

New Service for Quality Menu Printing for Restaurants

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Creating a memorable brand is a key part of any restaurant?s success. And it should be cohesively conveyed throughout the food, interior design, logo, website and the menus.

In fact, a restaurant?s menu is so important as it acts as an advertising tool, conveying the kind of experience the clientele can expect to have. The goal behind great menu design is to make diners excited to be there and to be memorable enough that they want to come back and recommend the restaurant to friends and family.

Helping restaurant owners to create quality and eye-catching menus is the reason for the launch of a new on-line menu printing service, called Menu Printing Direct, by the DWJ Group in Swansea. This nationwide service enables restaurant owners to upload their beautifully designed artwork to a printing portal, where they can choose from a number of different styles, sizes and print formats, all on quality gloss, matt or silk laminated paper.

Explains Sam Reese, Director at DWJ Group, ?We know from our customers that menu design is key when it comes to attracting new customers and encouraging existing customers to come back. What?s more, when they pick up a menu, if it feels silky and smooth to the touch, then they already feel good about the

restaurant.

?Traditionally, restaurants have had to pay high prices to achieve this level of menu printing, but through Menu Printing Direct, this service has become extremely efficient and affordable, without compromising on quality.?

If restaurant owners are stuck when it comes to the design of their menus, then Menu Printing Direct can help there too through their custom, bespoke menu design and printing service. They can provide advice and guidance taking into account the restaurant?s personality and tone - whether classy and sophisticated; fun and carefree; or relaxed and casual.

A clean and simple menu can convey an elevated, refined experience. A loud colourful and menu can express a fun, light hearted atmosphere.

Restaurant owners who are looking for additional help in designing and printing the menu to ensure it best reflects the restaurant, check out the Custom Menu Design service offered by https://www.menuprintingdirect.co.uk/products/custom-menu-printing-in-the-uk.

For online press release enquiries, call Steve Brown at Omni Marketing on 07977 117 907.

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DWJ Group

DWJ Group is proud to be one of the leading printers in the UK, achieving a reputation for excellence in lithographic, digital, large format and exhibition printing since 1897.

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