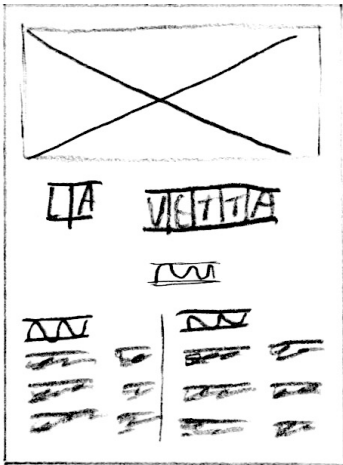
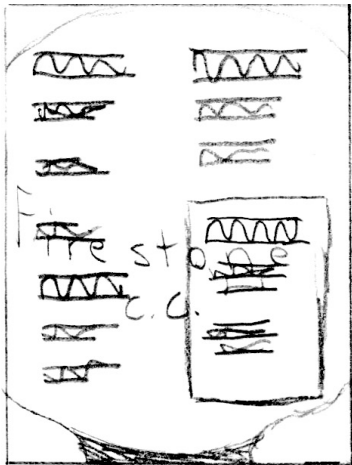
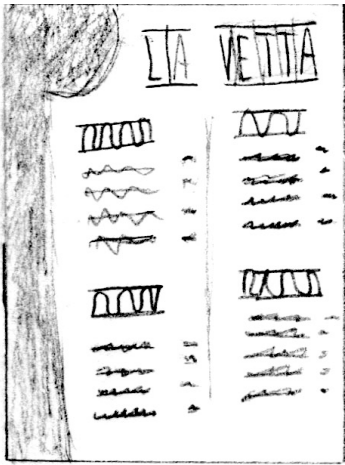
Research | Mood Board



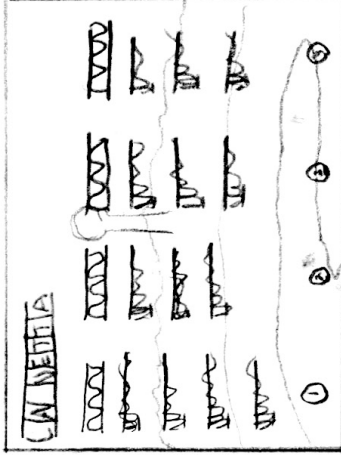
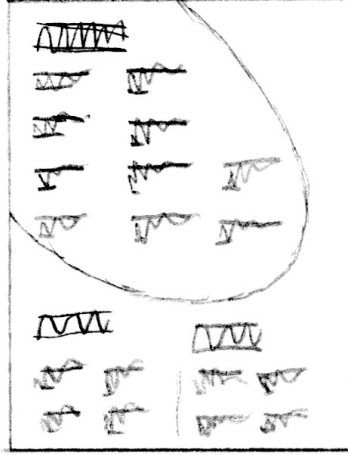
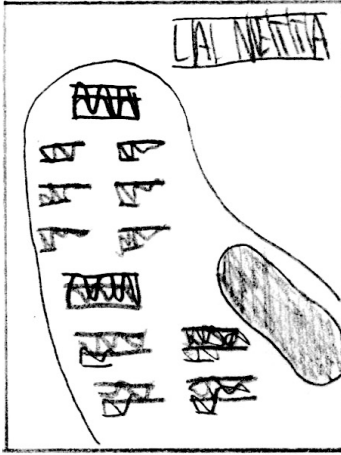
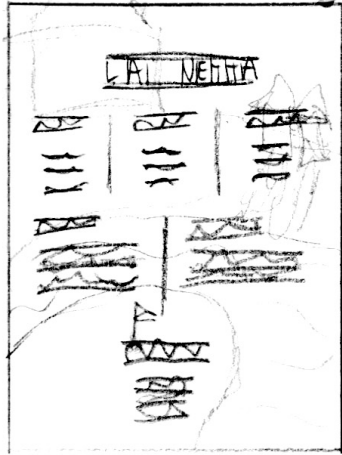
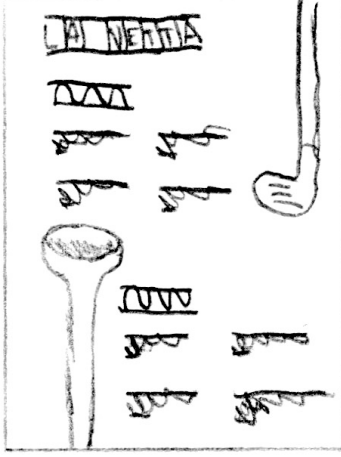
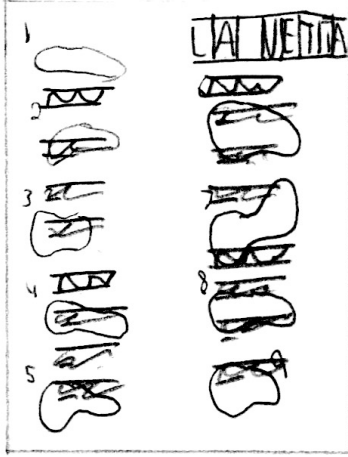
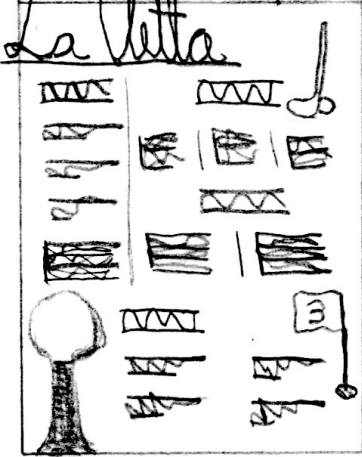
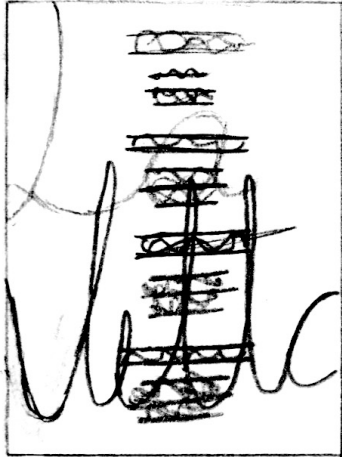
Research | Mood Board



Research | Layout Sketches

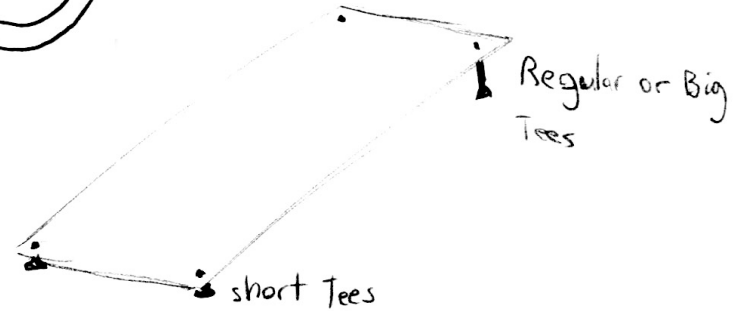
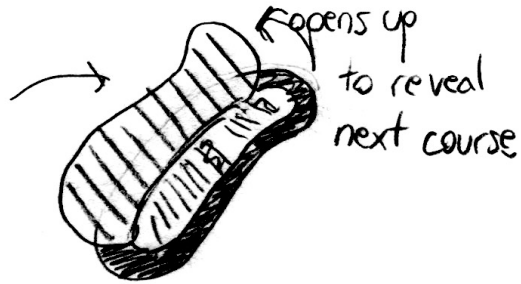
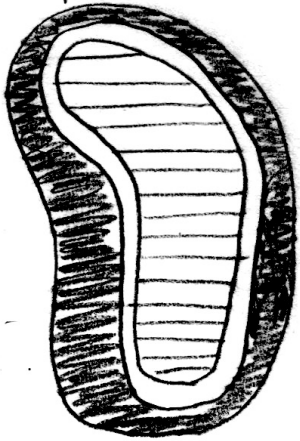


Research | Layout Sketches

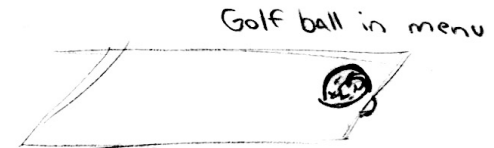
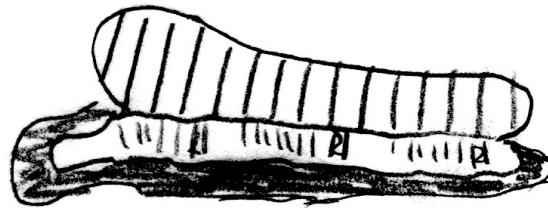


Research | Mockup Sketches

Shape of a hole from the golf course



- - Main & Desert
- - Starters
- ▣ - Drinks



Visor w/ La Vetta logo as main
w/ Firestone cc. secondary on side

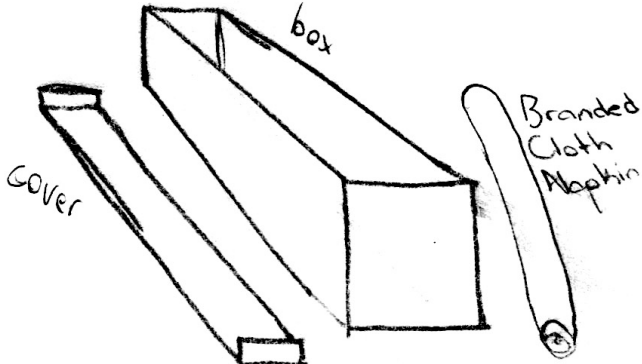
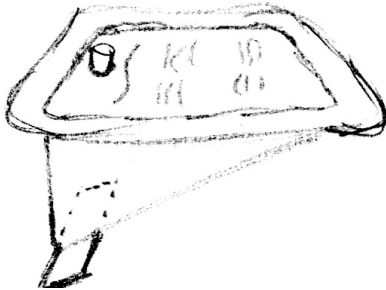
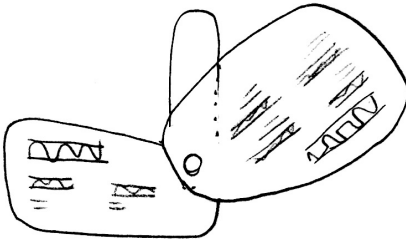
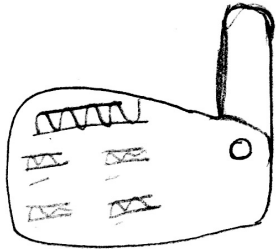
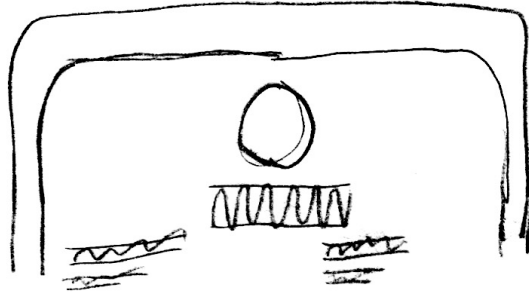
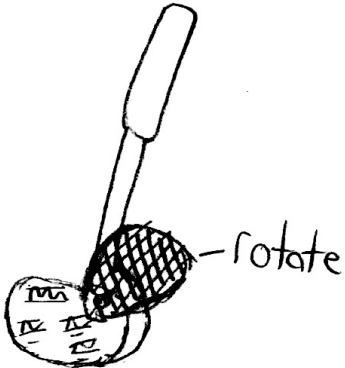
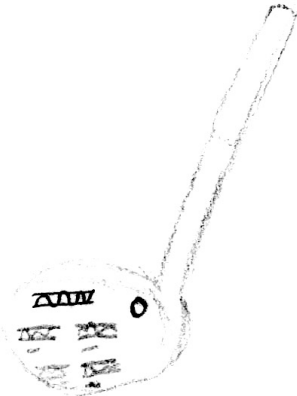


Golfing Gloves
Large La Vetta logo across two gloves

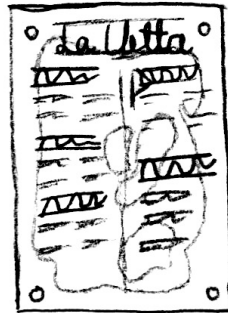
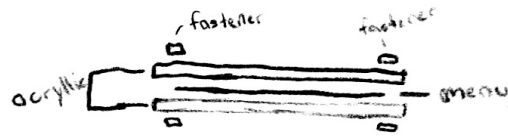


Tee stand
for table

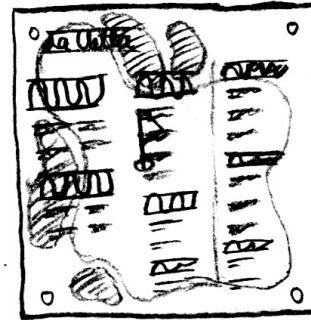
Research | Mockup Sketches



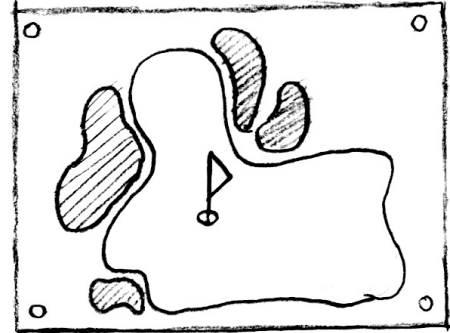
Research | Mockup Sketches



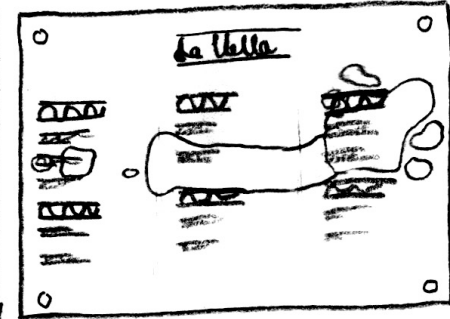
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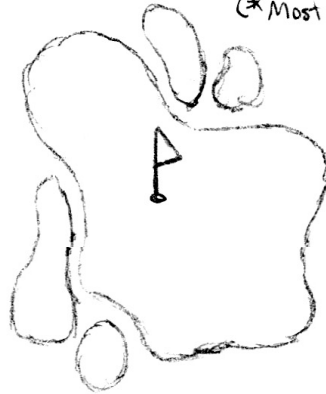
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1
18th hole West Course



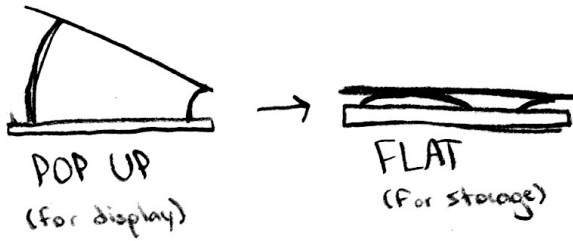
2
18th hole South Course
(*Most Famous*)



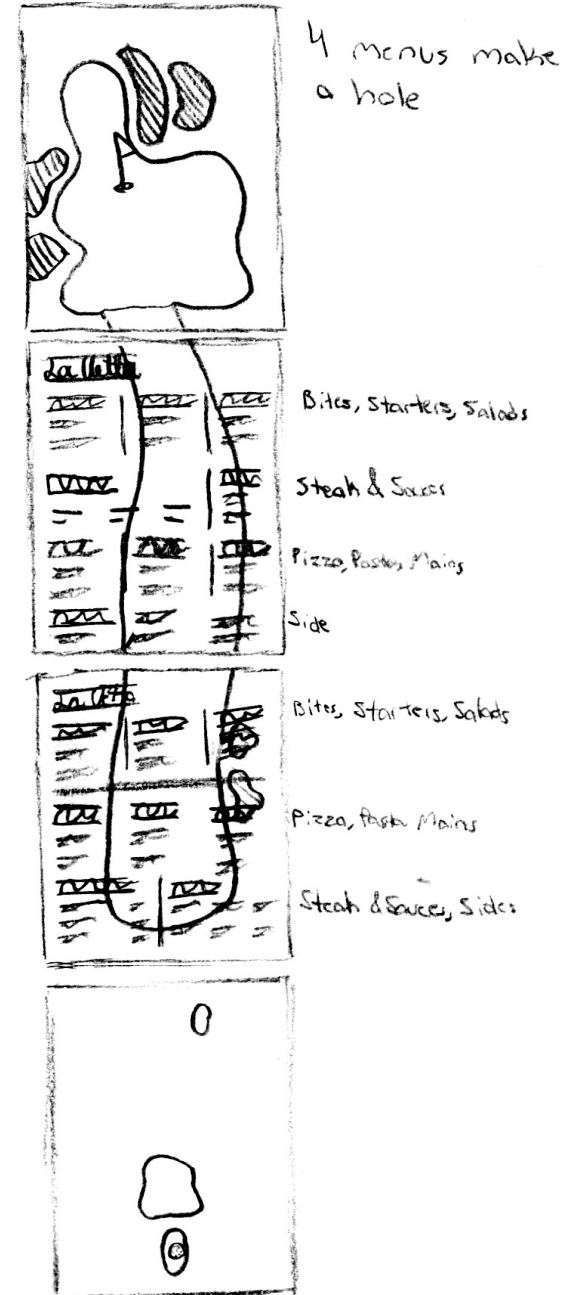
3
18th hole South Course (Full)



Research | Idea Sketches



Possible materials: Acrylic, Wood, metal for movement



Development

Development | Type Pairings

Alga
Eurostile
Sitka

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing

Alga
Eurostile
Mongolian Baiti

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing

Alga
Karbid Slab Pro
SF Pro Text

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

New York Extra Large
NOVECENTO SLAB WIDE
Bicyclette

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

New York Extra Large
Bicyclette
Mongolian Baiti

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing

New York Extra Large
Courier New
SF Pro Text

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

Georgia
Benguiat Pro ITC
Aux Next

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

Georgia
Century Gothic Pro
Candara

Salads

ITALIAN CHOPPED
*three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing*

Georgia
NOVECENTO SLAB WIDE
Candara

Salads

ITALIAN CHOPPED
*three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing*

Development | Type Pairings

Alga
Eurostile
Sitka

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing

Alga
Eurostile
Mongolian Baiti

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing

Alga
Karbid Slab Pro
SF Pro Text

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

New York Extra Large
NOVECEN TO SLAB WIDE
Bicyclette

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

New York Extra Large
Bicyclette
Mongolian Baiti

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing

New York Extra Large
Courier New
SF Pro Text

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

Georgia
Benguiat Pro ITC
Aux Next

Salads

ITALIAN CHOPPED
three lettuces, avocado, mozzarella cucumber,
cherry tomatoes, creamy italian dressing

Georgia
Century Gothic Pro
Candara

Salads

ITALIAN CHOPPED
*three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing*

Georgia
NOVECEN TO SLAB WIDE
Candara

Salads

ITALIAN CHOPPED
*three lettuces, avocado, mozzarella cucumber, cherry
tomatoes, creamy italian dressing*

Development | Type Pairings

WALUXE

Alga

Adobe Garamond Pro

SALADS

ITALIAN CHOPPED

three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing

Alana

Alga

Adonis

Salads

ITALIAN CHOPPED

three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing

Alana

Alga

Alga

Salads

ITALIAN CHOPPED

three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing

WALUXE

Bicyclette

Adobe Garamond Pro

SALADS

ITALIAN CHOPPED

three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing

Alana

Bicyclette

Adonis

Salads

ITALIAN CHOPPED

three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing

Alana

Alga

SF Pro Text

Salads

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WALUXE

Karbid Slab Pro

Candara

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Century Gothic Pro

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Candara

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Alana

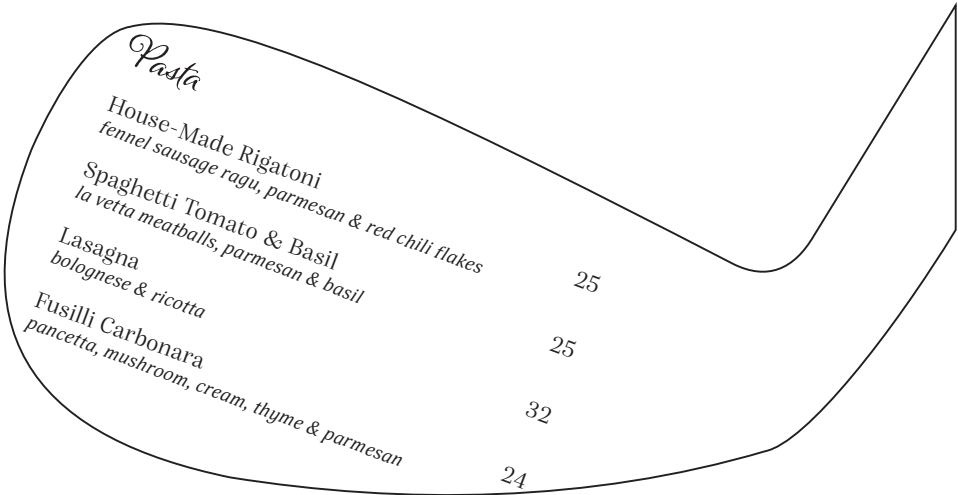
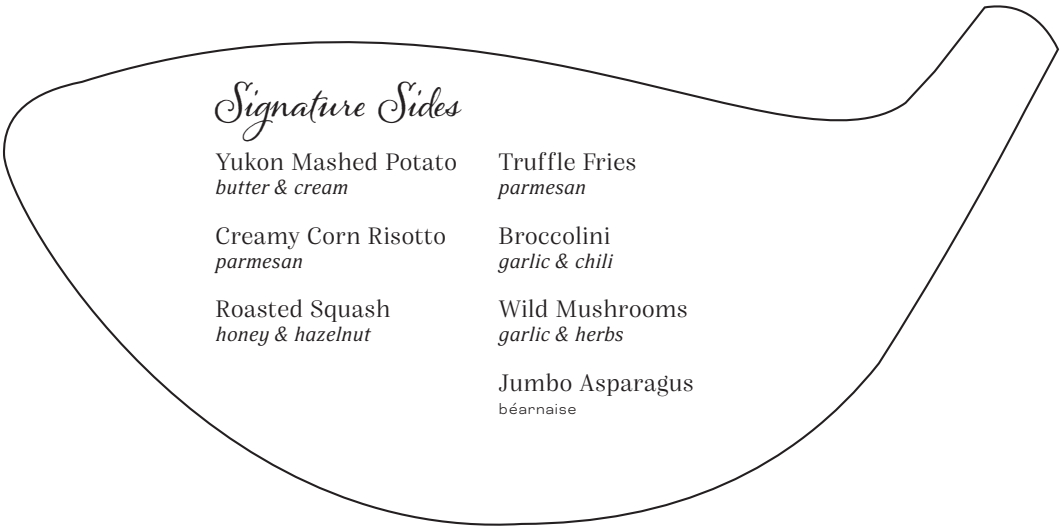
Alga

Candara

Salads

ITALIAN CHOPPED

three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing



<i>Small Bites</i>		<i>Salads</i>		<i>Signature Starters</i>	
MARINATED OLIVES	4	ITALIAN CHOPPED	14	LA VETTA MEATBALLS	18
SPICY MOZZARELLA BALLS	4	three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing		locally sourced beef, veal & sausage	
ARTICHOKE HEARTS	4	CAESAR	13	JUMBO LUMP CRAB CAKE	21
GOAT CHEESE & PISTACHIO STUFFED DATES	4	white anchovies, garlic croutons, shaved parmesan caesar dressing		remoulade & fennel slaw	
		BURRATA	18	SALUMI BOARD	25
<i>Pasta</i>		heirloom cherry tomatoes, arugula balsamic drizzle, italian olive oil pistachio & dates		artisan cured meats & cheeses	
HOUSE-MADE RIGATONI	25			ARRANCINI	14
fennel sausage ragu, parmesan & red chili flakes				wild mushrooms & truffle	
SPAGHETTI TOMATO & BASIL	25			BAKED CLAMS	17
la vetta meatballs, parmesan & basil		<i>Mains</i>		garlic & pancetta	
LASAGNA	32	VEAL MILANESE	45		
bolognese & ricotta		cherry tomato & arugula		<i>Flatbread Pizza</i>	
FUSILLI CARBONARA	24	PORK CHOP	34	MARGHERITA	15
pancetta, mushroom, cream, thyme & parmesan		yukon mashed & apple-date marmolada		heirloom tomatoes, burrata, basil italian olive oil & sea salt	
BUCATINI VONGOLE	32	GROUPEL PUTTANESCA	42	TRUFFLE & FONTINA	18
clams, garlic, white wine, parsley & chili flakes		creamy corn risotto		black truffle ricotta, yukon potato fon- tina cheese	
RAVIOLI	32	CHICKEN PARMIGANA	35	SPICY SOPPRESSATA	17
beet, goat cheese & brown butter sage		spaghetti marinara		house-made marinara, cherry tomatoes arugula	
<i>Steak Cuts</i>				<i>Signature Sides</i>	
8 OZ. CREEKSTONE FARMS FILET	48			YUKON MASHED POTATO	10
12 OZ. USDA PRIME NEW YORK STRIP	50			butter & cream	
14 OZ. USDA PRIME RIBEYE	55			CREAMY CORN RISOTTO	10
				parmesan	
<i>Sauces</i>				ROASTED SQUASH	10
BOURBON PEPPERCORN				honey & hazelnut	
BEARNAISE				TRUFFLE FRIES	10
POINT REYES BLUE CHEESE				parmesan	
JAPANESE CHIMICHURRI				BROCCOLINI	10
				garlic & chili	

<i>Small Bites</i>		<i>Salads</i>		<i>Signature Starters</i>	
MARINATED OLIVES	4	ITALIAN CHOPPED	14	LA VETTA MEATBALLS	18
SPICY MOZZARELLA BALLS	4	three lettuces, avocado, mozzarella cucumber, cherry tomatoes, creamy italian dressing		locally sourced beef, veal & sausage	
ARTICHOKE HEARTS	4			JUMBO LUMP CRAB CAKE	21
GOAT CHEESE & PISTACHIO STUFFED DATES	4	CAESAR	13	remoulade & fennel slaw	
		white anchovies, garlic croutons, shaved parmesan caesar dressing		SALUMI BOARD	25
				artisan cured meats & cheeses	
		BURRATA	18	ARRANCINI	14
		heirloom cherry tomatoes, arugula balsamic drizzle, italian olive oil pistachio & dates		wild mushrooms & truffle	
				BAKED CLAMS	17
				garlic & pancetta	
<i>Pasta</i>					
HOUSE-MADE RIGATONI	25				
fennel sausage ragu, parmesan & red chili flakes					
SPAGHETTI TOMATO & BASIL	25	<i>Signature Sides</i>		<i>Flatbread Pizza</i>	
la vetta meatballs, parmesan & basil		YUKON MASHED POTATO	10	MARGHERITA	15
LASAGNA	32	butter & cream		heirloom tomatoes, burrata, basil italian olive oil & sea salt	
bolognese & ricotta		CREAMY CORN RISOTTO	10	TRUFFLE & FONTINA	18
FUSILLI CARBONARA	24	parmesan		black truffle ricotta, yukon potato fon- tina cheese	
pancetta, mushroom, cream, thyme & parmesan		ROASTED SQUASH	10	SPICY SOPPRESSATA	17
BUCATINI VONGOLE	32	honey & hazelnut		house-made marinara, cherry tomatoes arugula	
clams, garlic, white wine, parsley & chili flakes		TRUFFLE FRIES	10		
RAVIOLI	32	parmesan			
beet, goat cheese & brown butter sage		BROCCOLINI	10	<i>Mains</i>	
		garlic & chili		VEAL MILANESE	45
		WILD MUSHROOMS	10	cherry tomato & arugula	
		garlic & herbs		PORK CHOP	34
<i>Steak Cuts</i>		JUMBO ASPARAGUS	10	yukon mashed & apple-date marmolada	
8 OZ. CREEKSTONE FARMS FILET	48	béarnaise		GROUPER PUTTANESCA	42
12 OZ. USDA PRIME NEW YORK STRIP	50			creamy corn risotto	
14 OZ. USDA PRIME RIBEYE	55	<i>Sauces</i>		CHICKEN PARMIGANA	35
		BOURBON PEPPERCORN		spaghetti marinara	
		BEARNAISE			
		POINT REYES BLUE CHEESE			
		JAPANESE CHIMICHURRI			

<i>Small Bites</i>		<i>Salads</i>		<i>Signature Starters</i>	
MARINATED OLIVES	4	ITALIAN CHOPPED	14	LA VETTA MEATBALLS	18
SPICY MOZZARELLA BALLS	4	three lettuces, avocado, mozzarella		locally sourced beef, veal & sausage	
ARTICHOKE HEARTS	4	cucumber, cherry tomatoes, creamy		JUMBO LUMP CRAB CAKE	21
GOAT CHEESE & PISTACHIO STUFFED DATES	4	italian dressing		remoulade & fennel slaw	
		CAESAR	13	SALUMI BOARD	25
		white anchovies, garlic croutons,		artisan cured meats & cheeses	
		shaved parmesan caesar dressing		ARRANCINI	14
		BURRATA	18	wild mushrooms & truffle	
		heirloom cherry tomatoes, arugula		BAKED CLAMS	17
		balsamic drizzle, italian olive oil		garlic & pancetta	
		pistachio & dates			
		<i>Mains</i>		<i>Flatbread Pizza</i>	
		VEAL MILANESE	45	MARGHERITA	15
		cherry tomato & arugula		heirloom tomatoes, burrata, basil italian	
		PORK CHOP	34	olive oil & sea salt	
		yukon mashed & apple-date marmolada		TRUFFLE & FONTINA	18
		GROUPER PUTTANESCA	42	black truffle ricotta, yukon potato	
		creamy corn risotto		fontina cheese	
		CHICKEN PARMIGANA	35	SPICY SOPPRESSATA	17
		spaghetti marinara		house-made marinara, cherry tomatoes	
				arugula	
		<i>Steak Cuts & Sauces</i>		<i>Pasta</i>	
		8 OZ. CREEKSTONE FARMS FILET	48	HOUSE-MADE RIGATONI	25
		12 OZ. USDA PRIME NEW YORK STRIP	50	fennel sausage ragu, parmesan & red chili flakes	
		14 OZ. USDA PRIME RIBEYE	55	SPAGHETTI TOMATO & BASIL	25
		BOURBON PEPPERCORN		la vetta meatballs, parmesan & basil	
		BEARNAISE		LASAGNA	32
		POINT REYES BLUE CHEESE		bolognese & ricotta	
		JAPANESE CHIMICHURRI		FUSILLI CARBONARA	24
				pancetta, mushroom, cream, thyme & parmesan	
				BUCATINI VONGOLE	32
				clams, garlic, white wine, parsley & chili flakes	
				RAVIOLI	32
				beet, goat cheese & brown butter sage	

LA VETTA
ITALIAN CHOPHOUSE



SMALL BITES		SALADS		SIGNATURE STARTERS	
MARINATED OLIVES	4	ITALIAN CHOPPED	14	LA VETTA MEATBALLS	18
SPICY MOZZARELLA BALLS	4	three lettuces, avocado, mozzarella		locally sourced beef, veal & sausage	
ARTICHOKE HEARTS	4	cucumber, cherry tomatoes, creamy		JUMBO LUMP CRAB CAKE	21
GOAT CHEESE & PISTACHIO STUFFED DATES	4	italian dressing		remoulade & fennel slaw	
SIGNATURE SIDES		CAESAR	13	SALUMI BOARD	25
YUKON MASHED POTATO	10	white anchovies, garlic croutons,		artisan cured meats & cheeses	
butter & cream		shaved parmesan caesar dressing		ARRANCINI	14
CREAMY CORN RISOTTO	10	BURRATA	18	wild mushrooms & truffle	
parmesan		heirloom cherry tomatoes, arugula		BAKED CLAMS	17
ROASTED SQUASH	10	balsamic drizzle, italian olive oil		garlic & pancetta	
honey & hazelnut		pistachio & dates		FLATBREAD PIZZA	
TRUFFLE FRIES	10	MAINS		MARGHERITA	15
parmesan		VEAL MILANESE	45	heirloom tomatoes, burrata, basil	
BROCCOLINI	10	cherry tomato & arugula		italian olive oil & sea salt	
garlic & chili		PORK CHOP	34	TRUFFLE & FONTINA	18
WILD MUSHROOMS	10	yukon mashed &		black truffle ricotta, yukon potato	
garlic & herbs		apple-date marmolada		fontina cheese	
JUMBO ASPARAGUS	10	GROUPER PUTTANESCA	42	SPICY SOPPRESSATA	17
béarnaise		creamy corn risotto		house-made marinara,	
STEAK CUTS AND SAUCES		CHICKEN PARMIGANA	35	cherry tomatoes arugula	
8 OZ. CREEKSTONE FARMS FILET	48	spaghetti marinara		PASTA	
12 OZ. USDA PRIME NEW YORK STRIP	50	STEAK CUTS AND SAUCES		HOUSE-MADE RIGATONI	25
14 OZ. USDA PRIME RIBEYE	55	8 OZ. CREEKSTONE FARMS FILET	48	fennel sausage ragu, parmesan & red chili flakes	
BOURBON PEPPERCORN		12 OZ. USDA PRIME NEW YORK STRIP	50	SPAGHETTI TOMATO & BASIL	25
BEARNAISE		14 OZ. USDA PRIME RIBEYE	55	la vetta meatballs, parmesan & basil	
POINT REYES BLUE CHEESE		BOURBON PEPPERCORN		LASAGNA	32
JAPANESE CHIMICHURRI		BEARNAISE		bolognese & ricotta	
LA VETTA		POINT REYES BLUE CHEESE		FUSILLI CARBONARA	24
ITALIAN CHOPHOUSE		JAPANESE CHIMICHURRI		pancetta, mushroom, cream, thyme & parmesan	
				BUCATINI VONGOLE	32
				clams, garlic, white wine, parsley & chili flakes	
				RAVIOLI	32
				beet, goat cheese & brown butter sage	

SMALL BITES

MARINATED OLIVES 4
SPICY MOZZARELLA BALLS 4
ARTICHOKE HEARTS 4
GOAT CHEESE &
PISTACHIO STUFFED DATES 4

SIGNATURE SIDES

YUKON MASHED POTATO 10
butter & cream
CREAMY CORN RISOTTO 10
parmesan
ROASTED SQUASH 10
honey & hazelnut
TRUFFLE FRIES 10
parmesan
BROCCOLINI 10
garlic & chili
WILD MUSHROOMS 10
garlic & herbs
JUMBO ASPARAGUS 10
béarnaise

STEAK CUTS AND SAUCES

8 OZ. CREEKSTONE FARMS FILET 48
12 OZ. USDA PRIME NEW YORK STRIP 50
14 OZ. USDA PRIME RIBEYE 55
BOURBON PEPPERCORN
BEARNAISE
POINT REYES BLUE CHEESE
JAPANESE CHIMICHURRI

LA VETTA
ITALIAN CHOPHOUSE

MAINS

VEAL MILANESE 45
cherry tomato & arugula
PORK CHOP 34
yukon mashed &
apple-date marmolada
GROUPEL PUTTANESCA 42
creamy corn risotto
CHICKEN PARMIGANA 35
spaghetti marinara

FLATBREAD PIZZA

MARGHERITA 15
heirloom tomatoes, burrata, basil
italian olive oil & sea salt
TRUFFLE & FONTINA 18
black truffle ricotta, yukon potato
fontina cheese
SPICY SOPPRESSATA 17
house-made marinara,
cherry tomatoes arugula

PASTA

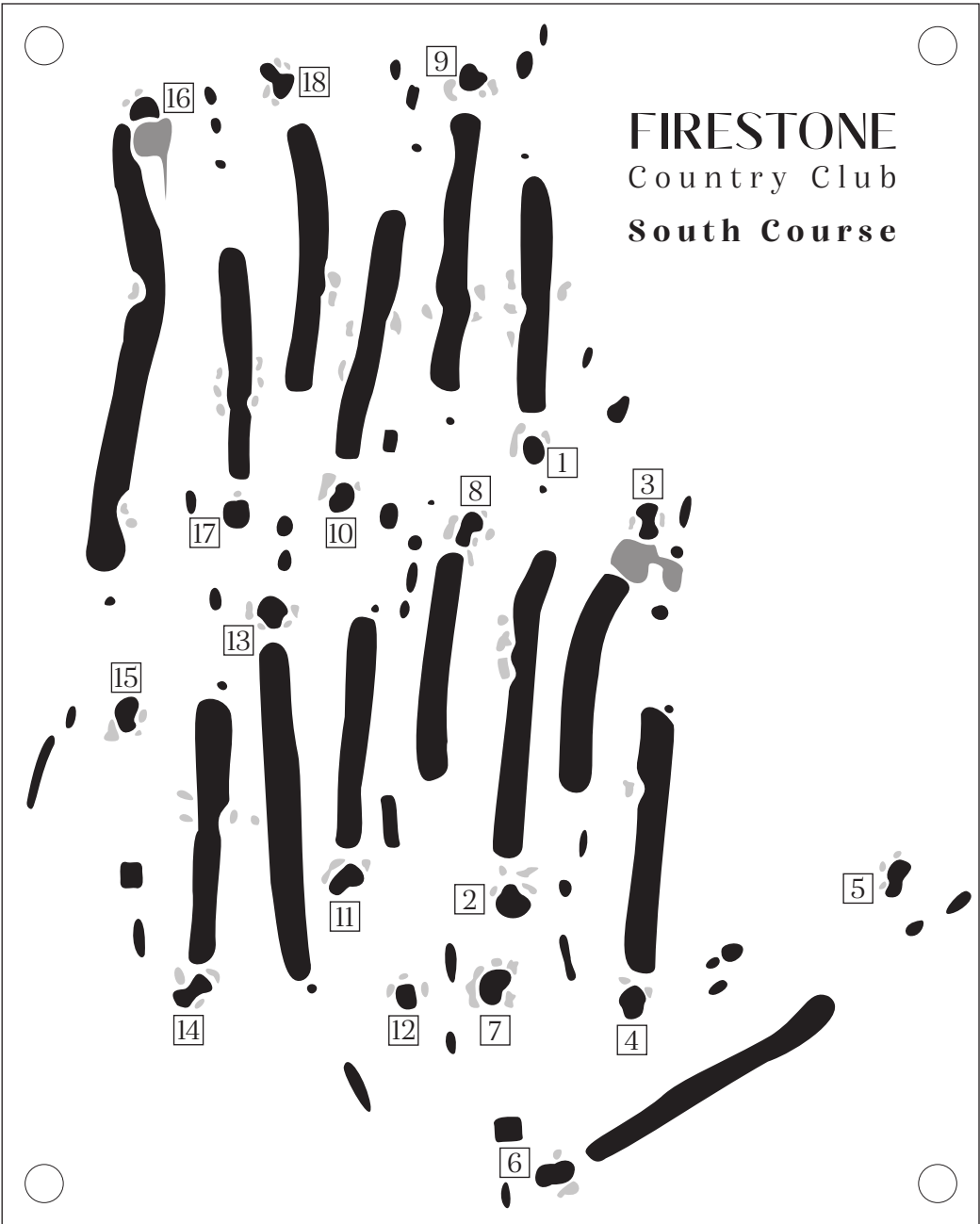
HOUSE-MADE RIGATONI 25
fennel sausage ragu, parmesan & red chili flakes
SPAGHETTI TOMATO & BASIL 25
la vetta meatballs, parmesan & basil
LASAGNA 32
bolognese & ricotta
FUSILLI CARBONARA 24
pancetta, mushroom, cream, thyme & parmesan
BUCATINI VONGOLE 32
clams, garlic, white wine, parsley & chili flakes
RAVIOLI 32
beet, goat cheese & brown butter sage

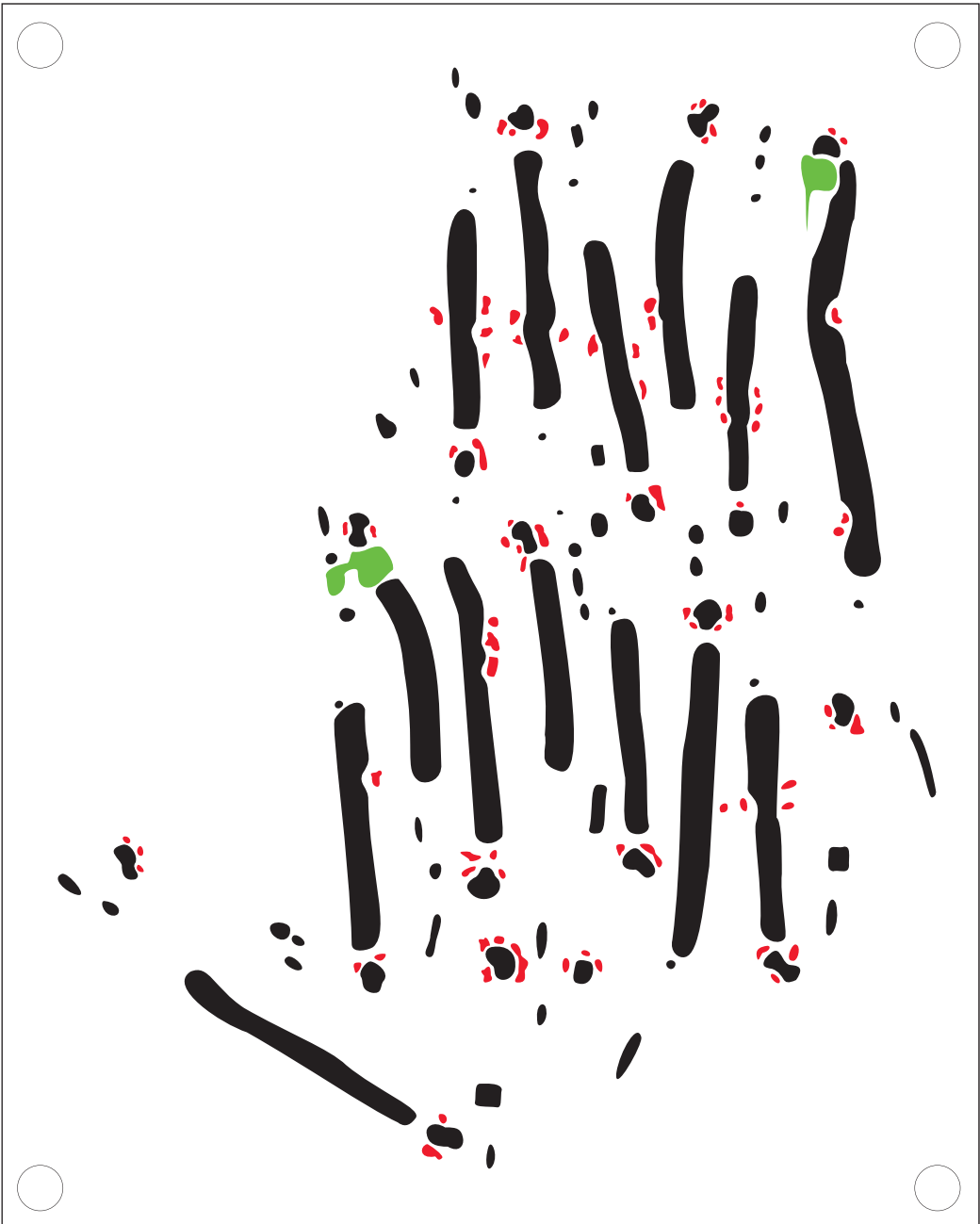
SALADS

ITALIAN CHOPPED 14
three lettuces, avocado, mozzarella
cucumber, cherry tomatoes, creamy
italian dressing
CAESAR 13
white anchovies, garlic croutons,
shaved parmesan caesar dressing
BURRATA 18
heirloom cherry tomatoes, arugula
balsamic drizzle, italian olive oil
pistachio & dates

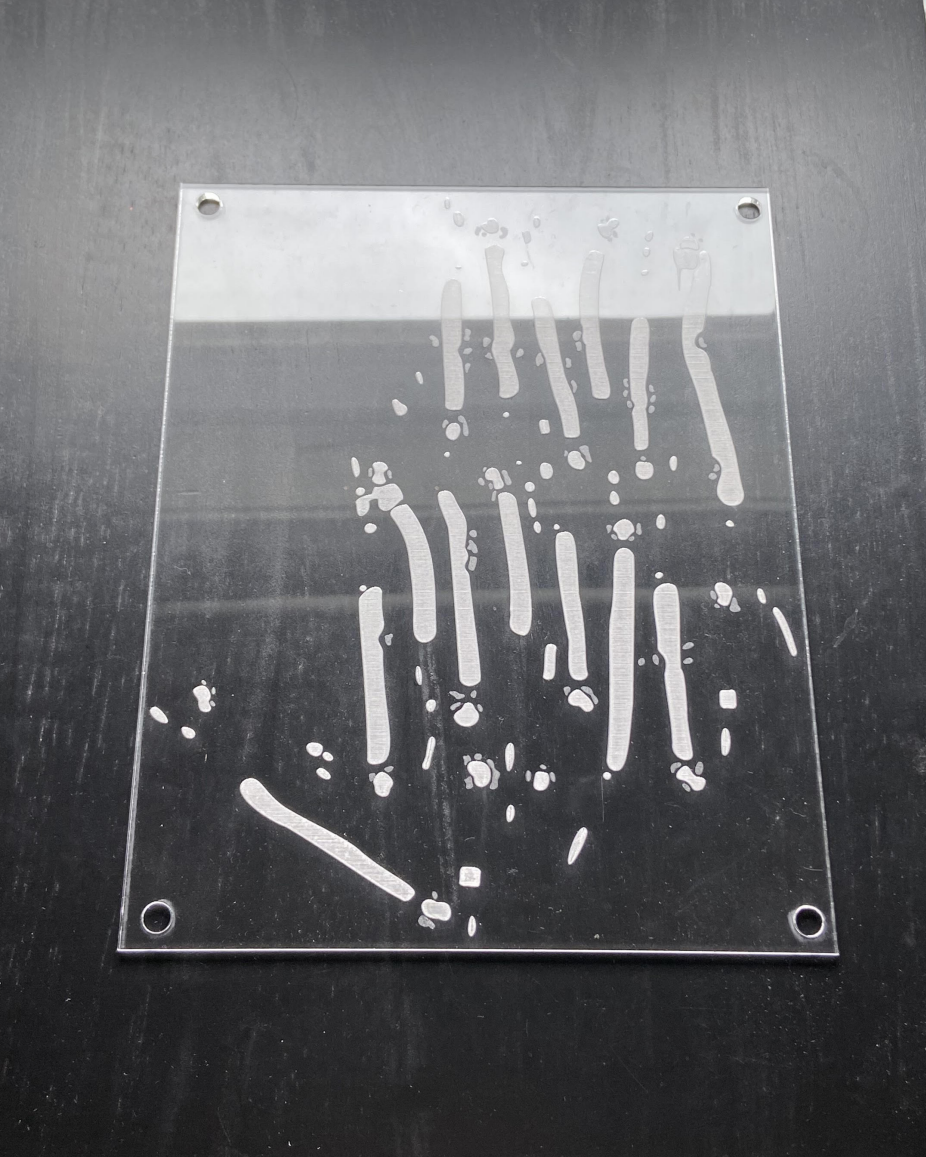
SIGNATURE STARTERS

LA VETTA MEATBALLS 18
locally sourced beef, veal & sausage
JUMBO LUMP CRAB CAKE 21
remoulade & fennel slaw
SALUMI BOARD 25
artisan cured meats & cheeses
ARRANCINI 14
wild mushrooms & truffle
BAKED CLAMS 17
garlic & pancetta





Development | Explorations Mockup



Final Layouts



Final | Menu Mockup



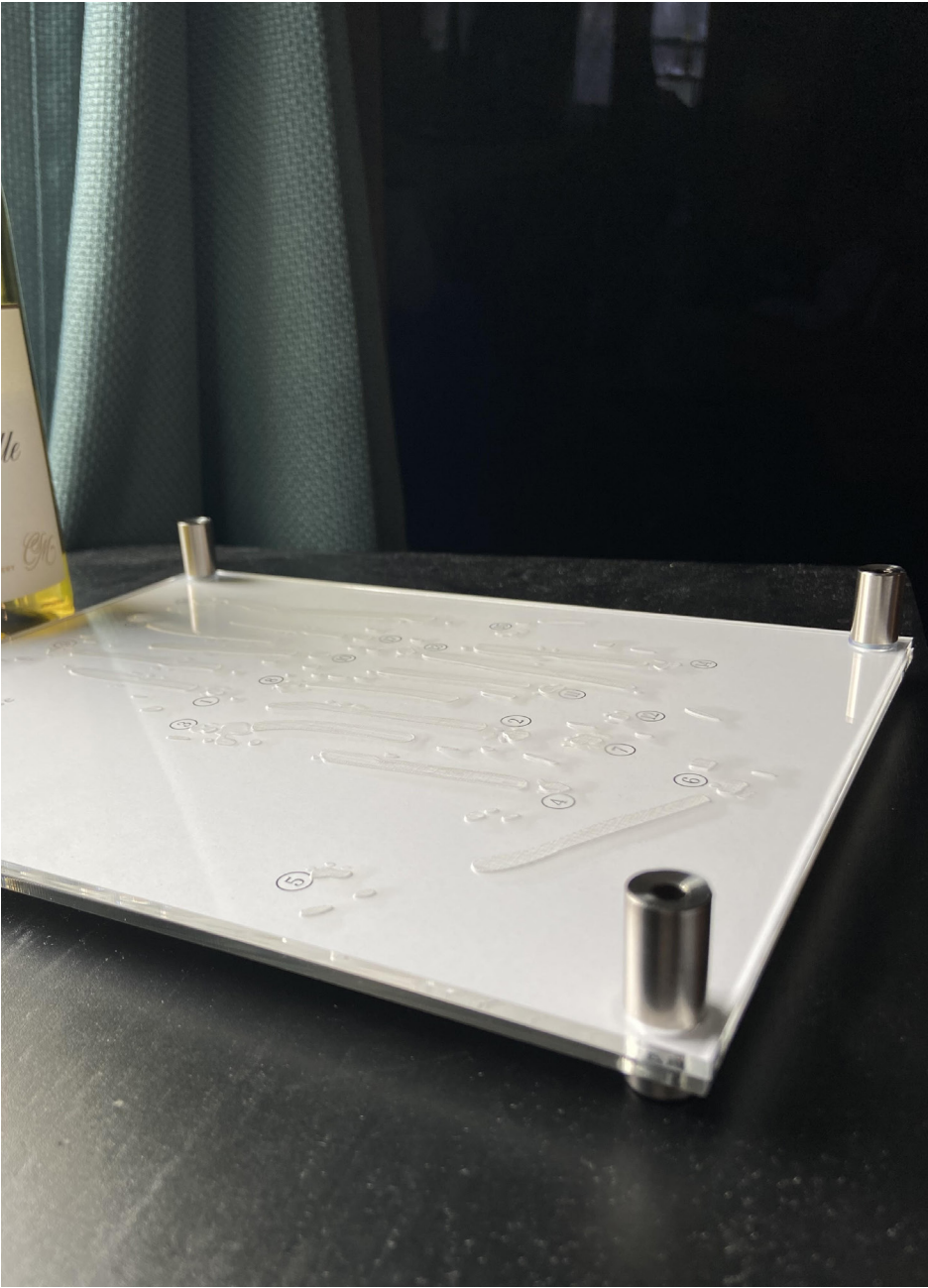
Final | Menu Mockup



Final | Menu Mockup



Final | Menu Mockup



Final | Menu Mockup



Final | Bag Mockup



Final | Item Mockups

