



southern Charm KITCHEN

REBRANDING CASE STUDY
CHEYENNE AMI NIX



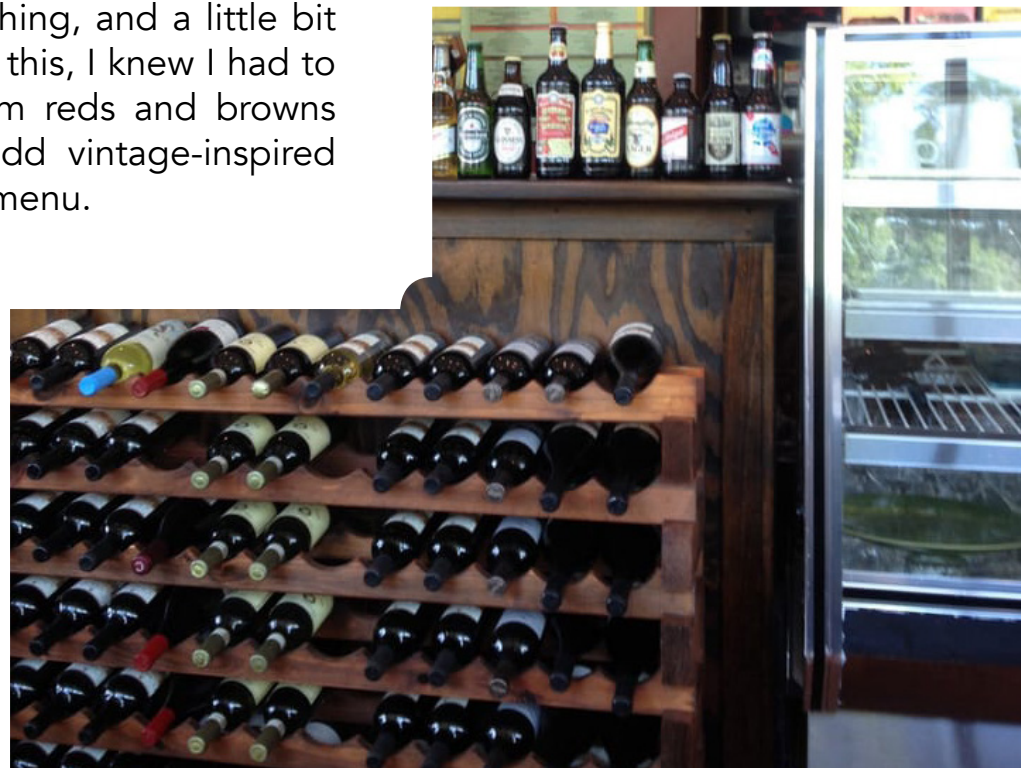
INTRODUCTION

Southern Charm Kitchen is a Gainesville staple that serves country soul food cuisine. Inspired by southern cooking, this restaurant features dishes like chicken and waffles, shrimp and grits, and fried catfish, just like your grandma used to make it. It is located in outskirts the of town, far enough where you might just miss it if you didn't know where to look. The atmosphere is very laid back and eclectic, with a bright red accent wall, hanging antiques, and a counter filled with craft beer.



DESIGN CONCEPT

Inspired by the food and restaurant atmosphere, I wanted to rebrand S.C.K. to be comforting, eye-catching, and a little bit funky. Drawing upon this, I knew I had to incorporate the warm reds and browns of the decor and add vintage-inspired elements within the menu.





COMPETITION

Compared to Southern Charm Kitchen, OAK Harry's, and Soul Shack are the restaurants that are most likely to draw in the same audience.

The OAK typically brings in a lot of younger college students wanting an "aesthetic" place to eat, Harry's brings in tourists looking for a nicer dinner, and Soul Shack is more of a take out place for a quick bite. However, they all have similar menu items and have their own charm/uniqueness about them that catches people's attention.

OAK has a cute flower wall, whiskey on tap, and a nicer bar. Harry's has interesting decorations and brands itself as Gainesville's own little piece of the French Quarter. Soul Shack is a neighborhood shop with authentic soul food made by a local Gainesville resident.

For Southern Charm Kitchen, I wanted to use these restaurants as inspiration because they all have something unique about them that draws in a specific audience. At SCK, I want to highlight the food itself as well as it's comforting, cozy atmosphere. The restaurant is also a little saucy and laid-back, with a zesty red accent wall and fun menu items.

HIGHLIGHTS

CLIENT: Southern Charm Kitchen

PRIMARY CONTACT:

Chris Prattiago; Head Chef and Owner

904 567 4457 // chrisP@sck.com

PROJECT: Restaurant Rebrand & Menu Redesign

DESIGNER: Cheyenne Ami Nix

DATE OF PROJECT: March 22, 2017

PROJECT DEADLINE: April 18, 2017

INVOICE #: SCKP0001 (Southern Charm Kitchen-Project 1)

DELIVERABLES:

- Logo Redesign
- New branding colors, type treatments, and visual system
- Menu design following new branding protocols
- Coaster designs following new branding protocols

FEE:

The total fee for this project will be **\$3000**.

\$1000 for a new logo and branding designs and \$2000 for a menu design, created with menu engineering in mind. Client will be charged 30% of the project estimate up front and another 20% half-way through the design process to ensure proper payment to the designer.

1. PAYMENT

All invoices are payable within 7 business days of receipt. A \$50 service charge is payable on all overdue balances for reissuing each invoice at 45, 60, 75 and 90

days from the date of original invoice. The grant of any license or right of copyright is conditioned on receipt of full payment.

4. GENERAL CHANGES

Unless otherwise provided in the Proposal, and except as otherwise provided for herein, Client shall pay additional charges for changes requested by Client which are outside the scope of the Services on a time and materials basis, at Designer's standard hourly rate of \$45 per hour. Such charges shall be in addition to all other amounts payable under the Proposal, despite any maximum budget, contract price or final price identified therein. Designer may extend or modify any delivery schedule or deadlines in the Proposal and Deliverables as may be required by such Changes.

5. SUBSTANTIVE CHANGES

If Client requests or instructs Changes that amount to a revision in or near excess of 50% of the time required to produce the Deliverables, and or the value or scope of the Services, Designer shall be entitled to submit a new and separate Proposal to Client for written approval. Work shall not begin on the revised services until a fully signed revised Proposal and, if required, any additional retainer fees are received by Designer.

6. EXPENSES

Expenses. Client shall pay Designer's expenses incurred in connection with this Agreement as follows: (a) incidental and out-of-pocket expenses including but not limited to costs for telephone calls, postage, shipping, overnight courier, service bureaus, typesetting, blueprints, models, presentation materials, photocopies, computer expenses, parking fees and tolls, and taxis at cost plus Designer's standard

markup of 5%, and, if applicable, a mileage reimbursement at _____ per mile; and
(b) travel expenses including transportation, meals, and lodging, incurred by Designer with Client's prior approval.

7. ADDITIONAL COSTS

The Project pricing includes Designer's fee only. Any and all outside costs including, but not limited to, equipment rental, photographer's costs and fees, photography and/or artwork licenses, prototype production costs, talent fees, music licenses and online access or hosting fees, will be billed to Client unless specifically otherwise provided for in the Proposal.

8. CANCELLATION

Cancellation fees are due based on the amount of work completed. Fifty percent (50%) of the final fee is due within 30 days of notification that for any reason the job is canceled or postponed before the final stage. One hundred percent (100%) of the total fee is due despite cancellation or postponement of the job if the art has been completed. Upon cancellation or kill all rights to the art revert to the Artist and all original art must be returned, including sketches, comps, or other preliminary materials.

19. PHOTOGRAPHS OF THE PROJECT

Designer shall have the right to document, photograph or otherwise record all completed designs or installations of the Project, and to reproduce, publish and display such documentation, photographs or records for Designer's promotional purposes in accordance with Section 6 of the Basic Terms and Conditions of this Agreement.

20. SAMPLES

Client shall provide Designer with 2 samples of each printed or published form of the Final Deliverables, for use in Designer's portfolio and other self-promotional uses. Such samples shall be representative of the highest quality of the work produced.

22. TIMING

Designer will prioritize performance of the Services as may be necessary or as identified in the Proposal, and will undertake commercially reasonable efforts to perform the Services within the time(s) identified in the Proposal. Client agrees to review Deliverables within the time identified for such reviews and to promptly either,

(i) approve the Deliverables in writing or (ii) provide written comments and/or corrections sufficient to identify the Client's concerns, objections or corrections to Designer. The Designer shall be entitled to request written clarification of any concern, objection or correction. Client acknowledges and agrees that Designer's ability to meet any and all schedules is entirely dependent upon Client's prompt performance of its obligations to provide materials and written approvals and/or instructions pursuant to the Proposal and that any delays in Client's performance or Changes in the Services or Deliverables requested by Client may delay delivery of the Deliverables. Any such delay caused by Client shall not constitute a breach of any term, condition or Designer's obligations under this Agreement.

23. CLIENT RESPONSIBILITIES

Client acknowledges that it shall be responsible for performing the following in a reasonable and timely manner:

- (a) coordination of any decision-making with parties other than the Designer;
- (b) provision of Client Content in a form suitable for reproduction or incorporation into the Deliverables without further preparation, unless otherwise expressly provided in the Proposal;
- (c) final proofreading and in the event that Client has approved Deliverables but errors, such as, by way of example, not limitation, typographic errors or misspellings, remain in the finished product, Client shall incur the cost of correcting such errors ; and
- (d) ensuring that all information and claims comprising Client Content are accurate, legal and conform to applicable standards in Client's industry.

LOGO



PROBLEMS: concept has no aesthetic or cultural value, outdated black stroke, basic font with bad text hierarchy; uninteresting colors.

LOGO VARIATION



PROBLEMS: no aesthetic or cultural value, busy, actual logo is too small on illustration, clip art look doesn't reflect restaurant, it isn't charming or southern.

CURRENT LOGO MARK

Neither of these logos are visually appealing nor do they represent the culture and cuisine of the restaurant. My goal for this restaurant is to create a logo that visually portrays the restaurant while also being relatable and captures people's attention.

OLD MENU

All sandwiches come with Sweet-N-Cajun Fries.

SANDWICHES

Pimento Cheeseburger
Fresh handmade burger patty grilled to perfection and topped with homemade pimento cheese, crisp lettuce, juicy tomatoes, caramelized onions, country fried pickles, mayo, ketchup, & mustard on a brioche bun. 10.59

Country Fried Bacon Cheeseburger
Juicy burger layered with country fried bacon, pickles, cheese, ketchup, mustard, mayo, juicy tomatoes, lettuce, & onions on a brioche bun. 10.59

Smoked Bacon & Mushroom BBQ Burger
Juicy burger layered with smoked bacon, mushrooms, cheese, ketchup, mustard, mayo, juicy tomatoes, lettuce, & onions on a brioche bun. 10.59

Catfish Croque Monsieur
Fried catfish, white toast, rich cream sauce, & cheese melted to perfection. A new way to experience a classic. 10.95 [Mayport, Jacksonville, FL]

Southern Sea Po' Boy
Plump juicy shrimp breaded & fried, served with lettuce, tomatoes, & our loaded Cajun seafood Russian dressing. Served on a kaiser hoagie. 10.95 [Mayport, Jacksonville, FL]

Pentecostal Fried Chicken Sandwich
Hand-battered chicken breast with country fried bacon, American cheese, lettuce, tomato, & our sweet mustard & pickle dressing. 10.59

The Cheating Pig
Comed beef & pulled pork, blended together for a best-of-both-worlds experience. Topped with our tangy BBQ sauce, greenfruit coleslaw, & served on a brioche bun. 10.95

notify us of any allergies or intolerances you may have. PEANUT oil in our kitchen.

vegetarian items are cooked in shared pots & pans, and served on separate plates.

ing raw or undercooked meat, poultry, seafood, fish, or eggs may increase your risk of food-borne illness. especially if you have a medical condition.



VEG SANDWICHES

BBQ Tempeh Sandwich
Smoked tempeh with "bbq sauce", served with greenfruit slaw & BBQ sauce on a whole wheat kaiser bun. 9.99 [Artie Guy, Gainesville, FL]

Country Fried Tofu Sandwich
Our blended tofu with herbs, spices, & "bbq sauce", breaded & fried, with sweet sauce, lettuce, & tomatoes on a whole wheat bun. 9.99

Pimento Cheese Veggie Burger
Veggie burger grilled to perfection, topped with pimento cheese, lettuce, tomato, caramelized onions, on a whole wheat kaiser. 9.99

Country Fried Seitan Sandwich
Homemade seitan, breaded and fried, smothered in a brown mushroom gravy with caramelized onions, on a whole wheat kaiser bun. 10.59

Pickled Watermelon Tofu
Watermelon is pickled in peak season with our special blend of herbs, spices, vegetables, & white vinegar over lightly breaded crisp tofu. 11.95

Country Fried Tofu
Our blend of tofu, herbs, spices, and smoked wheat gluten. Crisp, breaded, and fried for a truly authentic taste. 9.50

Hopping John
Our special blend of black eyed peas and soy bean tempeh cooked with tomatoes, bell peppers, & freshly cooked black eyed peas. 9.95 [Artie Guy, Gainesville, FL]

Roasted Beets in Sherry Tomatoes
Slow roasted beetroot, simmered in cherry tomatoes, herbs, & spices for a delicious soy, wheat, & gluten-free vegetarian option. 9.50

Country Fried Seitan
Homemade seitan, breaded and fried, then smothered in our brown mushroom gravy. 11.50

BBQ Black-eyed Tempeh
Our special blend, black-eyed peas & soybean tempeh, smoked & basted with our sorghum BBQ sauce. 9.75 [Artie Guy, Gainesville, FL]

Lemon Pepper Tofu
Breaded tofu seasoned with our lemon pepper seasoning and topped with our lemon sauce. 9.95

Choose 2 sides with any Traditional Entree, Southern Sea Special, or Vegetarian Entree.

SOUTHERN CHARM SIDES

Fried Catfish
Catfish fillet battered in our homemade cornmeal breading, fried crisp on the outside, and flaky & tender on the inside. 12.59 [Mayport, Jacksonville, FL]

Smothered Catfish
Catfish fillet battered in our homemade cornmeal breading, fried crisp on the outside, and flaky & tender on the inside, & covered in our seafood gravy. 12.59 [Mayport, Jacksonville, FL]

Lemon Pepper Southern Nile Perch
Whole fillet seasoned with our lemon pepper seasoning, fried crisp and topped with our lemon sauce. 13.50

Shrimp & Grits
A Southern classic, Cajun-style juicy shrimp over creamy cheese grits. 13.95 (NO SIDES) [Mayport, Jacksonville, FL]

Watermelon Pickle w/ Grilled Fish
Watermelon pickle with our special blend of herbs, spices, vegetables, & white vinegar over grilled fish. One of our best dishes. 13.95 [Mayport, Jacksonville, FL]

Mashed Potatoes & Gravy 2.59

Okra, Sherry Tomatoes, & Smoked Bacon (seasonal) 3.79

Black-eyed Peas with Caramelized Pork Belly 3.59

VEGETARIAN:

Mac & Cheese 2.99

Creamy Cheese Grits 2.59

Cornbread 1.59

VEGAN:

Sweet-N-Cajun Fries 3.50

Vegan Mac & Cheese 2.99

Yellow Rice 2.59

Pickled Greens 3.59

Seasonal Vegetables 2.59

Corn Succotash (seasonal) 3.59

Okra & Sherry Tomatoes (seasonal) 3.59

TRADITIONAL ENTREES

Detail
Tender ribs of beef slowly cooked in our special blend of vegetables, herbs, & spices. 10.95

BBQ Goat
Tender goat meat smoked & simmered for hours, then basted with our homemade BBQ sauce. 11.95

Smothered Pork Chops
Succulent pork chops, battered in our country breading, fried crisp on the outside, kept juicy in the middle, & smothered in gravy. 11.95

Pentecostal Fried Chicken
I remember going to Calvary Pentecostal Annual Fundraising Dinner, and all the order women in the church would make amazing fried chicken. It's been 20 years, and I can still taste the chicken every time I think about it. This recipe is my rendition of the most unforgettable fried chicken I have ever tasted. 9.95 (Dark Meat) 11.95 (White Meat)

Roast Chicken with Caramel & Smoked Salt
Tender bird marinated in herbs & spices, roasted to absolute perfection, & lightly drizzled w/ smooth caramel. Finished with hickory smoked salt. 9.95 (Dark Meat) 11.99 (White Meat)

Dolita's Meatloaf Revenge
I was working at a restaurant & the owner would ask Dolita to make her special meatloaf for a lunch special. One of the managers stole Dolita's recipe. Poor Miss Dolita was devastated. He gave her no credit and did not ask for her permission. His meatloaf was good but not the same because there were secrets to Dolita's meatloaf the culprit didn't know. Luckily she shared her secret with me! 9.95

Sorghum Ribs
Fall off the bone succulent ribs basted with our sweet & smoky, bold sorghum BBQ sauce. 11.95

Spicy Corn Waffle with Cajun Shrimp

Traditional Belgian waffle batter with corn kernels, green peppers, sweet yellow onions, & hot peppers. Thick, crisp, and light. Topped with Cajun shrimp and Creole gravy, served with 100% real dark amber maple syrup. 13.50 [Mayport, Jacksonville, FL]

Cornbread Waffle with Roast Pork & BBQ Sauce
Our homemade cornbread waffle batter with large pockets, and topped with our slow-roasted pulled pork and sweet & smoky BBQ sauce, served with 100% real dark amber maple syrup. 10.95

Classic Chicken & Waffles
Traditional Belgian waffle with large pockets. Thick, crisp, & light. Topped with butter, Pentecostal fried chicken, and 100% real dark amber maple syrup. 9.99 (Dark Meat) 11.99 (White Meat)

DINNER WAFFLES

INSPIRATION





PROCESS

For my logo ideas, I wanted to play around with unique imagery related to southern cooking such as iron skillets, cauldrons, and steam. I also loved the idea of juxtaposing "charming" and playful fonts together to brand the restaurant as slightly upscale but still funky/edgy.

Overall, I decided to pair a cast iron skillet with the hand-drawn texts as the skillet is the one of the most recognizable kitchenwares that lends itself well different text layouts inside.



#b43725 #4f3332 #ea9d3b



header text

MENU ITEM TITLE TEXT

Menu description text.



NEW LOGO & IDENTITY

To me, southern food is comforting and you know it's always going to be delicious. I chose a cast iron skillet to represent the history of southern cooking and to draw upon the viewer's memories of home cooking, giving them a sense of comfort. The text is hand-drawn and rough, alluding to a chalkboard or handwritten note. This adds a personal touch to the logo, suggesting that each dish is prepared with love and attention.

The colors are a refreshing take on the old branding colors, using the warm spices of the food as inspiration. The dark purple/brown is used as an accent color to further the rustic, vintage aesthetic of the menu.

Stylized illustrations were used to break up the text-heavy menu and to add visual tension to the paragraphs. I chose a rough, sketchy style to continue the idea of the personalized, vintage aesthetic.

ILLUSTRATION PROCESS



NEW MENU

Southern Charm KITCHEN

1714 SE HAWTHRONE ROAD
GAINESVILLE, FL 32641
352 505 5553

LUNCH & DINNER: 10:30AM-10PM
OPEN EVERY DAY!



CHARMIN' SOUTHERN COOKIN'

starters

SWEET POTATO HUSH PUPPIES

Battered brown sugar treats made with sweet potatoes, corn, onion, & spices. 3.59

FRIED GREEN TOMATO & GOAT CHEESE TART

Venetian pastry with goat cheese, a fried green tomato, & topped with our pimento sauce. 6.50

SWEET CORN & SEAFOOD FRITTERS

Made with sweet corn, green onions, cornmeal, crabmeat, & fish fillet. 6.99

LIVER & ONIONS

Caramelized beef liver with caramelized onions & spices, served on top of toast. 5.99

BLACK-EYED PEA FRITTERS

Combined with vegetables to make a rich batter, experience the full flavor of the black-eyed peas in these bite-sized nuggets. 3.99

boards

PIMENTO CHEESE BOARD

Homemade pimento cheese rolled in cacao nibs, served with summer sausage, crackers, & our special rough-cut homemade fruit preserves. 8.99

SOFT-SHELL CRAB BOARD

Soft-shell crab, arugula salad, country fried pickle, crackers, & homemade smoked fish dip. 9.50

wings

4 for 6.50 or 6 for 7.50

SORGHUM BBQ WINGS

Crispy wings tossed in our full-bodied homemade sorghum BBQ sauce. 10.99

LEMON PEPPER WINGS

Fried & tossed in our lemon pepper, herbs, & spices. 10.99

COUNTRY GARLIC WINGS

Crispy wings tossed in our smoked garlic butter. 10.99

SPICY PEACH GLAZED WINGS

Breaded, fried crisp, tossed in our homemade hot pepper peach preserve. 10.99



soups

SMOKED TURKEY & SWEET CORN CHOWDER

Smoked turkey, potatoes, sweet corn, herbs, & spices for a rich creamy chowder you'll think grandma made it! 5.50

VEGETARIAN SOUP OF THE DAY

Add our homemade cornbread to your soup. 1.79

sandwiches

All sandwiches come with Sweet-n-Cajun Fries

PIMENTO CHEESEBURGER

Fresh handmade burger patty grilled to perfection and topped with homemade pimento cheese, crisp lettuce, juicy tomatoes, country fried pickles, mayo, ketchup, & mustard on a brioche bun. 10.59

COUNTRY FRIED BACON CHEESEBURGER

Juicy burger layered with country fried bacon, pickles, cheese, ketchup, mustard, mayo, juicy tomatoes, & lettuce on a brioche bun. 10.59

SMOKED BACON & MUSHROOM BBQ BURGER

Juicy burger layered with smoked bacon, mushrooms, pickles, cheese, ketchup, mustard, mayo, juicy tomatoes, & lettuce on a brioche bun. 10.59

CATFISH CROQUE MONSIEUR

Fried catfish, white toast, rich cream sauce, & cheese melted to perfection. A new way to experience a classic. 10.99

SOUTHERN SEA PO' BOY

Pump juicy shrimp breaded & fried, served with lettuce, tomatoes, & our loaded Cajun seafood Russian dressing. Served on a Kaiser hoagie. 11.99

PENTECOSTAL FRIED CHICKEN SANDWICH

Hand-battered chicken breast with country fried bacon, American cheese, lettuce, tomato, & our sweet mustard & pickle dressing. 10.59

THE CHEATING PIG

Cornd beef & pulled pork, bleeded together for a best-of-both worlds experience. Topped with our tangy BBQ sauce, greenfruit coleslaw, & served on a brioche bun. 10.99



veg sandwiches

BBQ TEMPEH SANDWICH

Smoked tempeh with "baycant", served with green-fruit slaw & BBQ sauce on a whole wheat Kaiser bun. 9.59

COUNTRY FRIED TOFU SANDWICH

Our blended tofu with herbs, spices, & "baycant", breaded & fried, with secret sauce, lettuce, & tomatoes on a whole wheat bun. 9.59

PIMENTO CHEESE VEGGIE BURGER

Veggie burger, grilled to perfection, topped with pimento cheese, lettuce, tomato, caramelized onions, on a whole wheat Kaiser. 9.59

COUNTRY FRIED SEITAN SANDWICH

Homemade seitan, breaded and fried, smothered in a brown mushroom gravy, served on a whole wheat Kaiser bun. 10.59



veg entrees

PICKLED WATERMELON TOFU

Watermelon is picked in peak season with our special blend of herbs, spices, vegetables, & white vinegar over lightly breaded crisp tofu 11.99

COUNTRY FRIED TOFU

Our blend of tofu, herbs, spices, and smoked wheat gluten. Crisp, breaded, and fried for a truly authentic taste. 9.75

HOPPING JOHN

Our special blend of black-eyed peas and soy bean tempeh cooked with tomatoes, bell peppers, & freshly cooked black-eyed peas. 9.99

ROASTED BEETS IN SHERRY TOMATOES

Slow roasted beetroots, simmered in sherry tomatoes, vegetables, herbs, and spices for a delicious gluten-free vegetarian option. Ideal for vegetable lovers. 9.75

COUNTRY FRIED SEITAN

Homemade seitan, breaded and fried, then smothered in our brown mushroom gravy. 11.50

BBQ BLACK-EYED TEMPEH

Our special blend, black-eyed peas & soybean tempeh, smoked & basted with our sorghum BBQ sauce. 9.99

LEMON PEPPER TOFU

Breaded tofu seasoned with our lemon pepper seasoning and topped with our lemon sauce. 9.99

southern sea specials

Choose 2 sides with any Traditional Entrée, Southern Sea Special, or Vegetarian Intree

CRISPY FRIED CATFISH

Catfish fillet battered in our homemade cornmeal breading, fried crisp on the outside, and flaky & tender on the inside. 16.50

SMOTHERED CATFISH

Catfish fillet battered in our homemade cornmeal breading, fried crisp on the outside, and flaky & tender on the inside, & covered in our seafood gravy. 16.50

LEMON PEPPER SOUTHERN NILE PERCH

Whole tilapia seasoned with our lemon pepper seasoning, fried crisp and topped with our lemon sauce. 13.50

CLASSIC SHRIMP & GRITS

A Southern classic, Cajun-style juicy shrimp over creamy cheese grits. 13.99 (NO SIDES)

WATERMELON PICKLE WITH GRILLED FISH

Watermelon pickle with our special blend of herbs, spices, vegetables, & white vinegar over grilled fish. One of our best dishes. 16.50

Traditional entrees

TRADITIONAL SLOW-COOKED OXTAIL

Tender cuts of oxtail slowly cooked in our special blend of vegetables, herbs, spices. 19.50

MARINATED BBQ GOAT

Tender goat meat smoked & simmered four hours, then basted with our homemade BBQ sauce. 12.99

PENTECOSTAL FRIED CHICKEN

Crispy Southern-style fried chicken with tender, juicy meat and perfectly seasoned skin. Tastes just like Sunday dinners at church. 10.99 Dark Meat / 12.99 White Meat

ROAST CHICKEN WITH CARAMEL & SMOKED SALT

Tender bird marinated in herbs & spices, roasted to absolute perfection & lightly drizzled with smooth caramel. Finished with hickory smoked salt. 10.99 Dark Meat / 12.99 White Meat

DOLITA'S MEATLOAF REVENGE

Moist thick slices of the best meatloaf you've ever tasted, filled with fresh-cut veggies, seasoned breadcrumbs, and a secret, special ingredient. 10.99

SPICED SORGHUM RIBS

Fall off the bone succulent ribs blasted with our sweet & smoky, bold sorghum BBQ sauce. 12.99

dinner waffles

SPICY CORN WAFFLES WITH CAJUN SHRIMP

Traditional Belgian waffle batter with corn kernels, green peppers, sweet yellow onions, & hot peppers. Thick, crisp, and light. Topped with Cajun shrimp and Creole gravy, served with 100% real dark amber maple syrup. 13.50

CORNBREAD WAFFLE WITH ROAST PORK & BBQ SAUCE

Our homemade cornbread waffle batter topped with our slow-roasted pulled pork and sweet & smoky BBQ sauce, served with 100% real dark amber maple syrup. 10.99

CLASSIC CHICKEN & WAFFLES

Traditional Belgian waffle with large pockets. Thick, crisp, & light. Topped with butter, fried chicken, and 100% real dark amber maple syrup. 10.99 Dark Meat / 12.99 White Meat



Please notify us of any allergies or food intolerances you may have. All vegetarian items are cooked in designated pots & pans, and served on separate plates. Consulting your physician prior to eating seafood, shellfish or eggs may increase your risk of foodborne illnesses, especially if you have a medical condition.



SOUTHERN COOKIN'

soups

SMOKED TURKEY & SWEET CORN CHOWDER
Smoked turkey, potatoes, sweet corn, herbs, & spices for a rich creamy chowder you'll think grandma made it! 5.50

VEGETARIAN SOUP OF THE DAY 3.75
Add our homemade cornbread to your soup. 1.79

sandwiches

All sandwiches come with Sweet-n-Cajun Fries

PIMENTO CHEESEBURGER

Fresh handmade burger patty grilled to perfection and topped with homemade pimento cheese, crisp lettuce, juicy tomatoes, country fried pickles, mayo, ketchup, & mustard on a brioche bun. 10.59

COUNTRY FRIED BACON CHEESEBURGER

Juicy burger layered with country fried bacon, pickles, cheese, ketchup, mustard, mayo, juicy tomatoes, & lettuce on a brioche bun. 10.59

SMOKED BACON & MUSHROOM BBQ BURGER

Juicy burger layered with smoked bacon, mushrooms, pickles, cheese, ketchup, mustard, mayo, juicy tomatoes, & lettuce on a brioche bun. 10.59

CATFISH CROQUE MONSIEUR

Fried catfish, white toast, rich cream sauce, & cheese melted to perfection. A new way to experience a classic. 10.99

SEA PO' BOY



veg sandwiches

RED TEMPEH SANDWICH

Marinated tempeh with vegetables, served with house-made sauce on a whole wheat bun. 8.99

COUNTRY FRIED TOFU SANDWICH

Our blended tofu with house-made sauce, pickles, & cheese on a whole wheat bun. 8.99

PIMENTO CHEESE VEGGIE BURGER

Veggie burger grilled to perfection, topped with pimento cheese, lettuce, tomato, & onion, served on a whole wheat Kaiser. 8.99



COUNTRY FRIED SEITAN SANDWICH

Homemade seitan, breaded and smothered in a brown mushroom sauce, served on a whole wheat Kaiser. 8.99

veg e

PICKLED WATERMELON T
Watermelon is pickled in a special blend of herbs & white vinegar over 11.99

COUNTRY FRIED TOFU
Our blend of tofu, gluten, crisp, & authentic taste

HOPPING JOHN
Our special tempah coo freshly coo

ROASTED P
Slow roa tomatoes, delicio vegeta

COUN
Home in

southern charm sides

Mashed Potatoes & Gravy 2.59
Ozys, Sherry Tomatoes, & Smoked Bacon (seasonal) 3.79
Blackened Fried Peas & Pork 3.59

VEGETARIAN

Ric & Cheese 2.99
Creamy Cheddar Grits 2.59
Cornbread 1.79

VEGAN

Sweet 'n' Cajun Fries 3.50
Vegan Ric & Cheese 2.99
Yellow Rice 2.50
Pickled Greens (seasonal) 3.59
Green Beans 3.59
Coke Succatash (seasonal) 3.59
Ozys & Sherry Tomatoes (seasonal) 3.59



beverages



COCONUT MINT JULEP

A Southern favorite, mint juleps with a rich coconut twist. Non-alcoholic. 3.99

RASPBERRY HIBISCUS ICED TEA

Homemade iced tea made with raspberry & hibiscus flowers. 3.50 (free refills)

LEMON SQUALL

Homemade lemonade with pineapple. 3.50 (free refills)

FOUNTAIN DRINKS

Coke Products. 2.89 (free refills)

HOMEMADE SWEET TEA 2.89 (free refills)

HOMEMADE UNSWEETENED TEA 2.89 (free refills)

desserts

TOASTED COCONUT CAKE

Fluffy yellow cake layered with buttercream frosting, sprinkled with coconut flakes. 5.50

APPLE DUMPLIN'

Crisp buttery pastry filled with fresh apples, cinnamon, and spices. 6.50

SOCK IT TO ME CAKE

Sliced yellow bundt cake filled with pecans, cinnamon, and butter, covered in a zesty glaze. 6.50



show us some lovin'
Follow us on social media

@sckitchen



*free dessert if you get 10 friends to follow us



