



**CONCEPT BOOK**

# CONCEPT NOTE

With the increasing popularity of food and beer pairings, At beer dog, what began with a dream for brews with more hops has turned into an insatiable desire to craft beers of all flavors, with a focus on quality, purity, and fun. Today, beer dog brews has a range of over 15 beers from the world over.

We try to make your experience a unique one, from concept to tap or bottle, in any state that we distribute. Our beers are fresh, smooth, rich, and full of flavors. Atmosphere a comfortable beer café setting for people of all ages. The exposed brick, the warm yellow will be Warm and inviting. The rough natural wood will add to the cozy buzz.

The pub shopfront is the gateway to success – its how to sell the pub brand – so we have a graphic driven yellow façade which will stand out and attract the customers, who look forward to a unique exciting concept, of an upscale, casual beer café

## HOT DOG

Though the hot dog is all-American, our passion for creativity, quality and commitment present it to the world community in a unique manner. Nothing tastes like a Beer Dog hot dog. Our offering takes hot dogs from the mundane to the memorable. The menu includes our jumbo, snap, turkey and veggie dogs — an option for everyone. Guests love creating their own taste sensation from the plethora of toppings on our "build your own menu." Once confined to food carts on street corners, the hot dog now finds itself as comfort food for the weary traveler!

With our beer, across the counter, smothered with regional flavors, and marinated in premium condiments. Spicy mayo, pinto beans, pico de gallo, and homemade crab dip are just a handful of the innovative condiments now found on hot dog menus.

"It's fun and delicious!"



# BEERDOG



**BRAND MERCHANDISE**

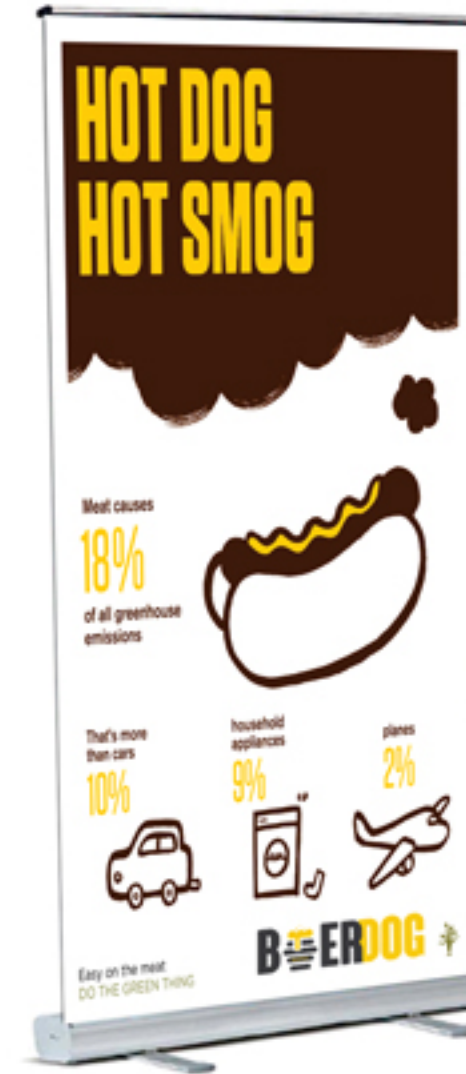
# BRAND MERCHANDISE





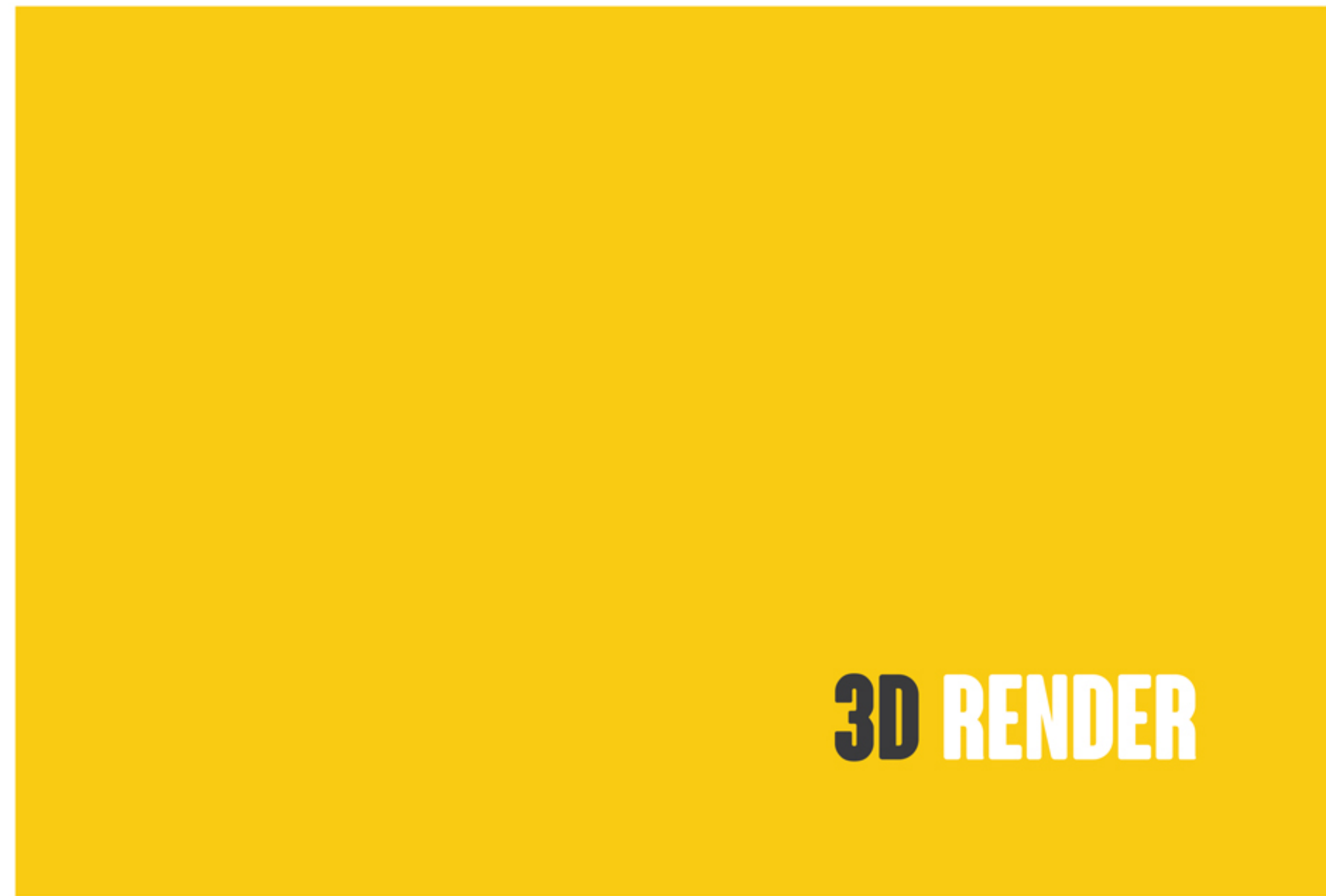
**MARKETING COLLATERALS**

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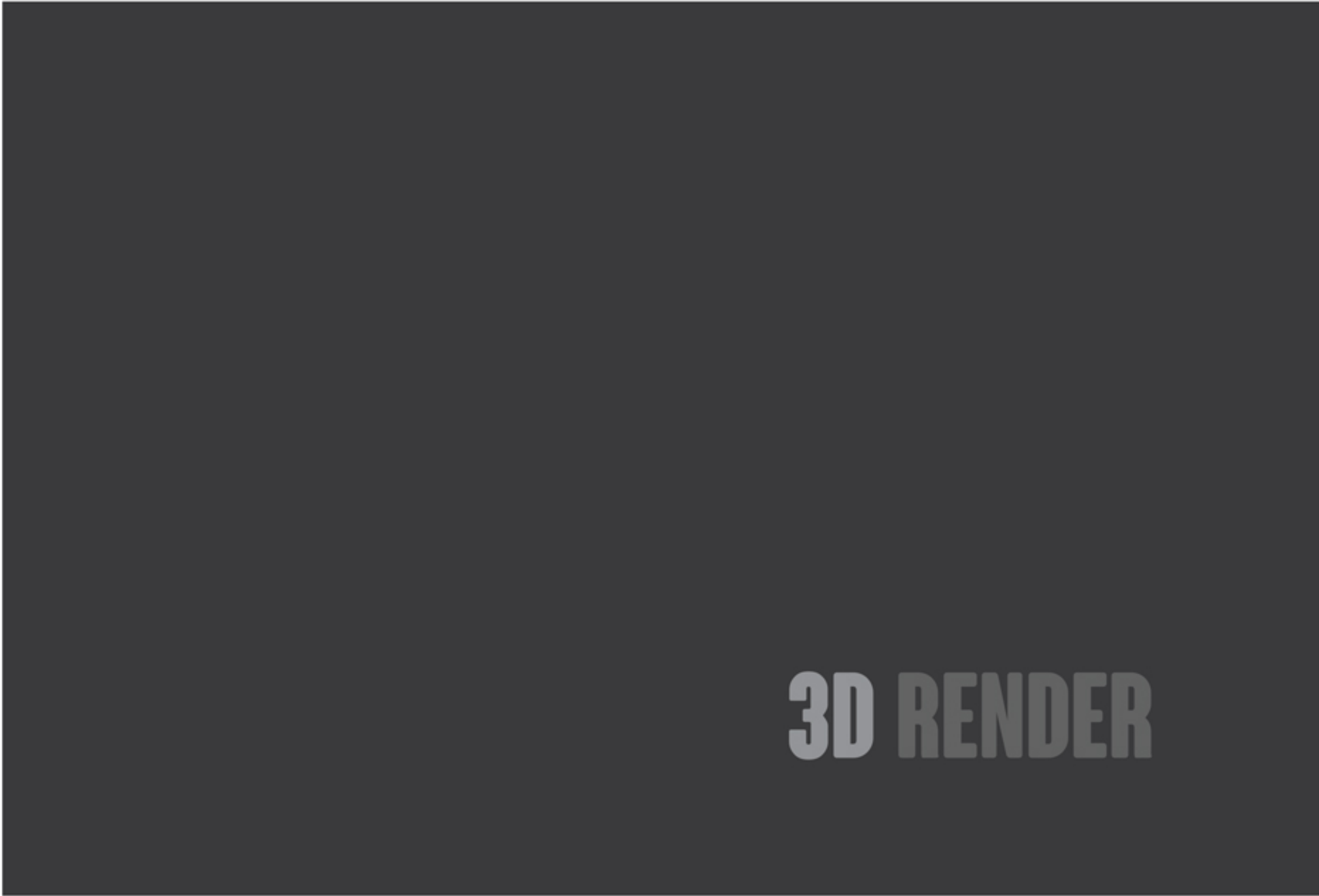


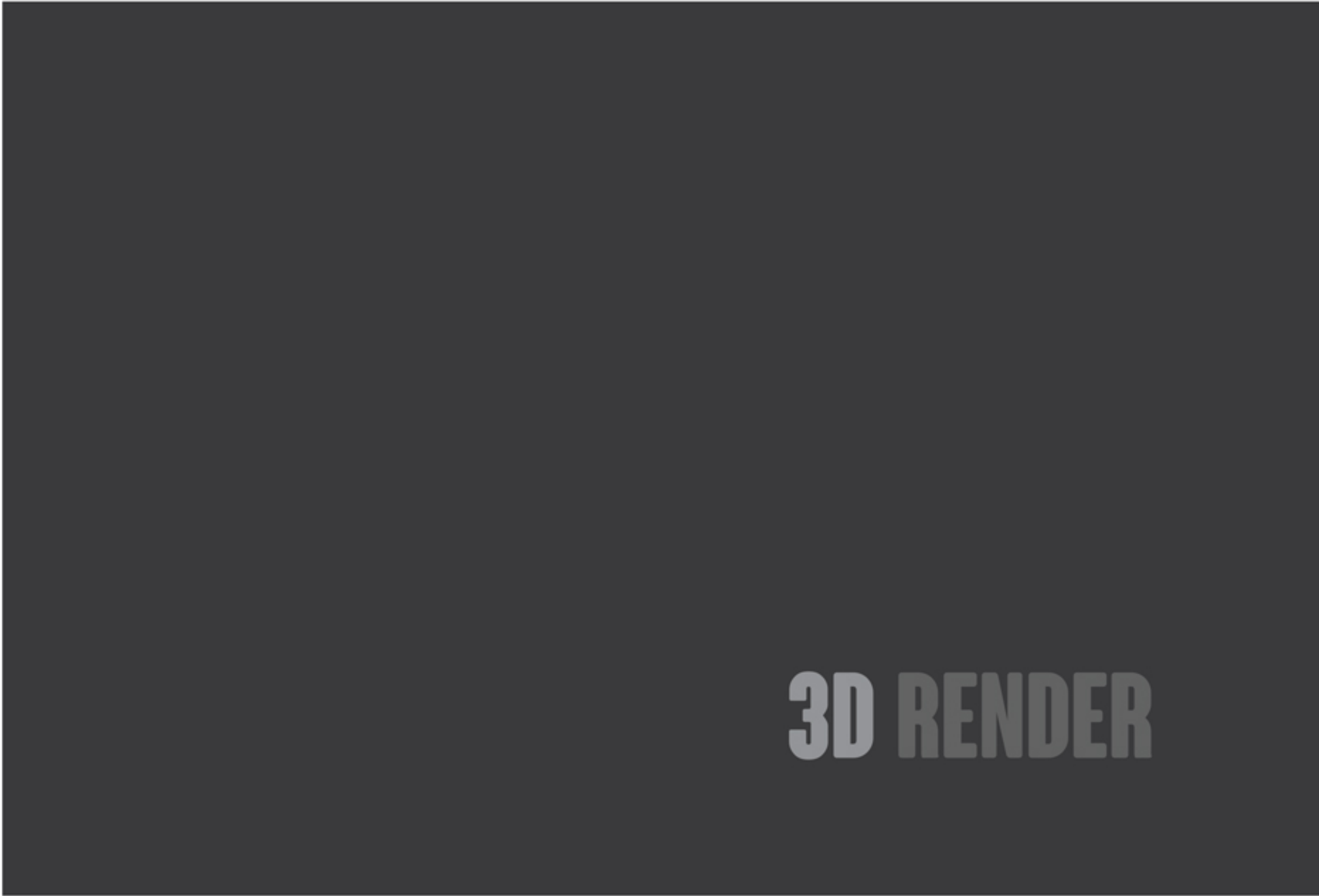
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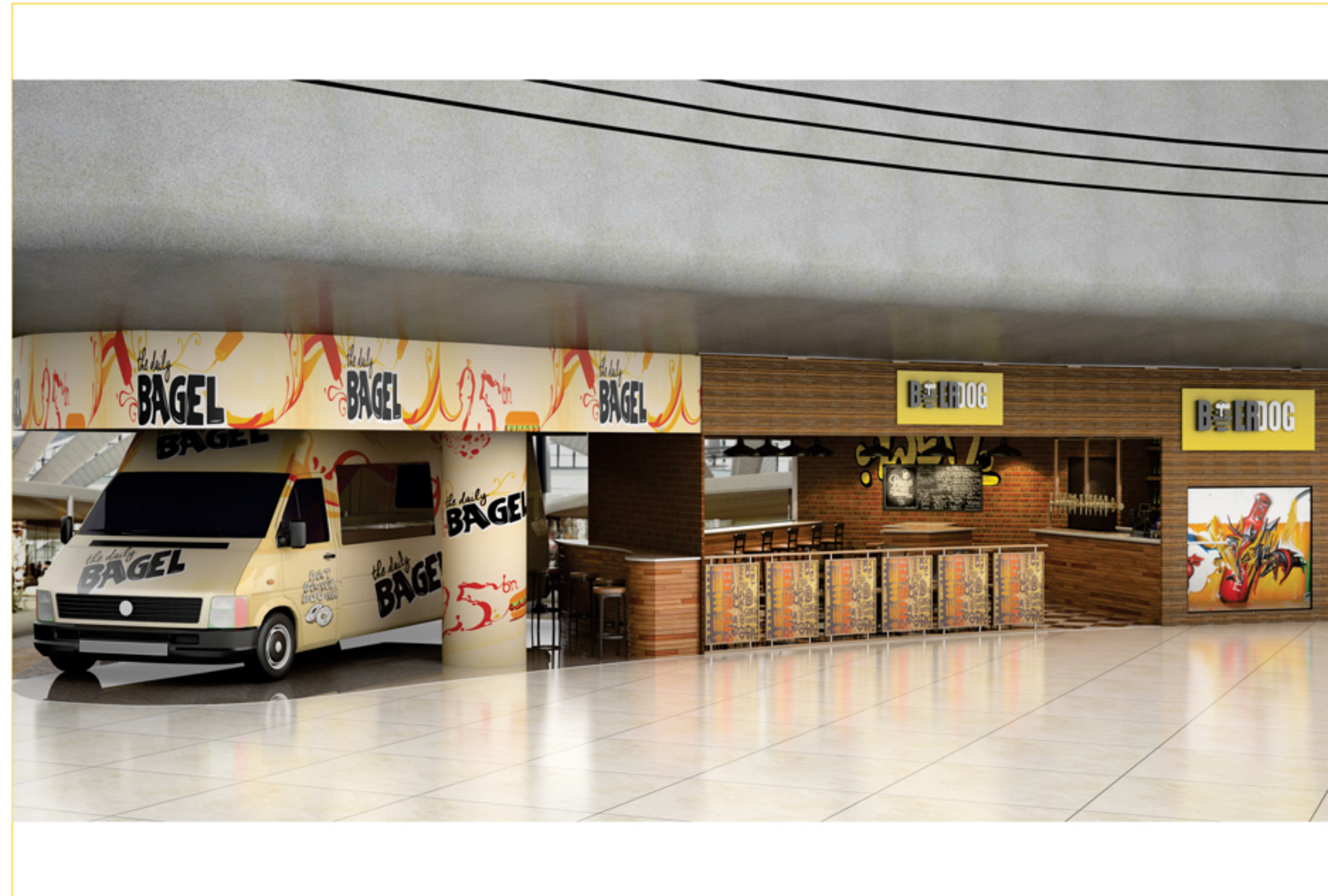








3D RENDER



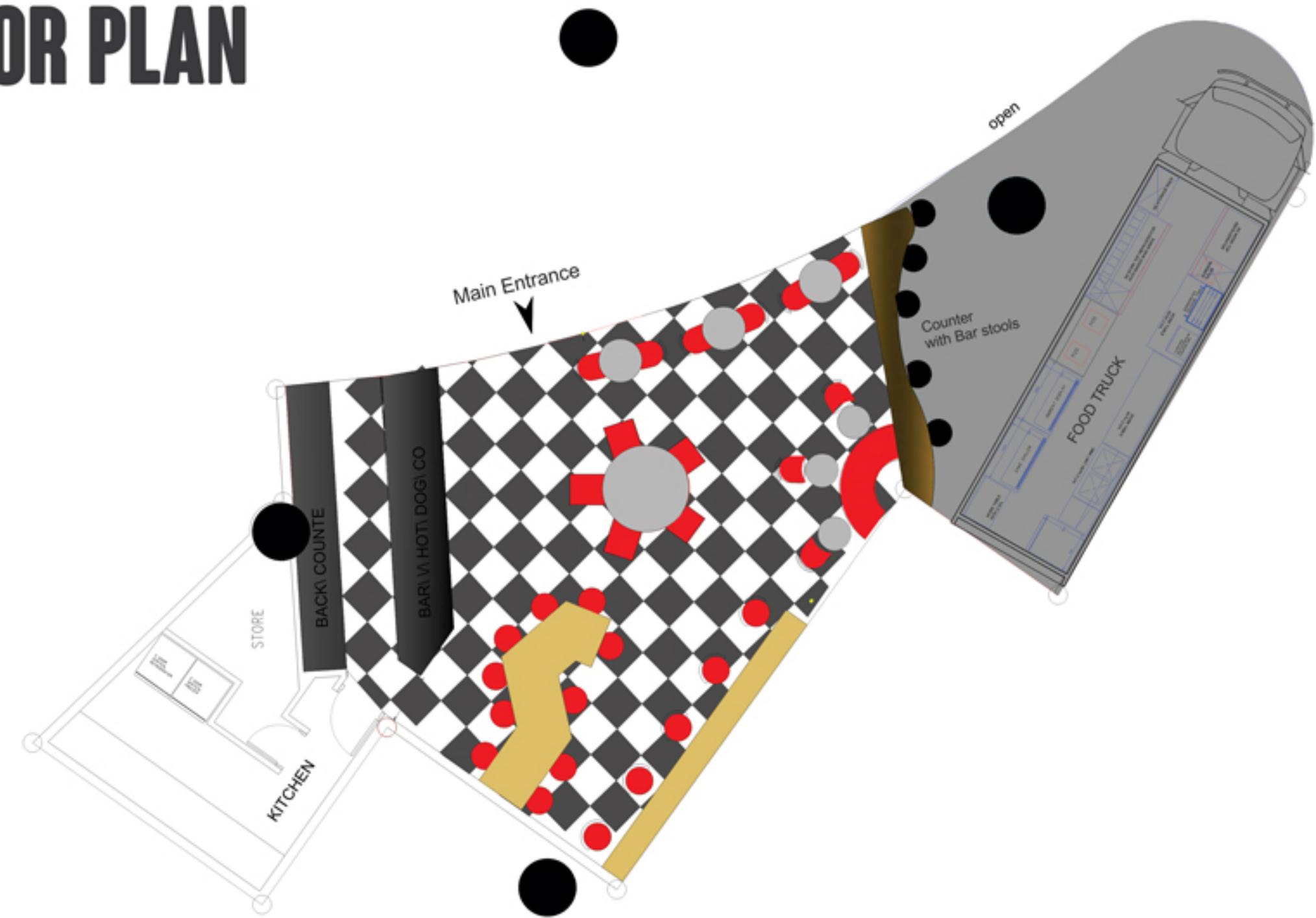
3D RENDER





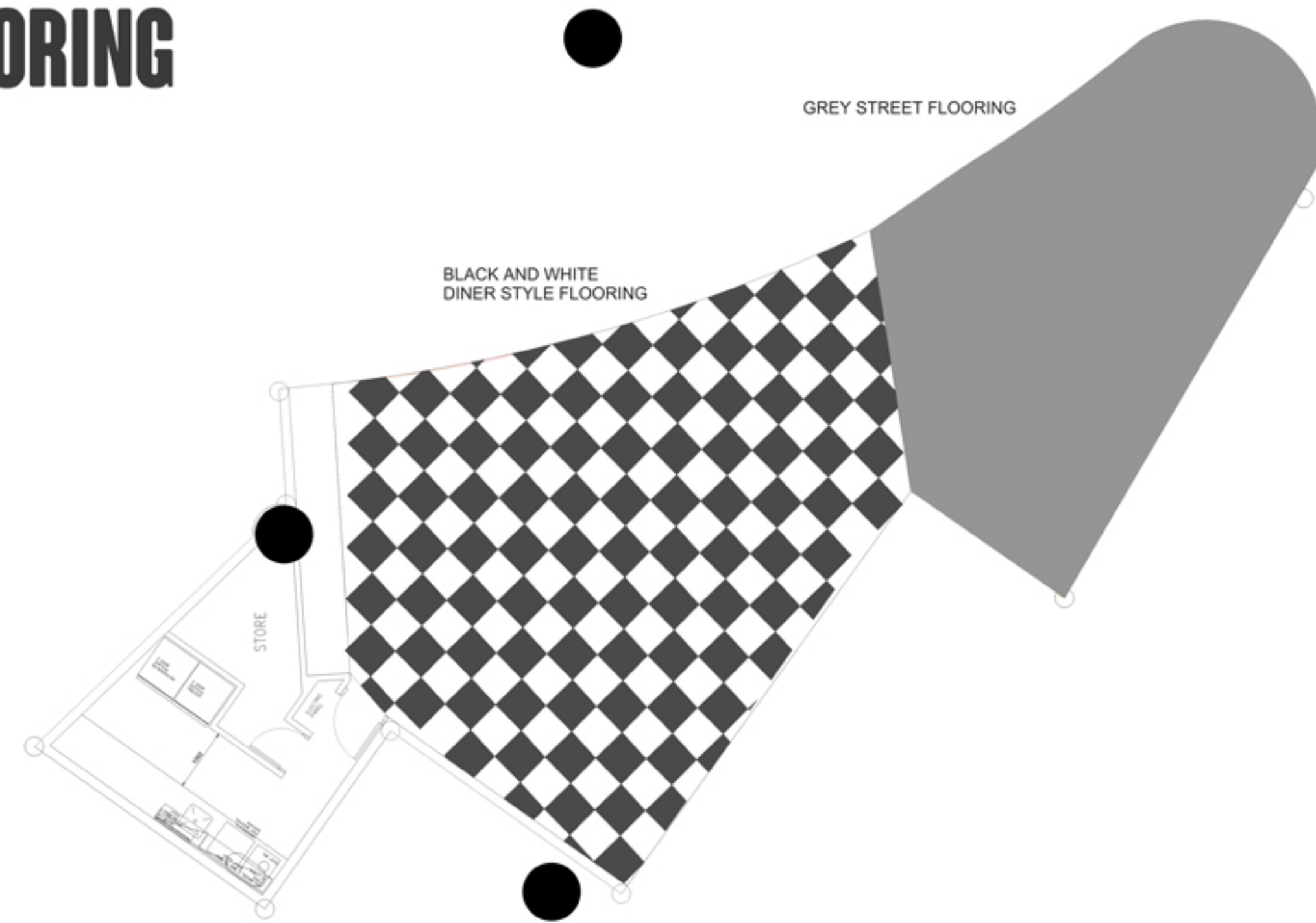
# PLAN & ELEVATION

# FLOOR PLAN



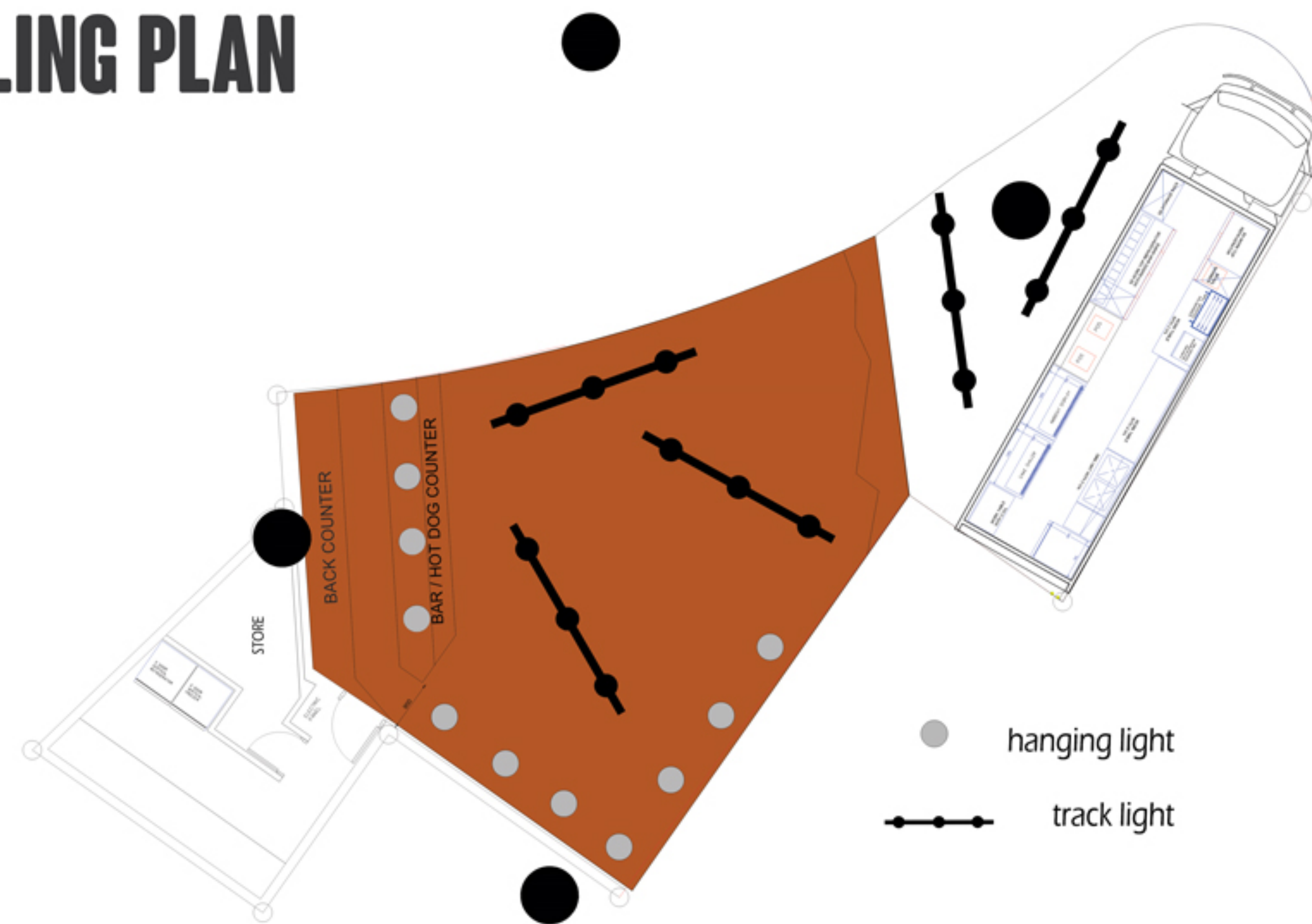
# PLAN & ELEVATION

# FLOORING



# PLAN & ELEVATION

## CEILING PLAN



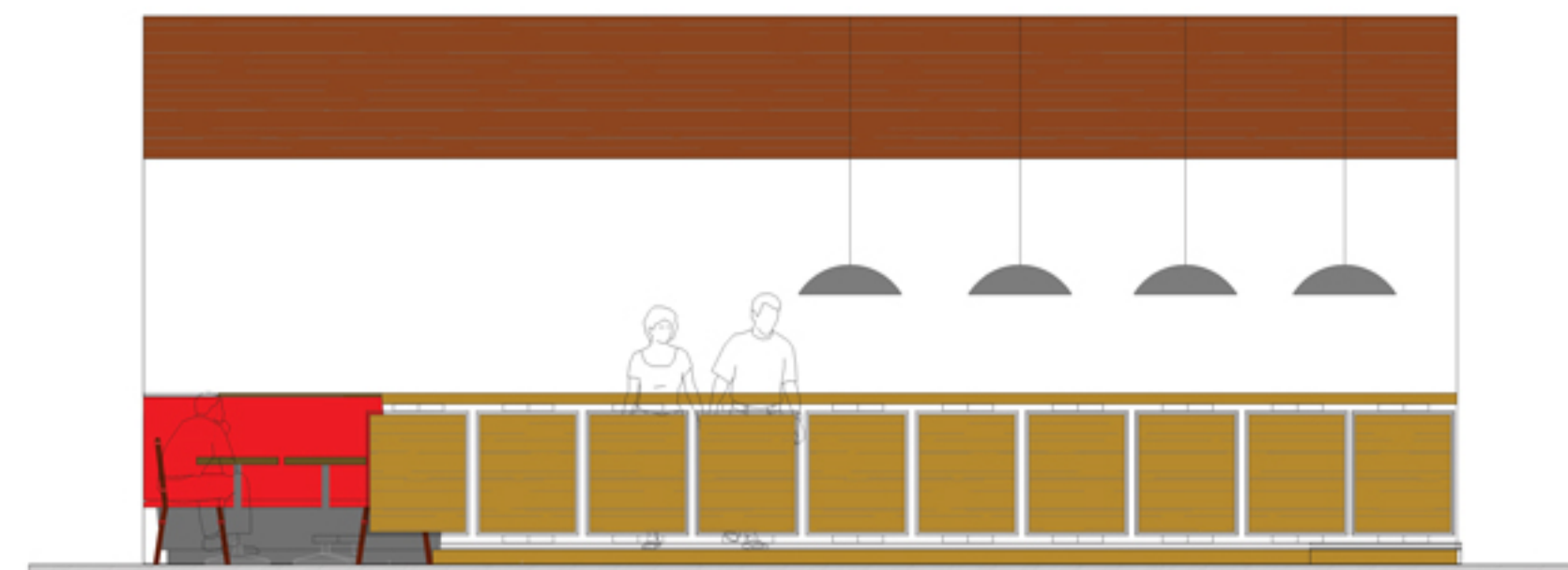


# PLAN & ELEVATION

## MAIN ELEVATION



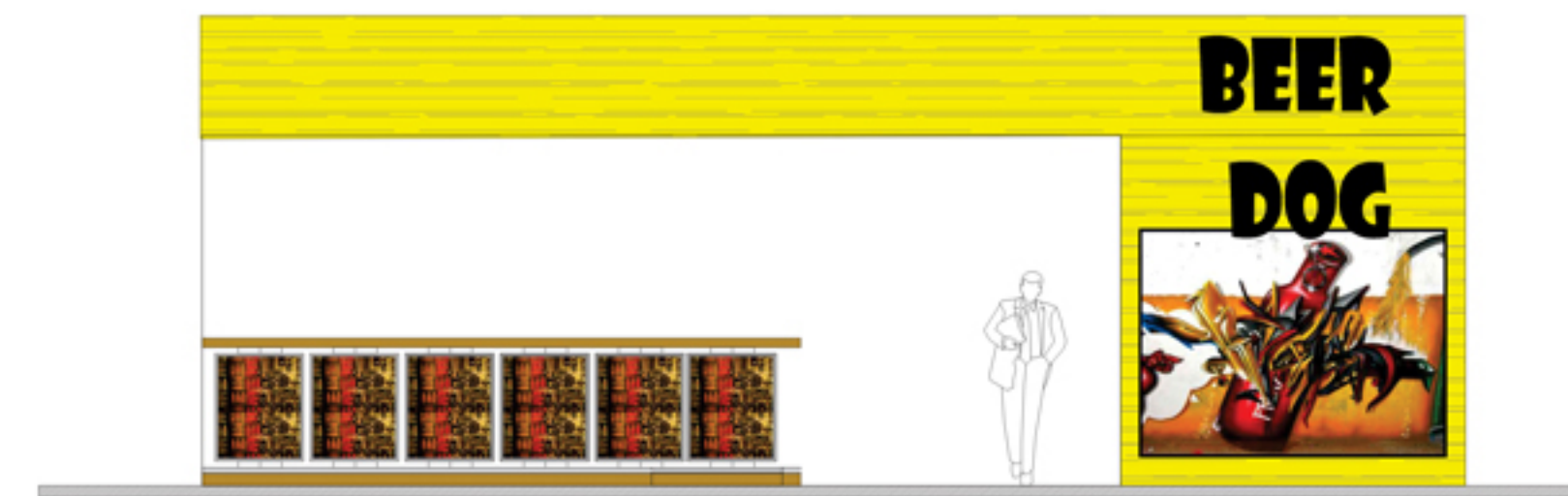
SECTION BB



SECTION DD-view from the escalator

# PLAN & ELEVATION

## MAIN ELEVATION



SECTION CC-FRONT FACADE



SECTION AA - inside counter and wall



# ENTRANCE FEATURES





# SPECIAL FEATURES



↑ CRAFT BEER ICE CREAM



↑ BEER INFUSED DIPS



↑ TAP BEER



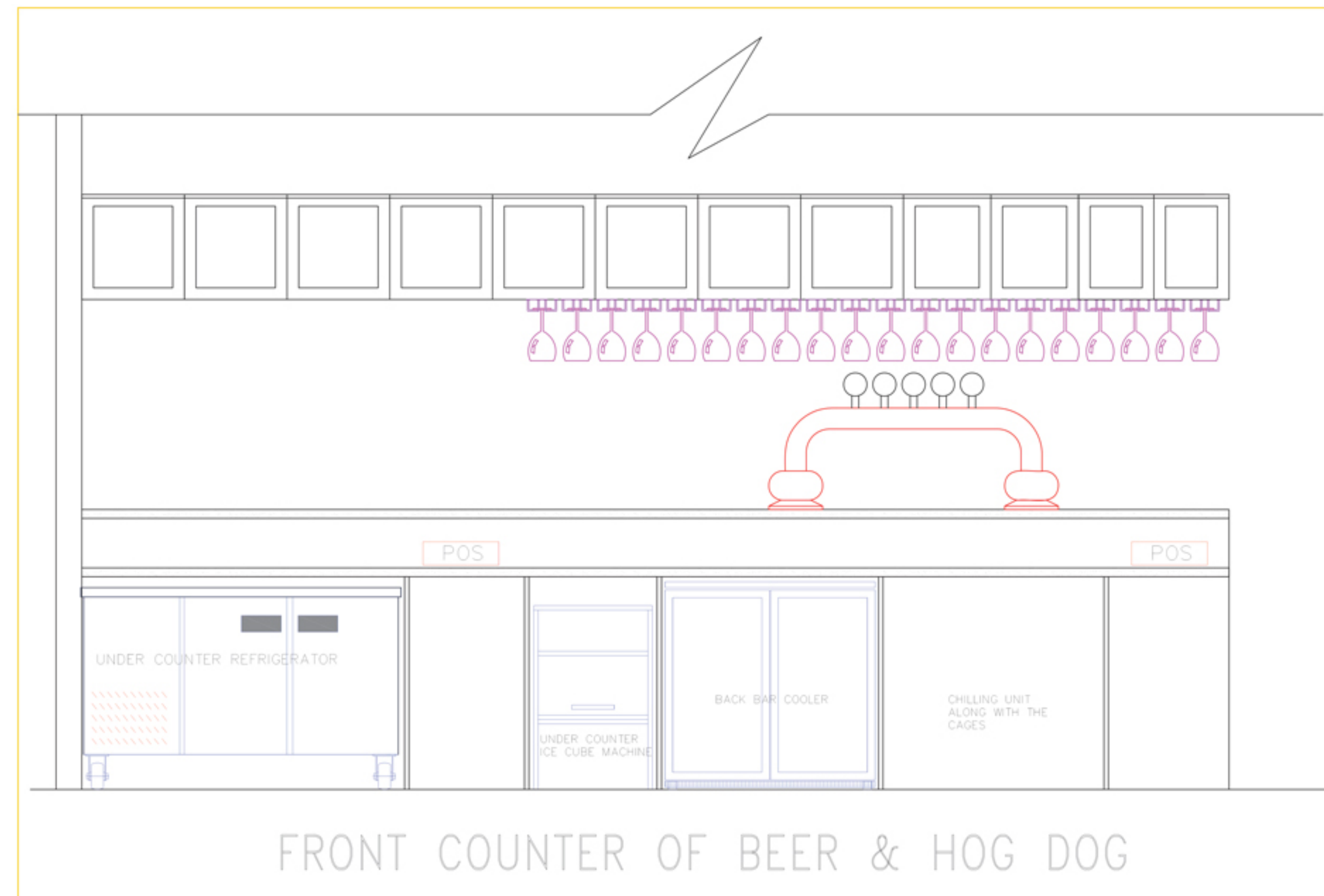
↑ BEER JELLO SHOTS



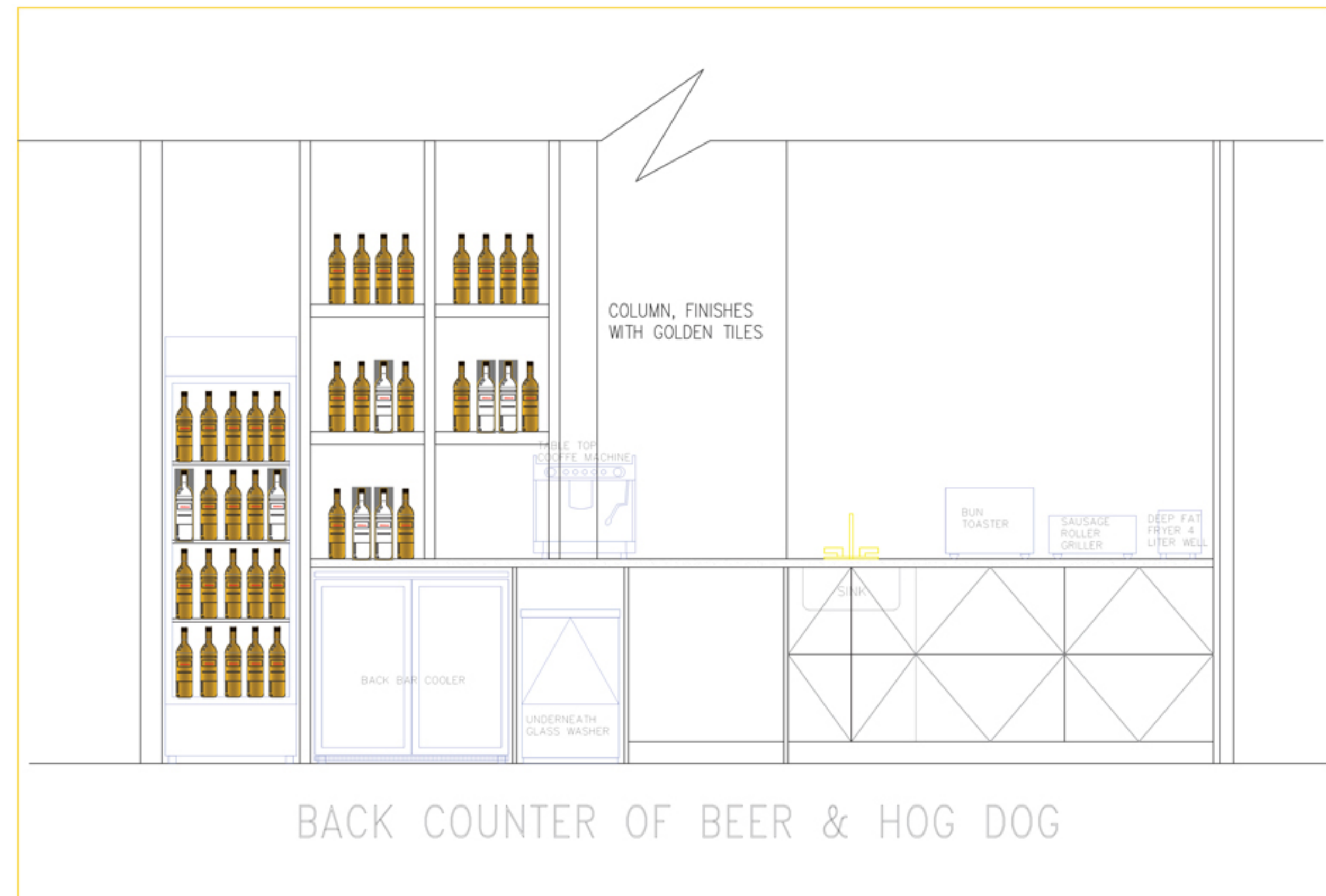




# KITCHEN DRAWINGS



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# KITCHEN EQUIPMENTS



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**FOOD & BEVERAGE**

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**PACKAGING & MATERIAL**

# PACKAGING & MATERIAL





# UNIFORM DESIGN

