



“OH... WE NEED A DRINKS MENU”

*“As a part of running a **successful business**, everyday operators try to keep on top of all the elements...**but** when it comes to **drinks menus** most operators don't take the time to **create** a menu that draws guests' attention, guides them to **the right drink**, a repeat purchase... or even see it as an **extension of their business**”*

Alan Kavanagh June 2012

The pit falls of the drinks menu...



Eyre Cocktail Bar

• COCKTAIL MENU •

SO SÍP ME €7.95
BY SOSUEME
Vodka, Cremè De Menthe,
Kiwi Liqueur & Sweet Mix:
blended with Crushed Ice

• Classic Cocktails •

MINT JULIP €8.25
Fresh Mint, Simple Syrup
& Bulleit Bourbon

RAMOS GIN FIZZ €7.95
Gin, Simple Syrup,
Lemon Juice, Lime Juice,
Egg White, Heavy Cream
& Orange Flower Water

MANHATTAN €8.25
Angostura Bitters, Bulleit
Rye & Sweet Vermouth

OLD FASHIONED €8.25
Bulleit Bourbon, Angostura
Bitters, Orange Bitters
& Simple Syrup

LONG ISLAND ICE TEA €7.95
Havana 3 Year Old,
Vodka, Tequila, Gin,
Triple Sec, Lime Juice
& Simple Syrup Topped
with Coca Cola

*Gourmet Option Available €8.25

NEGRONI €8.25
Gin, Sweet Vermouth
& Campari

SAZERAC €8.25
Absinthe, Bulleit
Bourbon, Simple Syrup
& Peychauds Bitters

• Twisted Classics •

FRENCH MOJITO €8.25
Fresh Berries, Havana 3
Year Old, Chambord, Lime
Juice, Simple Syrup, Fresh
Mint & Soda Water

**MAPLE OLD
FASHIONED €8.25**
Bulleit Bourbon, Maple
Syrup & Angostura Bitters

**BLUEBERRY BASIL
VODKA GIMLET €7.95**
Vodka, Blueberry Basil
Syrup & Lemon Juice,
Topped with Soda Water

BERRY BRAMBLE €7.95
Gin, Simple Syrup, Lime
Juice & Chambord

MANGO COLLINS €7.95
Gin, Mango Purée, Lemon
Juice & Simple Syrup topped
with Soda Water

• Sours •

WHISKEY SOUR €7.95
Jameson, Lemon Juice,
Simple Syrup, Egg Whites
& Angostura Bitters

APPLE MIDORI SOUR €7.95
Midori, Apple Purée,
Lemon Juice, Egg Whites
& Simple Syrup

NEW YORK SOUR €8.25
Bulleit Bourbon, Angostura
Bitters, Egg Whites, Lemon
Juice, Simple Syrup & Merlot

AMARETTO SOUR €7.95
Amaretto, Simple Syrup,
Lemon Juice, Egg White &
Cranberry Bitters

FORBIDDEN SOUR €8.25
Bulleit Bourbon,
Pomegranate Syrup
& Lemon Juice

PISCO SOUR €8.25
Pisco, Lime Juice, Simple
Syrup, Egg Whites &
Angostura Bitters

• Martinis •

CLASSIC MARTINI €7.95
Gin & Dry Vermouth

BREAKFAST MARTINI €7.95
Gin, Lemon Juice,
Cointreau & The Skeff's
Homemade Marmalade

APPLETINI €7.95
Apple Vodka, Apple
Schnapps, Lemon Juice
& Simple Syrup

**LEMON DROP
MARTINI €7.95**
Limoncello, Absolut Citron,
Lemon Juice & Simple Syrup

ESPRESSO MARTINI €7.95
Espresso, Vodka, Kahlua,
Frangelico & Simple Syrup

FRENCH MARTINI €7.95
Vodka, Chambord &
Pineapple Juice

X RATED MARTINI €8.25
Simple Syrup, Absolut
Vanilla, Passion Fruit
Liqueur, Passion Fruit
Purée, Orange Juice, Served
with a Shot of Prosecco

• Skeff Favourites •

SPRING FLING €7.95
Absolut Citron, Raspberry
Liqueur, Lime Juice, Cranberry
Juice & Egg Whites

BLACK BARREL SOUR €9.50
Jameson Black Barrel, Lemon
Juice, Simple Syrup, Egg
Whites & Angostura Bitters

**JAMESON FORBIDDEN
APPLE €7.95**
Jameson, Apple Purée, Lime
Juice & Ginger Beer

RAYBANS WAY €7.95
Gin, Dry Martini, Strawberry
Liqueur, Strawberry
Puree & Lime Juice

• Tropical Cocktails •

MAI TAI €7.95
Malibu, Amaretto, Dark
Rum & Pineapple Juice

DAIQUIRI €7.95
Havana 3 Year Old, Purée
& Flavoured Liqueur
*A range of flavours available

MOJITO €7.95
Lime Juice, Simple
Syrup, Havana 3 Year
Old & Fresh Mint Topped
with Soda Water

COSMOPOLITAN €7.95
Lime Juice, Vodka,
Cointreau & Cranberry Juice

FROZEN MARAGRITAS €7.95
Tequila, Cointreau, Lime
Juice & Simple Syrup
*A range of flavours available

Poor spacing

Bad descriptions

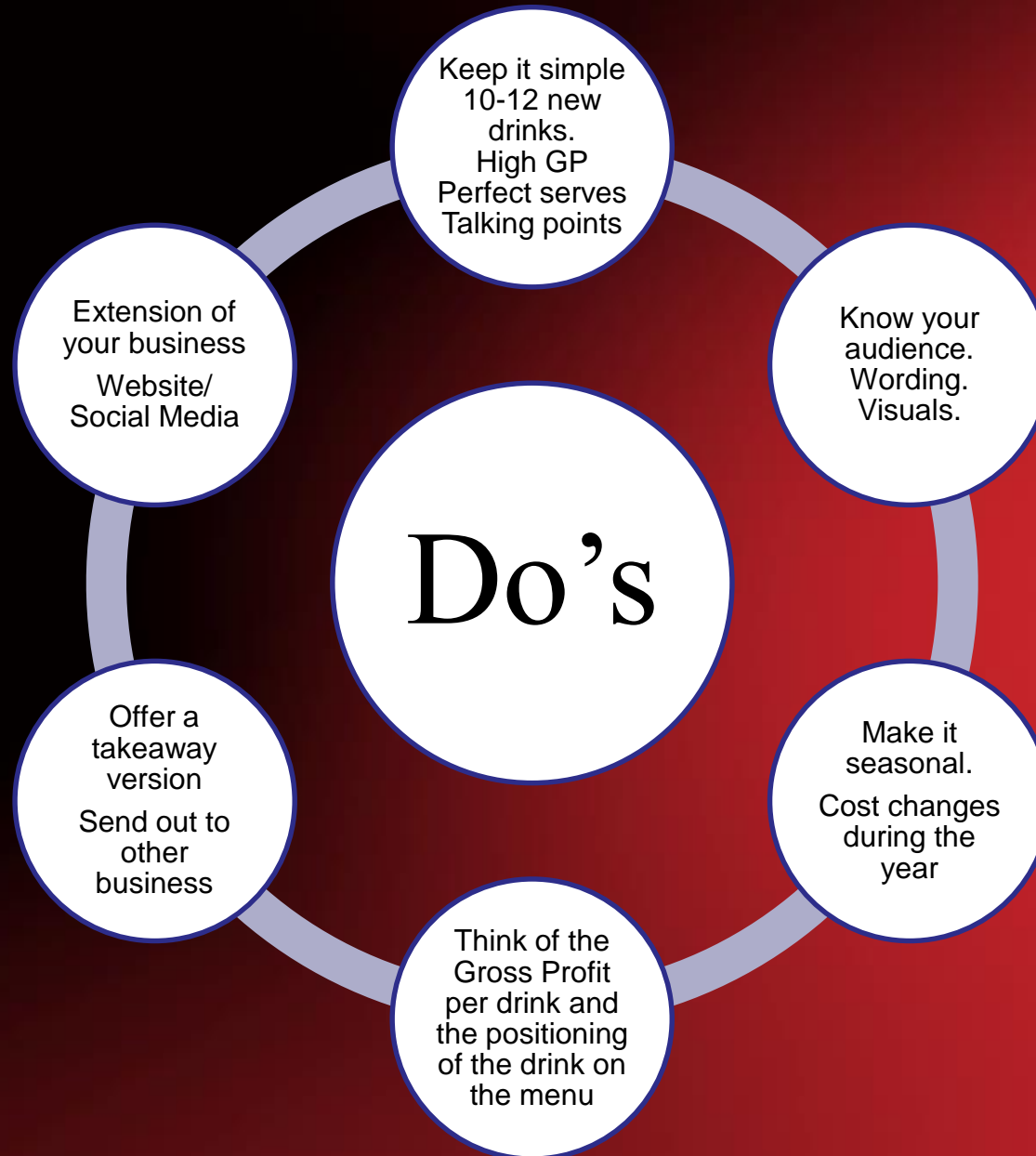
No imagery

Not seasonal

The collage features several promotional posters:

- HAPPY HOUR**: Monday 12PM - 10PM, Tuesday - Friday 12:00 PM - 10:00 PM. Includes prices for drinks like \$1.50, \$3.50, and \$1.00 off.
- WINE BY THE GLASS**: A grid listing various wine options with prices.
- MADDIE'S MARGARITAS**: ENJOY THE VIEW. Includes a 'TRY SOME FOOD AND DRINK' banner.
- ES BONITA**: CHECK OUT OUR WEEKLY AND MONTHLY SPECIALS.
- TOP SHELF & MEXICAN MARTINI**: A poster for Mexican-themed drinks.

What makes a **great** drinks menu?



Step 1 CHOOSE YOUR GIN

HENDRICK'S Garnish: A fresh peel of Cucumber and black pepper Recommended Tonic: Fever Tree Elderflower Tonic	€6.50
BEEFEATER 24 Garnish: A peel of Orange skin for zest Recommended Tonic: Fever Tree Elderflower Tonic	€6.50
BOMBAY SAPPHIRE EAST Garnish: A slice of fresh Lime Recommended Tonic: Fever Tree Indian Tonic	€6.50
BOMBAY SAPPHIRE STAR Garnish: A peel of Orange skin for zest Recommended Tonic: Fever Tree Indian Tonic	€8.00
DINGLE Garnish: A wedge of Orange Recommended Tonic: Fever Tree Indian Tonic	€6.00
BROCKMANS Garnish: Blueberries and a wedge of Grapefruit Recommended Tonic: Fever Tree Elderflower Tonic	€8.00
TANQUERAY Garnish: A wedge of Lime Recommended Tonic: Fever Tree Indian Tonic	€5.60
TANQUERAY TEN Garnish: A wedge of Grapefruit Recommended Tonic: Fever Tree Indian Tonic	€8.00
FAIR JUNIPER Garnish: A wedge of Grapefruit Recommended Tonic: Fever Tree Elderflower Tonic	€6.50
SIPSMITH LONDON DRY Garnish: A wedge of Lime Recommended Tonic: Fever Tree Mediterranean Tonic	€8.00
G'VINE FLORAISON Garnish: Green Grapes Recommended Tonic: Fever Tree Indian Tonic	€8.00
MONKEY 47 Garnish: A wedge of Grapefruit and Juniper Berries Recommended Tonic: Fever Tree Indian Tonic	€9.50
GIN MARE Garnish: A sprig of handpicked Rosemary with Juniper Berries Recommended Tonic: Fever Tree Mediterranean Tonic	€9.50

Step 2 SELECT YOUR TONIC

FEVER-TREE INDIAN TONIC	€2.55
FEVER-TREE NATURALLY LIGHT TONIC	€2.55
FEVER-TREE ELDERFLOWER TONIC	€2.55
FEVER-TREE MEDITERRANEAN TONIC	€2.55

Step 3 PICK A GARNISH

Choose from
CUCUMBER • ORANGE • LIME • LEMON
GRAPEFRUIT • GREEN GRAPES
JUNIPER BERRIES • ROSEMARY
CRACKED BLACK PEPPER
BLUEBERRIES • BLACKBERRIES

Step 4 RELAX & ENJOY

IF $\frac{3}{4}$ OF
A DRINK IS
THE MIXER,
USE THE
BEST™



RESTAURANT MENU ★★★★★

COCKTAIL MENU



COCKTAILS

	COSMOPOLITAN 5 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	MARGARITA 6 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	TEQUILA SUNRISE 7 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	BLUE HAWAII 6 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	IRISH COFFEE 7 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	BLOODY MARY 8 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	MOJITO 5 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	PINA COLADA 7 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.
	ABSINTHE 6 th £ Lemon juice, orange juice, cranberry, triple sec. Fever tree gin. Fever tree elderflower tonic.

Thank you.

Any questions?



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