



# San Francisco CUISINE

[ A DIVISION OF LTD PUBLISHING ]

*Welcome,*

Thank you for participating in the twelfth edition of *San Francisco Cuisine*.  
The following pages will explain all the items needed from your business.

### Included in this packet

- Materials Outline and Specifications
- Restaurant Information Sheet

### Materials can be submitted in the following ways

#### ■ Mail

2443 Fillmore Street, Suite 415  
San Francisco, California 94115

#### ■ E-mail (files smaller than 5MB)

artwork@sanfranciscocuisine.com  
Larger files may be sent via [www.yousendit.com](http://www.yousendit.com)

#### ■ Fax

(415) 520-9990 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 (415) 302-1783 or (480) 990-7444.  
Office hours are Monday-Friday, 9:00am-5:00pm PST.

#### Sales:

2443 Fillmore Street, Suite 415  
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ptrifari@sanfranciscocuisine.com  
patriciatrifari@msn.com

#### Artwork:

7330 E. Sheridan St.  
Scottsdale, AZ 85257

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Thank you,

Patricia Trifari  
Publisher  
San Francisco Cuisine

You can use this list as a personal checklist if necessary. After all the forms (that apply to your restaurant) have been completed, please return the information sheet to San Francisco Cuisine. Be sure to save a copy for your records.

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## Menu Items

- Information Forms**  
Be sure to fill out both pages of the Restaurant Information Form.
- 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.

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## Four Color Ad Specifications

### Full Page Specifications

<b>Live image area:</b>	8.5" wide x 11.5 tall
<b>Trim size:</b>	9" wide x 12" tall
<b>Bleed size:</b>	9.375" wide x 12.375" tall

- All color ads must have a bleed of .1875" if artwork is to flow off the edge of the page. Please include crop marks.
- Only PDF, EPS, Tiff, InDesign (CS5) 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 San Francisco Cuisine will be designing your business' ad, submit only high resolution photos and artwork. Send files to [artwork@sanfranciscocuisine.com](mailto:artwork@sanfranciscocuisine.com), for files larger than 5MB please use [www.yousendit.com](http://www.yousendit.com).

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## Website 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.

**Please Print Clearly**

The information you fill in below will appear alongside the menu on the listing page. Complete all that is applicable.

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**Contact Information**

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

\_\_\_\_\_

■ **Contact Phone**

(\_\_\_\_\_) \_\_\_\_\_

■ **Contact Fax**

(\_\_\_\_\_) \_\_\_\_\_

■ **Contact E-mail**

\_\_\_\_\_

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**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 E-mail**

\_\_\_\_\_

■ **Restaurant Website**

\_\_\_\_\_

■ **Restaurant Hours**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**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)

\_\_\_\_\_

■ **Name of Sommelier**

\_\_\_\_\_

■ **Name of Maitre d' or General Manager**

\_\_\_\_\_

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**Cuisine Details**

■ **Meals Served**

- Breakfast     Sunday Brunch  
 Lunch     Late Night Dining  
 Dinner

■ **Cuisine Style**

Select up to 3 that best describes your food.

- |  |  |
|--|--|
| <input type="checkbox"/> American      | <input type="checkbox"/> Mediterranean |
| <input type="checkbox"/> Asian         | <input type="checkbox"/> Mexican       |
| <input type="checkbox"/> Barbeque      | <input type="checkbox"/> Microbrewery  |
| <input type="checkbox"/> Californian   | <input type="checkbox"/> Pacific Rim   |
| <input type="checkbox"/> Cajun         | <input type="checkbox"/> Peruvian      |
| <input type="checkbox"/> Chinese       | <input type="checkbox"/> Pizza         |
| <input type="checkbox"/> Classic       | <input type="checkbox"/> Santa Fe      |
| <input type="checkbox"/> Contemporary  | <input type="checkbox"/> Seafood       |
| <input type="checkbox"/> Continental   | <input type="checkbox"/> Southwestern  |
| <input type="checkbox"/> Eclectic      | <input type="checkbox"/> Spa           |
| <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"/> Vegetarian    |
| <input type="checkbox"/> Japanese      | <input type="checkbox"/> Vietnamese    |
| <input type="checkbox"/> Korean        | <input type="checkbox"/> Western       |
| <input type="checkbox"/> Other:        |  |

\_\_\_\_\_

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**Restaurant Information**

■ **Dining Information**

- Terrace/Patio Dining
- City/Bay View
- Take Out Meals
- Children's Menu
- Take Out Cuisine
- Price Fixe menu
- Heart Smart Options
- Vegetarian Options
- Seasonal Menu's
- Extensive Wine List
- Chef's Tasting Menu

■ **Attire**

- Casual
- Business Casual
- Jacket Suggested
- Formal
- Wine Country Casual
- Semi-Formal
- 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

■ **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
- 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
- JCB

- **Checks**
- Accepted
- Not Accepted

Stipulations: \_\_\_\_\_  
\_\_\_\_\_

**List Awards Received**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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