



COAST

BBQ & COCKTAILS

*An Overview of Coast - BBQ and Cocktails
and its Legacy in the Making*

INTRODUCTION

This booklet is about Coast- BBQ and Cocktails. Throughout the next pages, you will learn about how Jolene Hunt traveled from Kansas City to Los Angeles to bring her dream to life. Coast is a legend in the making with its top-notch atmosphere and service and its incredible citrus honey bbq baby back ribs. Stay a while and enjoy some chill vibes and the best of the midwest in the west.

COAST

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Written By: Coast Corporate Communications

Designed By: Rachel Yaros



Altadena Publishing; Nashville, Tennessee, USA 2020

JOLENE'S TIMELINE

Follow along with Coast's story throughout the booklet.

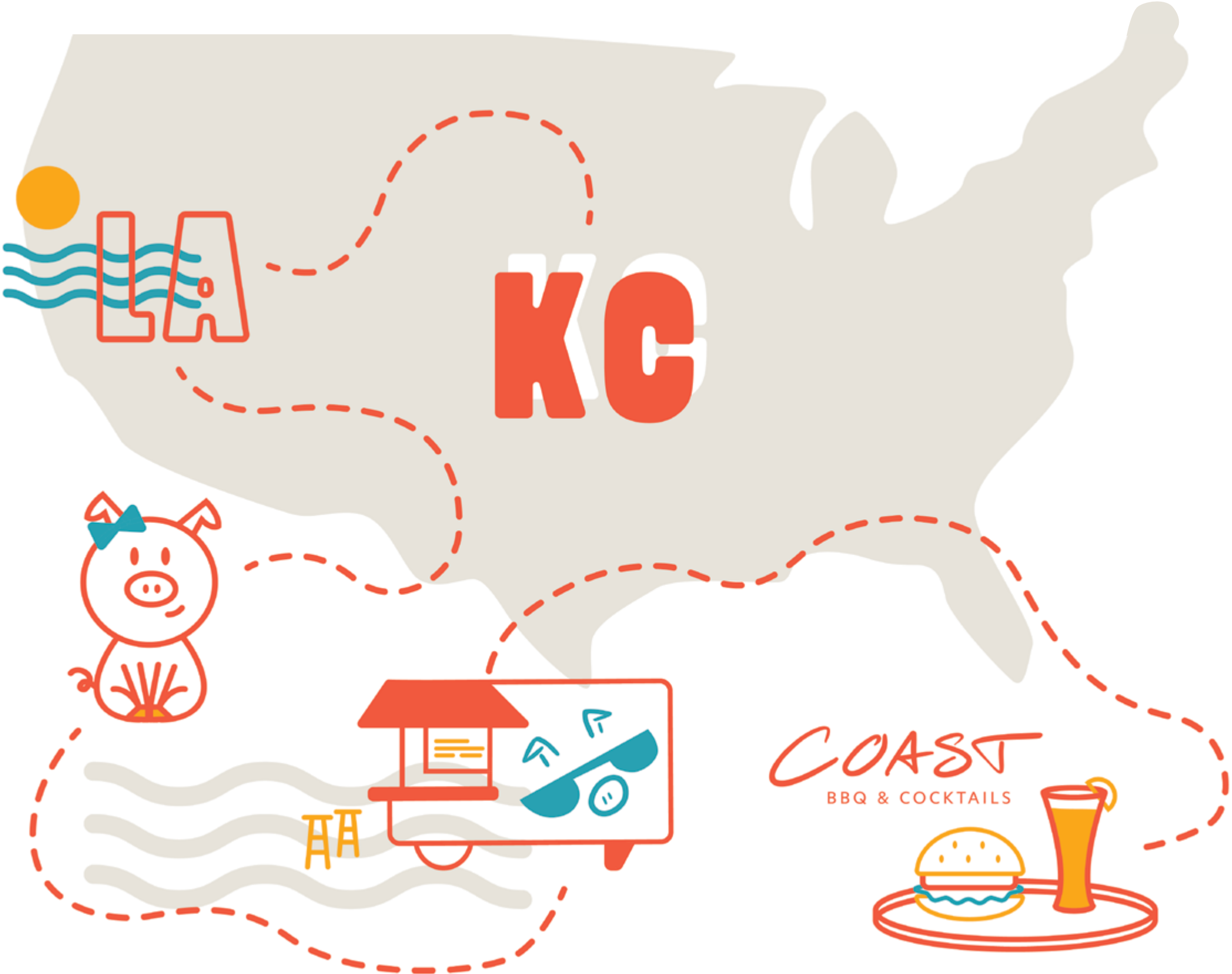


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HISTORY

Coast came about the same way any other five star, legendary establishment does: birthed out of hard work, great intuition, and even better taste buds. This is the story of Coast-BBQ and Cocktails, the best of the Midwest but make it West Coast.



Photo Credit: Grand Rapids Chair Co.

BACK STORY

Jolene Hunt grew up in a town right outside the county borders of Kansas City, Missouri. The only thing more sacred than football and faith was food, specifically barbecue. If no one has ever told you what the capital of the best baby back ribs and plate of brisket is, you've heard it here, Kansas City of course! Other than the good fix-ins, Kansas City was lack luster for a girl that dreamed to be feet deep in the sand with a head stuck between the two L's in the Hollywood sign. Jolene did what any other stuck soul would do and made her way to Los Angeles, California.

Unlike the silver-screen-dreaming 25-year-olds in LA, Jolene dreamed of something else. She wanted to own a teacup pig and open the best barbecue restaurant in the Los Angeles area. That is where Coast was born five years later on August 21st, 2015. Coast was a food truck serving only baby back ribs, brisket, KC beer and a few mixed drinks that Jolene ran with her team of four. After two short years, Jolene's team expanded, making it clear that Coast was destined to be shared with more people. On July 7th, 2019, Jolene opened up her restaurant in El Segundo, California in hopes to continue bringing the best barbecue, cocktails, and upscale-casual dining for years to come.

Coast- BBQ and Cocktails was named after the scenery Jolene longed for and the food she has always been surrounded with her entire life. The restaurant's icon is a cartoon depiction of her teacup pig, Penny, that she did get upon arrival.

People come to Coast for its Kansas City style BBQ, specifically its baby back ribs and brisket, smothered in Jolene's signature Citrus Honey BBQ sauce. When you walk into Coast, you are sure to be greeted with a fine cocktail menu and ushered into the High-top Lounge where you can either enjoy your meal with a fine cocktail or wait for your table to be called. If Coast is known for anything other than barbecue and cocktails, it's the chill vibes. Did we mention Coast is a two story dining hall with rooftop seating?



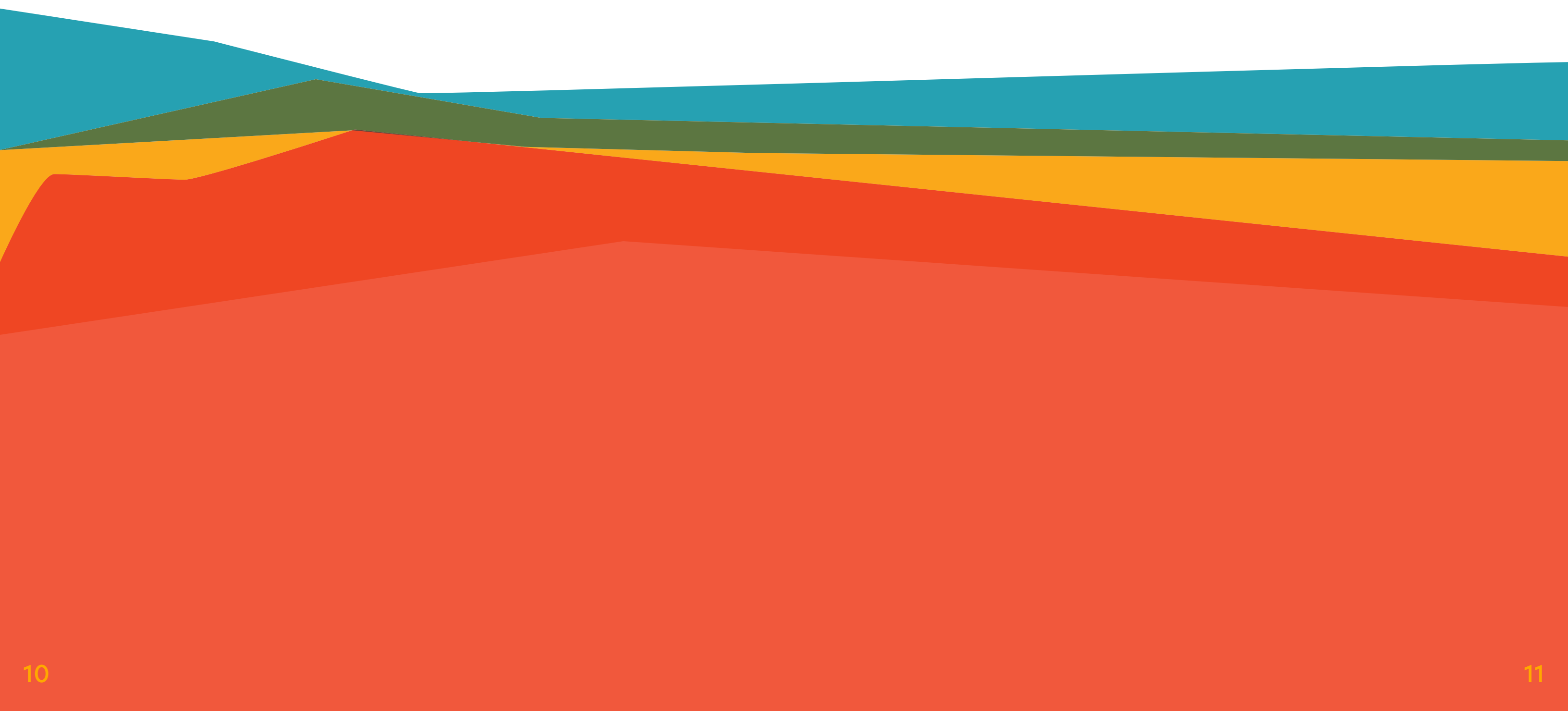
COMPANY VALUES

Because of Coast's top-notch service and famous dishes, we take extreme pride in our team behind the menu. Here are the company values that we stand by and hire by:

- 1 **REALNESS:** If something is wrong, let us know. We want transparency with our staff and customers as we provide transparency on our end.
- 2 **100% ALL DAY:** When we walk into the door at Coast, we are 100% ready to bring chill vibes to our customers and the best Midwest barbecue on the West Coast.
- 3 **YOU ARE WELCOME:** Coast is a place for everyone to come, free of discrimination. We don't only welcome you, we WANT you here. The sooner we are ourselves and accepted as such, the sooner we can move on to changing the world with our gifts.
- 4 **CHILL VIBES ONLY:** Our products, our atmosphere, and our vibes are only chill at Coast. This is a place for relaxation and connecting with others as well as yourself.

BRANDING

Take a look at Coast's award-winning branding that has kept the unique style of Coast alive throughout the years.



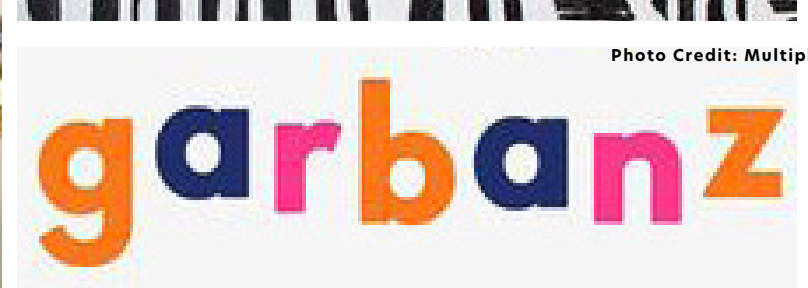
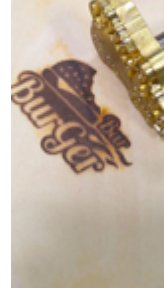


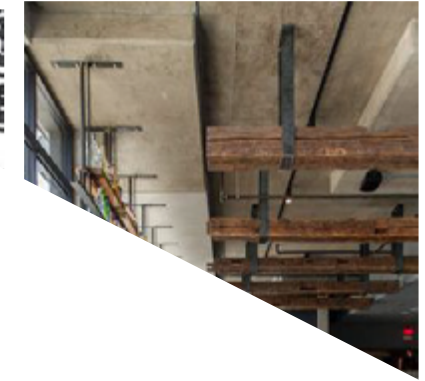
Photo Credit: Multiple Sources on Pinterest; See Colophon



Blazin' & Poppin'

Somewhere in the middle of messy Kansas City classic BBQ and fine dining fab, you will find Coast's brand identity. Vibrancy takes over the color scheme, typefaces, architecture and interior ambiance reminding our customers to take the pig by the tail and make life happen. But first, join us for chill vibes with a slab that is glazed beyond perfection and a drink mixed to the gods.

While you browse Coast's branding, take note of our not-so-subtle hints at mock rithography and screen printing. Coast is a big supporter of the arts especially sourcing locally. Make sure to look for our hand-picked art across our restaurant walls.



COAST BRAND STANDARDS

Below are the standards that all Coast branding abides by.



BUSINESS CARDS



THANK YOU CUSTOMER CARDS



CORPORATE LETTERHEADS

ABC

HWT MARDELL/REGULAR

Uses: Signature Headings

PRIMARY TYPEFACE

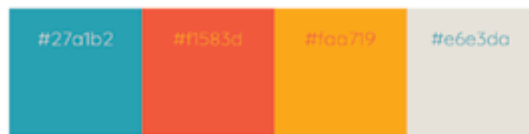
ABC

HWT MARDELL/REGULAR/LIGHT

Uses: Sub Headings, Body Copy

SECONDARY TYPEFACE

PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



PATTERN- COAST



SIGNATURE DISHES

Stick around a little while longer and we'll let you in on the pride and joys of Coast- BBQ and Cocktail one product at a time.

CITRUS HONEY BBQ COAST SAUCE

What does barbecue have to do with tropical flavors? Well, actually a lot, especially when it comes to Coast's signature BBQ sauce that is infused with the citrus oranges of California. We are known for this bold pairing and people come from across the nation to have a fresh coat of Citrus Honey BBQ Coast sauce across our beloved baby-back ribs.



PENNY ON THE BEACH



Penny the Teacup pig is a legend at Coast. Because of Jolene's fond memories with Penny playing in the sand while Coast was only in its planning stages, what better way to honor her memory than with a signature cocktail. Penny on the Beach is the commonly know drink, Sex on the Beach. However, at Coast we use juice completely hand squeezed to order. Now that's top-notch service.

KC BEER ON TAP

If it weren't for Kansas City, Coast wouldn't be around. That's why we wanted to make sure that we always have several Kansas City originated beers on tap and in-bottle ready for our guests. Boulevard Brewing Co. is our main provider with all the flavors and brews to curb any craving.



KC BABY BACK RIBS

Last but not least, Coast's baby back ribs are to die for. These ribs boost the shabby LA barbecue scene and have people coming back for fourths. Sourced from Kansas City, these ribs paired with Coast's Citrus Honey BBQ sauce are our favorite plate. When you stop by, be sure to order these first.





ABOUT THE DESIGNER

RACHEL YAROS

Rachel Yaros

Head Brand & Interior Director

Rachel Yaros is a Senior Brand Designer from Chicago and originally from Kansas City. After working for some well-known brands, guiding their branding and marketing efforts, Rachel set off on her own, designing and consulting high-end restaurants across the coasts. Rachel is a lifelong friend and supporter of Jolene and her dream of opening a high-end barbecue restaurant in LA. There was no question in Jolene's mind that she needed Rachel for this next adventure.

We cannot thank Rachel enough for her creative and innovative mind that formed our Coast brand identity and inspired our restaurant interior. Rachel led all design efforts including brand design, restaurant layout, furnishings, menu design, etc.

"I am thankful for the opportunity to work alongside one of my best friends. Here's to so many more years of happiness to come."

--Rachel Yaros, Head Brand & Interior Director





Coast- BBQ and Cocktails is a legend in the making. CEO and Founder, Jolene Hunt, is incredibly proud of her hard working team and advisors.

"We want to thank you for coming along on this journey and we hope you will come back soon for the chilliest of vibes and the best of the Midwest- but in the West Coast."

--Jolene Hunt, CEO and Founder of Coast- BBQ and Cocktails

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Typeface Formatting**Headlines**

HWT MARDELL, 70 pt.

Headline Captions

Hero New, UltraLight Italic, 9 pt.

Subtitles

Hero New, Super, 16 pt.

Body Copy

Hero New, Regular, 10 pt.

Image Captions

Hero New, Bold, 6 pt.

Image Credits

1 *Altadena*

10-11 *Pinterest (Multiple Sites)*

17 *The Original Dish*

18 *Alyson Kay Photography*

Illustration Credits

Rachel Yaros
Head Designer



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