



C U I S I N E O F ARIZONA

RESTAURANT AND MENU GUIDE



Welcome,

The following pages will explain all the items needed from your business.

INCLUDED IN THIS PACKET

- Materials Outline and Specifications
- Restaurant Information Sheet
- Catering and Banquet Information Sheet

MATERIALS CAN BE SUBMITTED IN THE FOLLOWING WAYS

- Mail
P.O. Box 174
Tempe, Arizona 85280-0174
- E-mail (files smaller than 5MB)
artwork@cuisineofarizona.com
Larger files may be sent via www.yousendit.com
- Fax
(480) 491-0265 or (480) 704-4983

Please be aware that as soon as you receive this packet, materials will need to be forwarded as soon as possible. If you have any questions, please call (480) 227-8311. Office hours are Monday-Friday, 9:00am-5:00pm PST.

Thank you,

John Ormond

Publisher,
Cuisine of Arizona

1956 East Vaughn. St
Tempe, AZ 85283

John Ormond
Phone (480) 227-8311
Fax (480) 491-0265
john@cuisineofarizona.com

www.cuisineofarizona.com

You can use this list as a personal checklist if necessary. After all the forms (that apply to your restaurant) have been completed, you can use the submit button for the easiest submission. Be sure to save a copy for your records.



MENU & CATERING ITEMS

- INFORMATION FORMS**
 Be sure to fill out both pages of the Restaurant Information Form along with the Catering & Banquet Information Form, if applicable.
- RESTAURANT LOGO**
 Submit a high resolution or vector format restaurant logo. The resolution needs to be at least 300 dpi at 3 inches tall or wide and saved as a eps, tiff, or jpeg.
- RESTAURANT DESCRIPTION**
 A 75 word or less description of the restaurant. If longer, please will be less space for the menu items. Please, NO publisher files.
- CURRENT MENU(S)**
 - Submit as an electronic file. A hard copy is acceptable, if there is no other option. Please NO publisher files.
 - Menu listings often cannot hold all the items on a menu. Please indicate which items are the most important.
- RECIPE & PHOTO OF PREPARED DISH.**
 - Submit and electronic file such as a Word file, PDF or Rich Text File.
 - Please make sure that the recipe includes: Restaurant name, recipe name, servings, ingredients, and preparation instructions.
- AWARDS**
 Submit any awards that the restaurant has won, along with restaurant reviews and/or quotes.
- ADDITIONAL PHOTOS AND ARTWORK**
 These images need to be at least 300 dpi ar 3" tall or wide and saved as a eps, tiff, or jpeg file. These include exterior, interior and/or food shots of your choice. They will be placed in the book, online or both.

FOUR COLOR AD SPECIFICATIONS

FULL PAGE SPECIFICATIONS

Live image area:	7.875" wide x 10.25 tall
Trim size:	8.375" wide x 10.75" tall
Bleed size:	8.875" wide x 11.25" tall

- All color ads must have a bleed of .25" if artwork is to flow off the edge of the page.
- Only PDF, EPS, Tiff, InDesign (CS4) or Quark 7 files will be accepted. All images and typefaces used (where applicable) must be included.
- All submissions must have a resolution of 300 dpi.
- For ads that will be on the inside covers and first right facing page, allot an extra .25" to allow for book binding. This will only effect the one side that fall into the gutter (spine).

PHOTOS AND ARTWORK

If Cuisine of Arizona will be designing your business' ad, submit only high resolution photos and artwork. Send files to artwork@cuisineofarizona.com, for files larger than 5MB please use www.yousendit.com.

WEBSITE & I PHONE ITEMS

ONLINE PROFILE

All of the information used to create the menu and catering pages is the same information that will be used to create your online profile.

ADDITIONAL ITEMS NEEDED:

- **Chef biography, casual chef photo.** A brief description along with a casual photo of the chef.
- **Miscellaneous Photos.** If no photos were submitted for the book, at least one photo is required for the website/iphone application.

PLEASE PRINT CLEARLY

The information you fill in below will appear alongside the menu on the listing page.

Complete all that is applicable.

RESTAURANT INFORMATION

■ **RESTAURANT NAME** (As it should print)

■ **RESTAURANT ADDRESS** (Include city and zip code)

■ **RESTAURANT PHONE** (Include area code)

(_____) _____

■ **RESTAURANT FAX** (Will not appear in book)

(_____) _____

■ **RESTAURANT WEBSITE**

■ **RESTAURANT HOURS**

■ **MAY WE USE MATERIALS FROM YOUR WEBSITE TO ENHANCE YOUR PROFILE ON CUISINEOFARIZONA.COM?**

YES NO

CONTACT INFORMATION

■ **CONTACT** (Person who will be responsible for proofing)

■ **CONTACT PHONE**

(_____) _____

■ **CONTACT FAX**

(_____) _____

■ **CONTACT E-MAIL**

CHEF INFORMATION

■ **NAME OF CHEF**

- Executive Chef Chef Chef/Owner
 Chef de Cuisine Sous Chef Pastry Chef

■ **CHEF E-MAIL** (Will not print in book)

CUISINE DETAILS

■ **MEALS SERVED**

- Breakfast Sunday Brunch
 Lunch Late Night Dining
 Dinner Twilight Dinners

■ **CUISINE STYLE**

Select up to 3 that best describes your food.

- | | |
|----------------------------------------|----------------------------------------|
| <input type="checkbox"/> American | <input type="checkbox"/> Mediterranean |
| <input type="checkbox"/> Barbeque | <input type="checkbox"/> Mexican |
| <input type="checkbox"/> Cajun | <input type="checkbox"/> Microbrewery |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pacific Rim |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Pizza |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Santa Fe |
| <input type="checkbox"/> Continental | <input type="checkbox"/> Seafood |
| <input type="checkbox"/> Eclectic | <input type="checkbox"/> Southwestern |
| <input type="checkbox"/> French | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> German | <input type="checkbox"/> Sports Bar |
| <input type="checkbox"/> Greek | <input type="checkbox"/> Steak House |
| <input type="checkbox"/> Indian | <input type="checkbox"/> Sushi |
| <input type="checkbox"/> International | <input type="checkbox"/> Tapas |
| <input type="checkbox"/> Irish | <input type="checkbox"/> Thai |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Western |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Other |
| <input type="checkbox"/> Korean | _____ |

■ **ENTREE PRICING**

Please enter the low and high prices of your entrees.

Breakfast: \$ _____ to \$ _____

Lunch: \$ _____ to \$ _____

Dinner: \$ _____ to \$ _____

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RESTAURANT INFORMATION

■ DINING INFORMATION

- Terrace/Patio Dining
- Vegetarian Options
- Seasonal Menu's
- Extensive Wine List
- Heart Smart Options
- Take Out Meals
- Children's Menu

■ ATTIRE

- Casual
- Semi-Formal
- Resort Casual
- Jacket Required

■ ADDITIONAL SERVICES

- Full Service Catering
- Private Rooms
- Meeting facilities
- Other _____
- Private Parties
- Banquet Facilities
- Lodging

■ VALET PARKING YES NO

■ SMOKING

- Non-Smoking in Restaurant
- Smoking Section on Patio
- Cigar & Pipe Friendly

■ HANDICAP ACCESSIBLE YES NO

ENTERTAINMENT

LOUNGE/BAR

Hours (if different than restaurant hours)

HAPPY HOUR

Hours: _____

LIVE MUSIC

Hours: _____

DANCING

Hours: _____

RESERVATIONS

- Not Taken
- Suggested
- Suggested for parties of 6 or more
- Not Required

■ OPENTABLE.COM YES * NO

■ RESERVATION REQUEST E-MAIL

If restaurant has multiple locations, please list additional e-mails along with locations below.

PAYMENT OPTIONS

■ CREDIT CARDS

- American Express
- Visa/MasterCard
- Discover Card
- Carte Blanche
- Diners Club Card

■ CHECKS

- Accepted
- Not Accepted

Stipulations: _____

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PLEASE PRINT CLEARLY. Fill out this form in its entirety.

The information you fill in below will appear alongside the Catering/Banquet listing page. Please fill out even if the information repeats from the Restaurant Information. These forms may be separated which will result in inaccurate information. Thank you.

CATERING INFORMATION

■ RESTAURANT NAME (As it should print)

■ RESTAURANT ADDRESS (Include city and zip code)

■ RESTAURANT PHONE (Include area code)

(____) _____

■ RESTAURANT FAX (Will not appear in book)

(____) _____

■ WEBSITE

■ HOURS AVAILABLE FOR INQUIRES?

■ MAY WE USE MATERIALS FROM YOUR WEBSITE TO ENHANCE YOUR PROFILE ON CUISINEOFARIZONA.COM?

YES NO

CONTACT INFORMATION

■ CONTACT (Person who will be responsible for proofing)

■ CONTACT PHONE

(____) _____

■ CONTACT FAX

(____) _____

■ CONTACT E-MAIL

EVENTS

■ TYPES OF EVENTS CATERED

- | | |
|--------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Weddings | <input type="checkbox"/> Birthdays |
| <input type="checkbox"/> Rehearsals | <input type="checkbox"/> Anniversaries |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Luncheons |
| <input type="checkbox"/> Private | <input type="checkbox"/> Cocktail Parties |
| <input type="checkbox"/> Other _____ | |

FACILITIES

■ ON-SITE FACILITIES AVAILABLE

List rooms and capacity.

■ RESTAURANT BUY-OUTS AVAILABLE?

YES NO

■ OFF-SITE CATERING AVAILABLE?

YES NO

■ ADDITIONAL SERVICES PROVIDED AND ARRANGED FOR...

- | | |
|----------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Photography | <input type="checkbox"/> Flowers/Florist |
| <input type="checkbox"/> Cakes/Pastry | <input type="checkbox"/> Serving Staff |
| <input type="checkbox"/> Entertainment/D.J. | |
| <input type="checkbox"/> Bar & Beverage Services | |
| <input type="checkbox"/> China, Glassware & Linens | |
| <input type="checkbox"/> Other _____ | |

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