Reynolds & Reynolds Rebrand

MST CREATIVE PR

About R&R and Our Collaboration

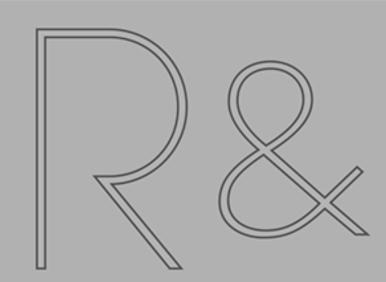
R&R TAPROOM + MST CREATIVE PR

R&R is a café and beer bar located in Woodstock, NY looking to update their branding in order to better convey their story to potential customers and improve online visibility.

The Original Brand REYNOLDS & REYNOLDS



BOTTLES • TAPS GOOD FOOD







SNACKS

DEVILED EGGS	1 E G G / 3 2 E G G / 5
BEET SPREAD Served with pita (vegetarian garnished with nuts)	7 n,
CARROT GINGER SOUP	7
CAMEMBERT BOARD Smoked almonds, dried fru toast (vegetarian)	13 it,
LATKES	7
Applesauce & sour cream (vegetarian)	
CHICKEN LIVER MOUSS Capers, mustard, baguette	
PRETZEL BITES Served with whole grain mu	6 ustard
SALADS/VEGETABLES	

SALADS/VEGETABLES

7

5

7

Raclette, sour cream, chives (vegetarian, GF)

SIDE SALAD

Mixed greens, balsamic vinaigrette (GF, vegan)

CHARRED CARROTS

Honey, butter, almonds (vegetarian, GF)

LARGER PLATES

NACHOS

Black beans, cheddar, guacamole (vegetarian, GF)

MILLET BOWL

Roasted vegetables, avocado, lentils, cashew cream (vegan, GF)

THE IMPOSSIBLE BURGER

Pickled beets, spicy aioli, lettuce (vegan) +1 to add cheddar

CHICKEN TACOS

Pulled chicken, radish, cabbage, pickled onion, queso (GF, vegetarian)

TURKEY MEATBALLS

Mediterranean yogurt sauce, rice (GF)

MAC & CHEESE

Cabot cheddar, panko bread crumbs (vegetarian)

DESSERT CUPCAKE

Ask about current flavors

Our produce is local in season out. Our dairy & meat is always local. Many of our ingredients organic - please ask if you have questions! We also use a lot of nuts, etc. in our cooking, so ple let us know if you have any allergies.









R&R'S FIRST NIGHT!





REYNOLDS & REYNOLDS

HOME ABOUT US MENU WHAT'S ON TAP SERVICES EVENTS NEWS CONTACT



A long time gardenier, kegani si interest in beer began with brewing and growing brewing imprediants. Sins acio fand of researching and collecting things. Years and a Certified Clerence certificate later, she's combined those interests to create a highly curated battleshog and toproom. This must be at least one of the golden ages of beer, and we look forward to serving you interesting and well-made ones from near and for.

T's true that we love beer. But Reynolds & Reynolds was also born out of a desire to create a 'third place' – a lacial environment between home and work. Sa, please jain us for any old kind af beverage – wine, cider, creative non-alcohaic drinks and yes, beer – a game of shuffleboard, or a simple meal.

By the way, the Reynolds's of Reynolds & Reynolds are grandfather and great-uncle who ran their avm Reynolds Bar on Westchester Square in the Branz. We think Val and Jay would be happy to know that their descendants are singing bers in Woodstack, Wn as they spert many an August rusticating and helping to bring in the how a WorDaviel Form on Neural Marchanel Read.

REYNOLDS & REYNOLDS HOME ABOUT US MENU WHATS ON TAP SERVICES EVENTS NEWS CONTACT









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Brand Evaluation & Changes

LOGO

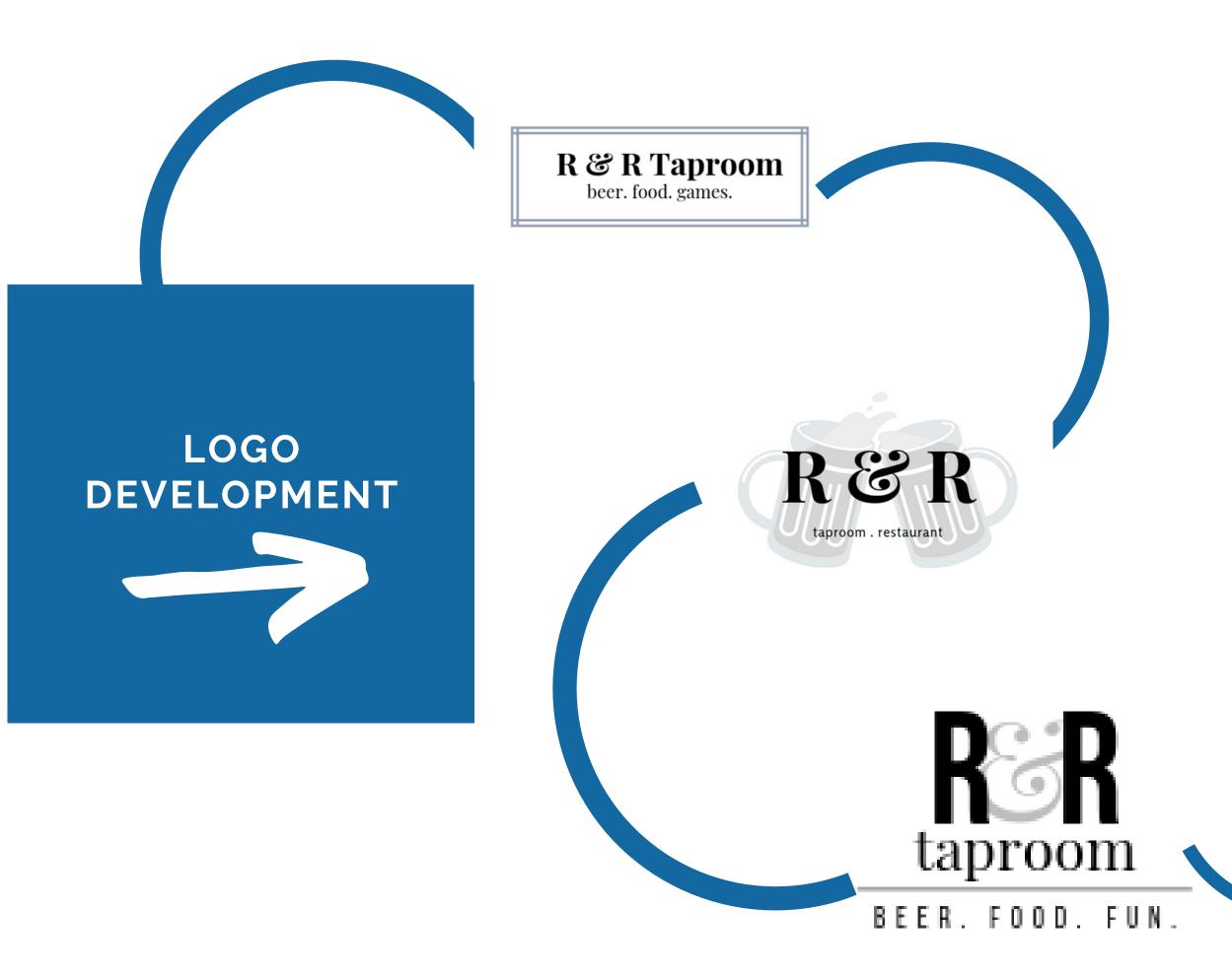
The original logo did not help R&R tell their customers who they are. It was unbalanced and visually distracting. The tag line was also out of date and didn't convey the scope of the R&R experience. **MENU**

It is unnecessarily wordy in places. It also does not direct the customer where to look or what to order, an important factor in menu design.

WEBSITE DESIGN

The website was not strategically planned out and did not convey the story through compelling visuals. The social bars were not consistent and the site was not kept up to date, especially the events page and photos. Navigation around the website was convoluted and some pages did not work on PCs. **SEO**

Due to design issues, the site was difficult to find on Google and was not linked to the Google business listing. No SEO optimization was in place. It also was an unsecured site (http:).





beer. food. fun.

SNACKS

DEVILED EGGS

1 egg/3 2 eggs/5

FAVA BEAN SPREAD

BORSCHT

(V)....7

CAMEMBERT BOARD

Nancy's camembert from Old Chatham Sheepherding Co, smoked almonds, dried fruit, toast (VG)....13

CHICKEN LIVER MOUSSE

capers, mustard, baguette....8

PRETZEL BITES

served with whole grain mustard (V)....7

SALADS & VEGETABLES

CAESAR SALAD

local romaine, smoked almonds, pickled onion, homemade croutons (VG).... 7

SIDE SALAD mixed greens, balsamic vinaigrette (V)(GF).... 5

POLENTA WEDGE with roasted cherry tomatoes, sautéed greens, citrus sauce (VG)(GF)....7



THE NEW MENU



MAINS

NACHOS

black beans, cheddar, guacamole (VG)(GF).... 9

RICE BOWL

tempeh, black beans, sweet potato, chimichurri (V)(GF).... 12

THE IMPOSSIBLE BURGER

pickled beets, spicy aioli, lettuce (V)....12 add cheddar.... 1

FRITO PIE

chili, cheddar, scallions, sour cream over Fritos (GF).... 10

BRATWURST

from Northwinds Farm, kimchi, relish, mustard, served with chips (ask about making it Vegan)... 7

CABBAGE ROLLS

lentil, farro, shiitake mushroom, side of sour cream optional (V)... 11

TACOS

jackfruit, pickled radish, guacamole, queso fresco (GF)(V)... 10

DESSERT

CUPCAKES

ask about our current flavors.... 4

Our produce, meat and dairy is always local and many ingredients are organic. Please inform your server of any allergies.

THE NEW WEBSITE

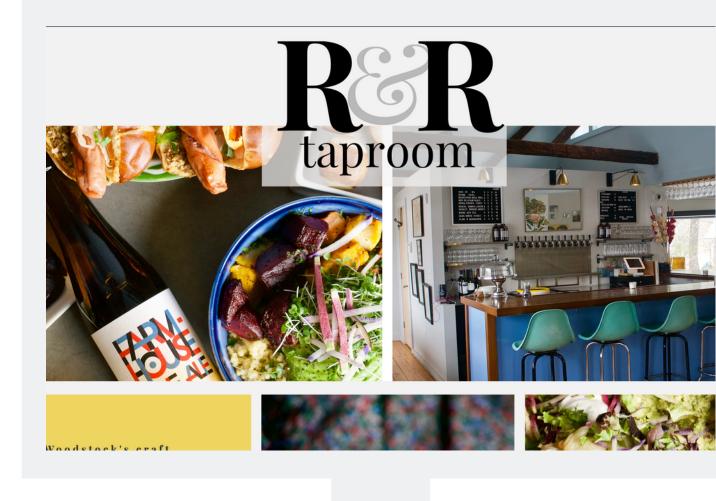




Contact Us

We host private events, community gatherings & beer tastings! Contact: <u>megan@rrtaproom.com</u>





HTTPS://WWW.RRTAPROOM.COM



Your Woodstock Craft Beer Destination

Join us for a selection of 10 draft beers and 50+ bottles curated by owner & cortified beer sommelier Megan Reynolds. We offer everything from local lagers to Belgian classics with something for everyone. Our <u>suggataian_friendly</u> small plates menu focuses on local, seasonal produce. And don't forget creekside drinng in season!

A long time gardener, Megan's interest in beer began with homebrewing and growing brewing ingredients. Years later, with a Certified Circence certificate in hand, she combined those interests and opened a wellcurated, uniquely Woodstock beer bar and café to showcase the breadth of the word's beer styles. Whether you want to learn about the newest microbrews or settle in for board games and a pint, <u>B&B</u> <u>Tapetomin here twelcomeyau</u>.

It's true that we love beer. But R & R Taproom was also born out of a desire to create a 'third place' – a social environment between home and work. As part of a vibrant community of artists, real business owners and visitors, we also host a variety of events, including tasting, educational classes, creative workshops and, of course, our popular YouTube nights. Please check our events page to see what's coming up!

By the way, the R & R in our name is an homage to Megan's grandfather and great-uncle who ran their own Reynolds Barc on Westchester Source in the Bronx in the 1950's. We think Val and Jay would be happy to know that their descendants are bringing the best bers from around the world to Woodstock.



Follow us on Instagram @RRTaproon



Mon - Wed: Closed

Thursday: 4pm-10pm Friday: 4pm-11pm Sat-Sun: 1pm - 11pm 845-217-7921 104 Mill Hill Road, Woodstock, NY

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PHOTOGRAPHY







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