HOW IT WORKS

You bring the occasion. *We bring the kitchen.*

Everything we serve at your table starts the same way it does at ours — whole animals, sourdough from our own starter, and whatever the Loudoun County farms are pulling that week.

1 **Tell us about the gathering**
A backyard supper for twelve, a wedding for a hundred, a boardroom that deserves better. Call or write — we'll ask about the people, the place, and the pace of the evening.

2 **We write the menu together**
Chef Marcus Hale drafts a menu around the market and your table, then we taste and adjust until it reads like the occasion itself. Nothing is fixed until you love it.

3 **We cook, serve, and clean up**
Our crew arrives early, cooks on site where we can, and leaves the kitchen cleaner than we found it. You sit down with your guests — that's the whole job.

Closer to home: *the private dining room at the bistro seats ten to twenty. Parties over eight, we set the long table.*

FOLD

Maple Street Bistro

A neighborhood table, fed by nearby farms.

123 Maple Street
Vienna, Virginia 22180
(703) 555-1234
hello@maplestreetbistro.com
maplestreetbistro.com

TUE–THU · 11A–9P
FRI–SAT · 11A–10P
SUN BRUNCH · 10A–3P · SUPPER 4–8P
MONDAY · CLOSED

FOLD

MAPLE STREET BISTRO
VIENNA, VIRGINIA

Catering & *private events*

A farmhouse kitchen, brought to your table — suppers, weddings, and long evenings worth lingering over.

FARM TO TABLE · EST. 2016

SAMPLE MENUS · NO. 1

The *Gathered* Table

Family-style — $68 per person

Platters passed hand to hand, the way Sunday supper works at a farmhouse. Our most relaxed service, and the one we recommend for first evenings together.

TO BEGIN, PASSED

Deviled Farm Eggs
pickled shallot, chive, smoked paprika

Cast-Iron Cornbread
whipped honey butter, smoked salt

Beet & Burrata Crostini
pistachio, sherry vinegar, torn sourdough

PLATTERS FOR THE TABLE

Twelve-Hour Smoked Short Rib
cheddar grits, charred scallion, natural jus

Pan-Seared Trout
brown butter, almond, meyer lemon

Cider-Brined Roast Chicken
carved at the table, pan jus, thyme, charred lemon

Autumn Greens & Wood-Oven Sourdough
cider vinaigrette, house-cultured butter

Maple pot de crème and french press for the table to finish.

FOLD

SAMPLE MENUS · NO. 2

The *Long* Table

Plated, four courses — $95 per person

A seated dinner in four acts, plated in the kitchen and carried out together. Weddings, anniversaries, the evenings you'll describe for years.

TO BEGIN, PASSED

Deviled Farm Eggs & Cornbread
pickled shallot, whipped honey butter, smoked salt

FIRST

Roasted Beets & Burrata
pistachio, sherry vinegar, torn sourdough

SECOND

Butternut Squash Soup
brown butter, toasted pepitas, crème fraîche

THE MAIN

Dry-Aged Pork Chop
apple mostarda, cider jus, autumn greens

Autumn Vegetable Pot Pie
root vegetables, thyme, flaky lard crust — for the vegetarians, never an afterthought

TO FINISH

Seasonal Fruit Crisp
oat crumble, farm ice cream, coffee brewed tableside

Wine pairings from Loudoun and Charlottesville cellars, by arrangement.

FOLD

SAMPLE MENUS · NO. 3

The *Standing* Party

Passed small plates — $46 per person

Two hours of trays circulating — bistro burgers cut small, beets and burrata on sourdough, maple old fashioneds at the bar. For evenings that never sit down.

WHAT'S ALWAYS INCLUDED

- **A written menu of your own,** drafted with the chef around the season and the occasion — never a fixed list.
- **Our service crew,** the same people who run the dining room on Maple Street, in pressed aprons.
- **Family-style or plated service,** rentals coordinated, bartending and Virginia wines by arrangement.
- **Dietary care as a matter of course.** Vegetarian, gluten-free, and allergy-aware plates are written in, not patched on.

Menus shift with the market — a dish you loved last month may be resting until next season. Prices are per person, plus staffing, rentals, and tax. A third holds the date; final count seven days out. We travel within an hour of Vienna.

Call (703) 555-1234 and ask for the events table — or write to hello@maplestreetbistro.com.

Production notes, *in plain English*

CATERING & PRIVATE EVENTS TRI-FOLD
US LETTER LANDSCAPE, LETTER-FOLDED
TWO SHEETS, DUPLEXED

Why the panels aren't equal thirds

FOLD MATH

Eleven inches divided by three is 3.667in — but a true third-fold can't be built that way. The panel that folds *inside* the brochure has to turn a tighter corner around the other two layers of paper. If it were full width, it would buckle against the spine fold and the piece would never lie flat.

The standard fix: shave 1/16in off the fold-in panel and split the difference across the other two.

fold-in flap	3.6250 in
cover + interior panels	3.6875 in
total across the trim	11.000 in
fold positions, outside	3.625 / 7.3125 in
fold positions, inside	3.6875 / 7.375 in

Note the mirror: the narrow flap sits at the *left* edge of the outside sheet and the *right* edge of the inside sheet — the sheet flips over in the press. The dashed hairlines mark the folds and sit outside all live matter.

Safe zones

LIVE MATTER

Keep everything that must survive the bindery at least 1/8in inside the trim, and a full 3/16in away from each fold. Folds eat a little paper as the sheet turns — type set tight against a fold reads cramped even when it survives.

This piece sets its panel padding at roughly 1/2in, well inside both limits. The marginalia at the trim edge is expendable by design: it can be clipped by a millimeter of trim drift without harming the piece.

Why the cover reads alone

HIERARCHY

Folded, the brochure shows exactly one surface: the front cover, rightmost on the outside sheet. It carries the whole argument — the mark, the name, and the three words that say what the piece is for. The back cover (middle panel, outside) is what the piece rests on in a rack, so it carries the contact block. The flap is the first thing the hand finds when the cover opens, so it carries the pitch: how it works, in three steps.

> *Nothing essential is repeated and nothing essential is missing — each panel is written for the moment the reader reaches it.*

Type sizes, and why

PT SPEC

cover display, Fraunces 500	30 pt
panel headings, Fraunces 500	15–17 pt
dish names, Fraunces 500	9.5 pt
body copy, Inter 400	7.8–8.4 pt
eyebrows, Inter 600 caps	6.6–6.8 pt
fine print, Inter 400	6.6 pt
marginalia, Plex Mono	5 pt

Print rewards restraint. Body copy holds at 8pt because Inter stays open at small sizes and the uncoated stock will spread ink slightly; below 7pt, letterforms start to fill in. The 5pt mono marginalia is intentionally non-critical — annotation for the curious, never information the reader needs.

Paper

STOCK

Spec a *100lb uncoated cover in natural or warm white* — a toothy sheet close to the cream of the dining-room menus, never a bright blue-white gloss. Uncoated stock takes the espresso ink softly, which is what the brand wants. At this weight the sheet must be *scored before folding*; an unscored fold cracks along the grain and the piece looks tired on the first day. Ask the bindery to fold the flap panel in last, and check one finished piece for buckle before the run.

A note on color

CMYK

The brand palette is specified for screens in hex. For the press sheet, the working builds (coated or uncoated, GRACoL-ish) are close to:

espresso ink · #241a12	C0 M28 Y50 K86
burnt sienna · #a0521f	C0 M49 Y81 K37
warm cream paper · #f7f1e5	C0 M2 Y7 K3

Rich black is deliberately avoided for body type — small type in four colors misregisters on even a good press, so all fine type runs as a single-plate dark build or straight black. The sienna accent is a clean two-color build and holds up on uncoated with slight, acceptable dry-back. Proof the cream flood on the actual stock — on a warm enough sheet it may not need to print at all.

The sheet, flattened

DIAGRAM

Outside sheet, left to right — the flap folds in first:

inside flap 3.625in	back cover 3.6875in	front cover 3.6875in

Inside sheet, the mirror — flap at right:

interior 1 3.6875in	interior 2 3.6875in	interior 3 3.625in