# Brooklyn Cider House Menu Redesign

# About Brooklyn Cider House and Our Collaboration

### **BROOKLYN CIDER HOUSE + MST CREATIVE PR**

Brooklyn Cider House's head cider maker Peter Yi has realized his dream of creating a showcase for cider and Basque cider house style dining in Bushwick. More than four years in the making, this ambitious project has brought a new experience to New York - and the US - including interactive cider catching from the barrels.

# The Original

BROOKLYN CIDER HOUSE

## PREVIOUS MENUS



#### PRIX-FIXE DINNER

MENU AND CIDER-CATCHING EXPERIENCE INSPIRED BY BASQUE CIDER HOUSES

Dishes served family style with locally-baked bread on the side Includes raw hard-cider "catching" in the barrel room between each course

#### 1ST COURSE:

- GRILLED VEGETABLES with roasted garlic & oyster mushrooms ①
  optional: chorizo
- SEASONAL TOMATO SALAD from our garden & local farms o

#### 2ND COURSE:

TORTILLA DE BACALAO Icelandic-cod omelette with peppers & onions

TORTILLA DE PATATAS hand-broken potato omelette with peppers & onions

ARROZ CON ALMEJAS Basque-style clam risotto

#### 3RD COURSE:

COWBOY RIB-EYE STEAK from Cedar River Farms, CO hormone & antibiotic-free (9 oz serving) for 18 oz serving, add \$18

CAULIFLOWER STEAK served over tumeric, coconut & paneer sauce ①
WHOLE RED SNAPPER wild-caught, grilled & served with garlic oil

#### 4TH COURSE:

- manchego, membrillo, & walnuts  $\odot$
- BREAD PUDDING candied pecans, vanilla ice cream & caramel sauce 💿
  - APPLE FRITTERS vanilla ice cream & apple cider syrup o

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Vegetarian All ciders and dishes (except for the bread pudding & apple fritters) are naturally gluten-free.

 $Consuming\ raw\ or\ under cooked\ meats,\ poultry,\ seafood,\ shellf sh\ or\ eggs\ may\ increase\ your\ risk\ of\ foodborne\ illness.$ 



#### CIDER-CENTRIC BAR FOOD

Our Cidermaker/Founder Peter Yi and Sous Chef Abel Hernandez have put together a menu of their personal favorite bar foods that pair perfectly with cider.

ASK YOUR SERVER ABOUT
CATCHING CIDER DIRECTLY FROM OUR CHESTNUT
BARRELS IMPORTED FROM ASTURIAS, SPAIN
& OUR PRIX-FIXE MENU, AN INTERACTIVE
FOOD & CIDER EXPERIENCE

Gluten-free dishes are marked ⊚ Ask your server about available vegan options

#### MORE CIDERS — FROM NEW YORK & ABROAD

#### DRAFT CIDER (8 OZ)

Listed in order of DRIEST to SWEETEST
Descendant Cider Co. "Dry"
Indian Ladder Farmstead "Dry Hard Cider"
Blackduck Cidery "Perry"
South Hill "Pomme Sur Lie"
South Hill "Farmhouse"
Blackduck Cidery "Woody"
Phonograph "Greening"
South Hill "Patina"
Eve's Cidery "Unannounced"

#### CIDER BY THE BOTTLE

Listed in order of LIGHT to FULL BODIED

Kettleborough "Huguenot Cider" Still dry, unfiltered rustic French-style, ta	
Redbyrd "Workman Dry" (8.2%; Sparkling, floral rose, slate, ginger, citrus	
Eve's Cidery "Northern Spy" (8.1	

#### MORE BRUNCH -

• Saturday & Sunday, 11am-3pm • We serve only organic, cage-free eggs

#### CHICKEN & WAFFLES 12

double-fried chicken wings, Belgian waffle, maple syrup

#### RIBEYE STEAK & EGGS 19 @

ormone and antibiotic-free ribeye steak from Cedar River Farms, Greeley, CO with 2 eggs any-style, served with home fries

#### BRUNCH SIDES

All brunch sides are gluten-free @

 ${\tt SLAB\;BACON\;4} \qquad {\tt HOME\;FRIES\;3} \qquad {\tt MUSHROOMS\;3}$ 

5 GRITS 4

EXTRA EGG 2

#### SWEETS -

#### CIDER DOUGHNUTS

house-made apple cider doughnuts for here or to-go

each • 2 1/2 dozen • 10 dozen • 20

#### **BREAD PUDDING** 8

nouse-made bread pudding, candied pecans, vanilla ice cream, caramel sauce

#### **APPLE FRITTERS** 8

pples, vanilla ice cream, house-made apple cider syrup

#### FLOURLESS CHOCOLATE CAKE 9 from The Chocolate Room

70% single-origin chocolate, raspberry sauce, fresh bourbon whipped cream

#### 

Sparkling, seriously dry; rich aromatic fruit
Isastegi (6.0%; 750 ml)
Sidra Trabanco "Consecha Propia" (6.0%; 750 ml)
Duché de Longueville "Douces Ameres" (4.5%; 750 ml) 35 Sweet, bitter Normandy cider; sparkling, crisp, & full-bodied
Eve's Cidery "Albee Hill" (6.9%; 750 ml)
Aaron Burr Cidery "Shawangunk Ridge" (7.8%; 500 ml)40 Sparkling dry, uncultivated apples foraged from wild trees
New York Cider Company "Barn Swallow" (7.2%; 750 ml) 25 Wild & dry, sparkling, bottle conditioned
Blackduck Cidery "iNo Passaran!" (7.0%; 750 ml)
Blackduck Cidery "Crabby Pip" (6.9%; 750 ml)
Eric Bordelet "Poire" (4.0%; 750 ml)
Blackduck Cidery "Perry" (5.1%; 750 ml)
South Hill "Prelude" (8.0%; 750 ml)
Eric Bordelet "Tendre" Sidre (4.0%; 750 ml)
South Hill "Russet Dabinett" (8.1%; 750 ml)
South Hill "Pomme Sur Lie" (8.2%; 750 ml)

# Menu Evaluation & Changes

With a change in menu concept, Brooklyn Cider House needed a menu that was functional despite its large number of offerings and designed to guide the diner through the food and beverage programs. The original menu led to some confusion among guests on the availability of items during specific hours and in different dining areas. The goal was to create a new design for food & beverage menus that reduced the number of different printed items presented to guests and allowed for faster and more efficient ordering.

### THE NEW FOOD MENU



#### **SNACKS & STARTERS**

#### **CHEESE BOARD 19**

#### **CHEESE & CHARCUTERIE BOARD 22**

#### **GRILLED VEGETABLE BOARD 17**

selection of grilled seasonal vegetables

#### CROQUETAS 7

#### **KOREAN CHICKEN WINGS 9**

tossed in sov, ginger, chili, yeot sauce (6 PCS)

#### **JUMBO PRETZEL 10**

ved with spicy mustard, add melted gruyere cheese +5

#### CIDER HOUSE NACHOS 12

house-made tortilla chips with chipotle sauce, sour cream, cilantro and choice of spicy pulled pork, chicken or vegetarian

#### **SPANISH OLIVES 5**

#### **AVOCADO & CHICKEN 15**

#### **ROASTED BEETS & KALE 12**

quinoa, sunflower seeds, feta, orange citrus dressing add chicken +4

#### **PUGLIA BURRATA 12**

sun-dried tomato pesto, fresh basil, balsamic reduction, pinenuts

#### grilled vegetables **2ND COURSE**

MENÚ DE

SIDRERÍA

Family style prix fixe dinner inspired by the cider

houses of the Basque country. Select one from

each course. \*Must be ordered by the entire table

**1ST COURSE** 

grilled vegetables & chorizo

tortilla de patata tortilla de bacalao

#### **3RD COURSE**

cowboy rib-eye steak cauliflower steak

#### 33

#### CIDER CATCHING

two catches 12

#### Meat Market -

#### **CEDAR RIVER FARM STEAK**

ormone & antibiotic free Rib-eve 18oz / 39 · 27oz / 58 New York Strip 12oz / 27

#### PORK KNUCKLE

SAUSAGE

Crsipy pork with jalapeño sauerkraut

#### **FISH OF THE DAY**

#### bratwurst, merguez, spicy chicken, HERB ROASTED CHICKEN greek, spicy pork (includes sauerkraut)

two/10 · five/22· ten/40 with fennel, potato, carrots

half/14 · whole/26

#### sides

french fries/home fries 6 yuca fries 8

asparagus 7 mushrooms 9

steakhouse bacon 8 macaroni & cheese 7

#### **BURGERS & FRIENDS**

#### **BAHN MI BURGER 16**

housemade lime-chili cilantro aioli

#### **CARAMELIZED ONION BURGER 15 APPLEWOOD BACON**

CHEESEBURGER 16 Kerrygold Dubliner cheddar with lettuce, tomato, onion

#### **CLASSIC BURGER 13**

8 oz farm-raised Anaus be served on a challah bun choice of hand-cut potato or yuca fries +2 add cheese +1, bacon +2, mushrooms +2, egg +2

#### **GRILLED PORTOBELLO 11**

#### **CHICKEN & WAFFLES 14**

#### PAN CON TOMATE Y **JAMÓN SERRANO 9**

jamón serrano and tomato-garlic purée on open faced toasted baguette

#### **BIBIMBAP 14**

add grilled chicken +2 add pulled pork +3

MIX & MATCH TACOS

spicy pulled pork, chicken al pastor, vegetarian

#### **RIBEYE STEAK SANDWICH 16**

sliced ribeye, caramelized onions, garlic aioli on toasted baguette

#### **BRUNCH**

· Saturday & Sunday, 11am-3pm ·

#### FARMER'S BREAKFAST 12

2 eggs any-style, your choice of thick-cut applewood bacon or Spanish chorizo & home fires

#### AVOCADO TOAST 9

smashed avocado, tomato, fresh greens & fried egg

#### **TORTILLA DE PATATAS 12**

caramelized onions, Italian green peppers & seasonal salad

#### **TORTILLA DE BACALAO 16**

traditional Spanish omelette with hand-broken potatoes. Icelandic cod, caramelized onions & seasonal salad

#### HANGOVER HELPER 14

Spanish chorizo, caramelized onions, green peppers, 2 eggs sunny-side up on a toasted baguette & side of crispy fried potatoes

#### **CHICKEN & WAFFLES 14**

Belgian waffle with buttermilk fried chicken

#### **RIBEYE STEAK & EGGS 19**

hormone and antibiotic-free ribeye from Cedar River Farms, Greeley, CO, 2 eggs any-style & home fries



#### **SWEETS**

#### CIDER DOUGHNUTS

se-made apple cider doughnuts for here or to-go each 2 · 1/2 dozen 10 · dozen 20

#### **BREAD PUDDING 8**

house-made bread pudding, candied pecans, vanilla ice cream & caramel sauce

#### APPLE FRITTERS 8

apples, vanilla ice cream & house-made apple cider syrup

#### FLOURLESS CHOCOLATE CAKE 9

From The Chocolate Room

70% single-origin chocolate, raspberry sauce, fresh bourbon

### **DRINKS**

BRUNCH

#### CIDEROSA 9

BCH Bone Dry & fresh-squeezed orange juice

#### **CLASSIC BLOODY MARY 11**

made with Tito's Vodka

#### CIDER HOUSE ICED TEA 4

cold-brewed black tea, shaken & lightly sweetened with house-made apple cider syrup

FRESH-SQUEEZED OJ 5

#### Brunch Sides -

**SLAB BACON 8** 

**HOME FRIES 6** MUSHROOMS 9

EXTRA EGG 2

CHORIZO 8

BROOKLYN CIDER HOUSE

Gluten-free dishes are marked ask your server about available vegan options \consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness



#### CIDER CATCHING

Join in the Basque tradition of txotx or cider catching from our 80 year old chestnut

8 / per catch

#### **BROOKLYN CIDER HOUSE DRAFT**

KINDA DRY 7/17

HALF SOUR 7/17

BONE DRY 8/22

Super dry, crisp, mineral, sparkling

**RAW 7/17** 

Dry, sour, funky (wild fer

6.9% abv ROSÉ 7

Fruity, bubbly, off-dry, notes of rose petal, wild raspberries and sour cherries

5.8% abv

WILD ROSÉ \*LIMITED RELEASE 9

effervescent & dry 6.2% abv

SOLSTICE \*LIMITED RELEASE 8/22

pineapple, lemon zest

TXANGURRO \*LIMITED RELEASE 8/22

THREE 3 OZ POUR FLIGHTS 11

off-dry: half sour, rosé, kinda dry dry: bone dry, txangurro, raw build your own: choose any three house ciders



#### TAKE BROOKLYN CIDER **HOUSE HOME**

Save a bottle for later, give the gift of cider, or stock up for your next party. Ask your server or stop by anytime to grab some Brooklyn Cider House hard cider to go. Mix & Match!

SINGLE	BOTTLE	3-PACK	CASE OF 12
MAIN LINE CIDERS	10	29	108
SOLSTICE	14	39	744
TXANGURRO	14	39	144



THE NEW DRINK

**MENU** 

WINE listed light body to full body

GETARIAKO TXAKOLINA GAÑETA 29

DOMAINE DU SALVARD CHEVERNY BLANC 2

THEVENET & FILS MACON PIERRECLOS 29

LUNEAU PAPIN 'CLOS DES ALLEES' MUSCADET 10/33

HAUT BOURG MUSCADET COTES DE **GRANDLIEU 23** 

KUENTZ-BAS ALSACE BLANC 25

BOUNDARY BREAKS RESERVE RIESLING 33

- HERMANN J WEIMER DRY RIESLING 27

► HEART & HAND DRY RIESLING 39

**RAVINES WINE CELLAR DRY RIESLING 32** 

BOAL DE AROUSA ALBARINO 7/19

CASSAGNOLES COTES DE GASCOGNE 17

ONABAY VINEYARD CHARDONNAY 33

WYATT CHARDONNAY 9/25

COSTADOR 1954 XAREL LO 29

BERINGER 'LUMINUS' CHARDONNAY 29

JUVÉ Y CAMPS RESERVA CAVA BRUT 27

NICOLAS FEUILLATTE RESERVA BRUT 59 BILLECART-SALMON BRUT ROSÉ 97

**Ⅲ** LUCIEN CROCHET SANCERRE 10/36

O CHATEAU D'ESCLANS WHISPERING ANGEL

COQUELET-MORGON COTE DE PY 10/37

Y. PELLETIER SAINT-CHINIAN LES COCIGRUES 33

**RAVINES WINE CELLAR PINOT NOIR 43** 

HEART & HAND PINOT NOIR 45

AZ. VINICOLA CALABRETTA NERELLO MASCALESE VIGNE VECCHIE 61

CHATEAU HAUT SEGOTTES SAINT EMILION GRAND CRU 57

**☎** ERBALUNA LA BETTOLA BARBERA D'ALBA 39

ONABAY VINEYARD CABERNET FRANC 33

RED TAIL RIDGE BLAUFRANKISCH 37

**CROWLEY WINES PINOT NOIR 11/39** 

CLOS LA COUTALE CAHORS 27

TIKAL MALBEC 11/39

E. BECHERAS CROZES HERMITAGES ROUGE 39

DOMAINE DE L'ECU "LOVE & GRAPES" NOBIS SYRAH 25

#### OTHER CIDER

SOUTH HILL "POMM SUR LIE" 8 KITE & STRING - NORTHERN SPY 29 SOUTH HILL - RUSSET DABINETT 33 SOUTH HILL "FARMHOUSE" 9 BLACKDUCK CIDERY "HOPPED CIDER" 10 FARNUM HILL - EXTRA-DRY 29

REDBYRD - WORKMAN DRY 33

**■ BLACKDUCK CIDERY "PERRY" 10 BLACKDUCK CIDERY - PERRY 29** 

INDIAN LADDER FRAMSTEAD CO. "DRY" 8 EVE'S CIDERY - ALBEE HILL 25

U BRANNLAND CIDER - JUST CIDER 25

**DUCHÉ DE LONGUEVILLE - DOUCES AMERES 19** 

Z SOUTH HILL - PRELUDE 33 **EVE'S CIDERY "SKELEPEAR" 10** 

EVE'S "SCATTERSEED" 10 N NEW YORK CIDER CO - BARN SWALLOW 27

PHONOGRAPH CIDER "GREENING" 9 **■** MANOIR DU KINKIZ CIDRE DE FOUESNANT 29

► KITE & STRING - SPARKLING ROSÉ CIDER 29 SOUTH HILL "OLD TIME" 9

M PERRY'S CIDER - BARN OWL 23 SIDRA TRABANCO - COSECHA PROPIA 25

**BRANNLAND CIDER - PERNILLA PERLE 25** ISASTEGI 19

PERRY'S CIDER - GREY HERON 23 M ASTARBE SAGARDOTEGIA - SIDRA ... NATURAL 19

FARNUM HILL - SEMI-DRY 29 SOUTH HILL - POMME SUR LIE 33

**ERIC BORDELET - TENDRE SIDRE 19** BLACKDUCK CIDERY- CRABBY PIP 25

ERIC BORDELET - POIRE 27 M BLACKDUCK CIDERY - NO PASARAN 23

**EVE'S CIDERY - NORTHERN SPY 33** 

#### **BROOKLYN CIDER**

AARON BURR - SHAWANGUNK RIDGE 33

KETTLEBOROUGH - HUGUENOT CIDER 25

#### COCKTAILS THE SPANIARDS'S GIN & TONIC 13 POMEGRANATE SPICY MARGARITA 12

BAKED APPLE OLD FASHIONED 13

THE BOSJWICK ROSE 12

CIDER HOUSE SANGRIA 12

NON-ALCOHOLIC

CIDER HOUSE ICED TEA 4

CIDER SLUSH 12

ESPRESSO 4

SMOKED BOULVARDIER 13 JAMMED UP 13

CUCUMBER BERRY-ADE 12

SENORIO DE P. PECINA CRIANZA RIOJA 33

AZIENDA AGRICOLA LA TORRE ROSSO VINO DA TAVOLA 31

**UNSWEETENED ICED TEA 5** HOT TEA 5 COFFEE 3

RAVINES WINE CELLAR CABERNET FRANC 39 "HIGH HOPES" DRAUGHT COLD BREW 5

BKE KOMBUCHA (BUSHWICK) 6

BOYLAN'S CANE SUGAR CRAFT SODAS 3 TEQUILA

MARTINELLI'S APPLE JUICE 6 FRESH-SQUEEZED OJ 5 FIJI / S. PELLEGRINO 6

#### BROOKLYN BREWERY "SORACHI ACE" 7 PARADOX "PILSNER" 7

SINGLECUT BEERSMITHS "KIM" 9

☐ FINBACK "YEAR ROUND" 7

KILLS BORO "TIRAMISU MUNCHIES" 11

O GARVIES POINT "BLUEBERRY MOSAIC" 11

KCBC "SUPERHERO SIDEKICK" 9 SINGLECUT "JAN" 9

#### **NEAT OR ON THE ROCKS**

LIQUEUR VERMOUTH-AMARO MEZCAL **SCOTCH** 

AMERICAN WHISKEY BRANDY-CALVADOS

### PHOTOGRAPHY









