




**GARNISHING
THE F&B
SECTOR WITH
THE RIGHT
INGREDIENTS** 

Going
Zamstars
means
Going
Beyond
the Brief



What's Going Beyond the Brief?

At Zamstars, we believe in delivering what is needed for the brand over competing in a rat race. We probe, question, debate and huddle with the client to ensure that we deliver exactly what's needed. And, we call ourselves 'Growth Partners' for this reason. We focus on outcomes over the effort put in to build and design campaigns.

We devise strategies understanding the trend and the serving consumer habits. Suggestions and recommendations are often given to the brands that'll help the brand stand out and carve out a place for itself in the competitive marketplace.





Nandu's

Nandu's, a traditional brand with a great legacy wanted to rebrand themselves with a much simpler logo. The logo too had a history and we wanted to simplify the logo to make it appealing and equally simple. We started with just the logo and the scope increased to packaging and other collateral designs.



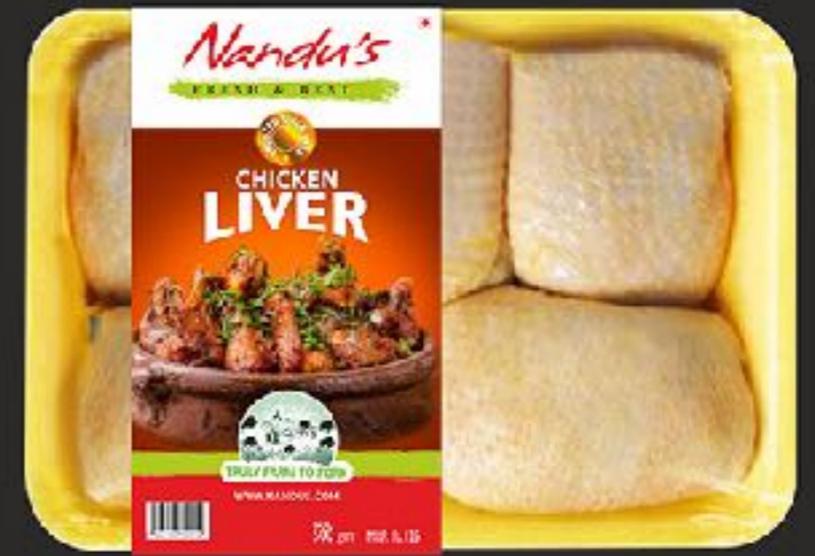
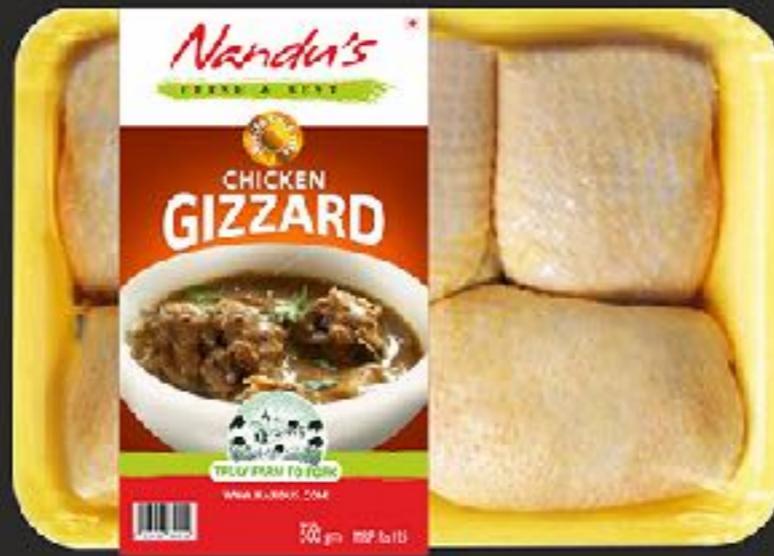
The original Nandu's logo had a very prominent chicken head in the logo which was part of their core product

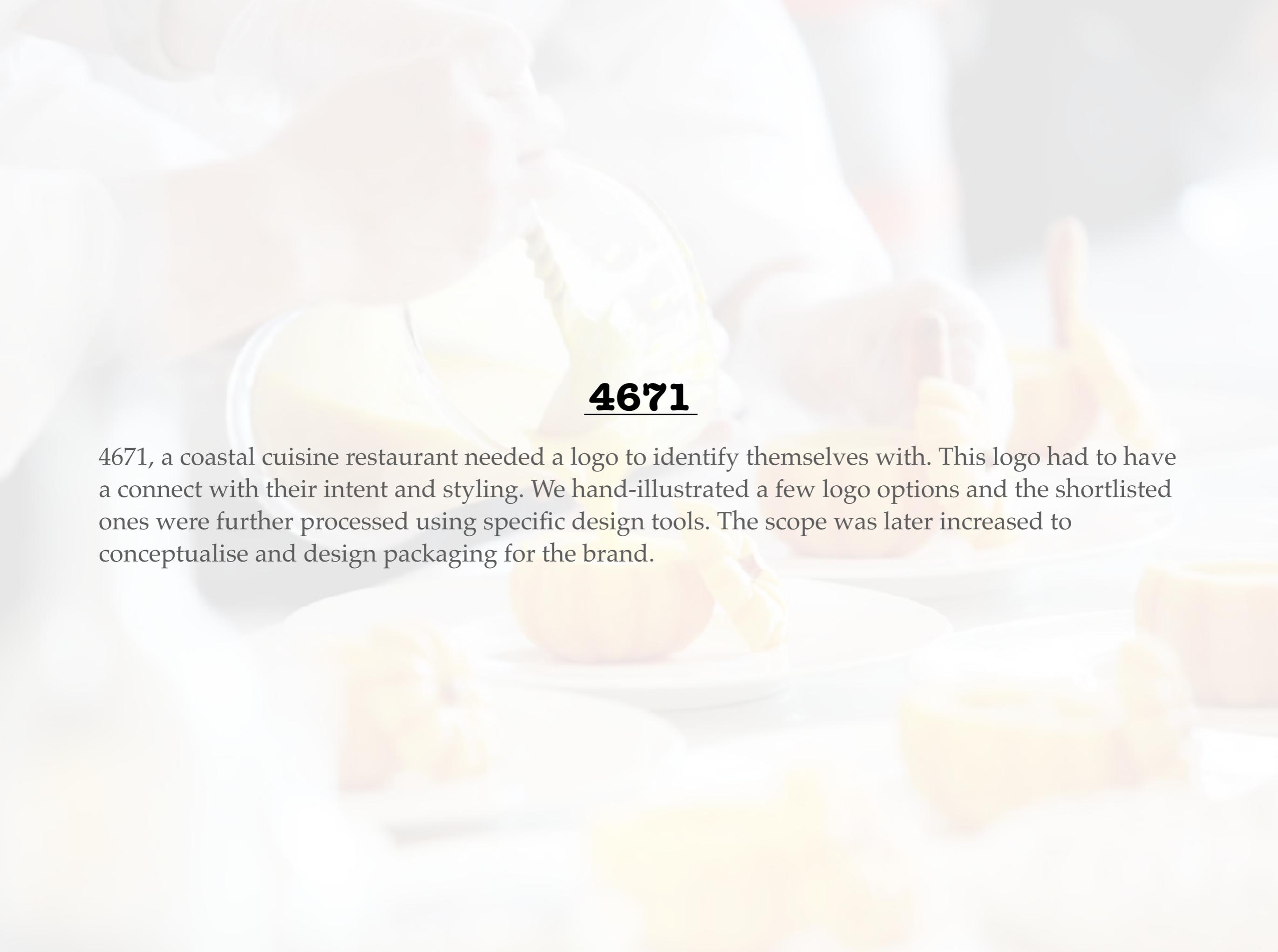
The logo later evolved and the chicken head was removed. The logo was completely boxed-in by the elliptical boundary



Zamstars rebranded Nandu's and complete Go-TO-Market strategy. We removed the box and added the tag line to denote the freshness

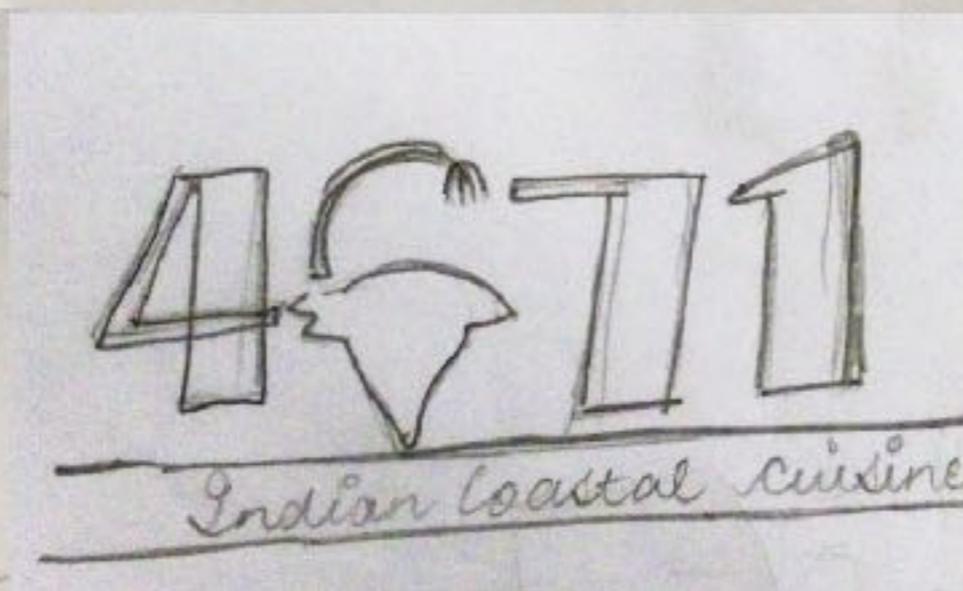
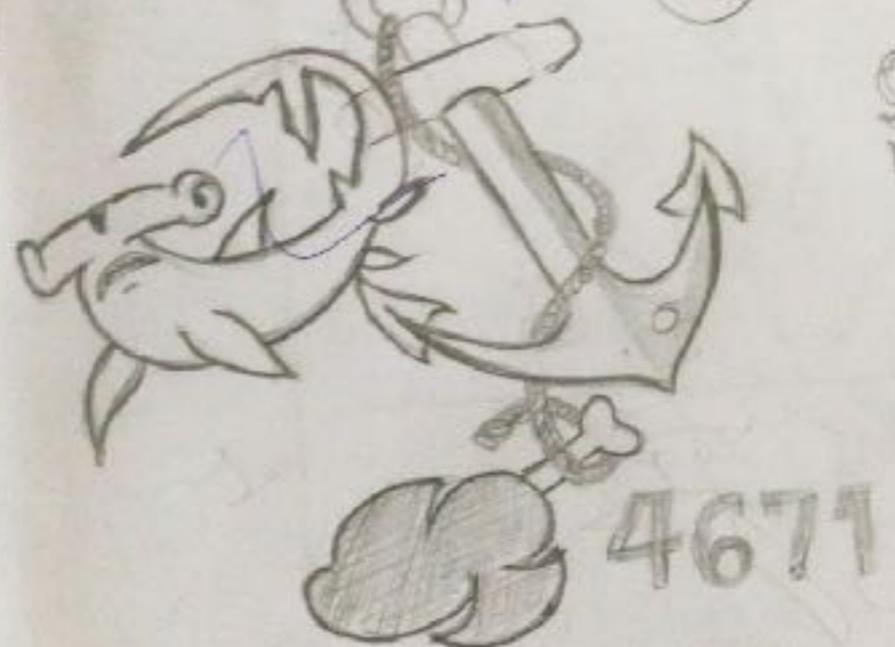
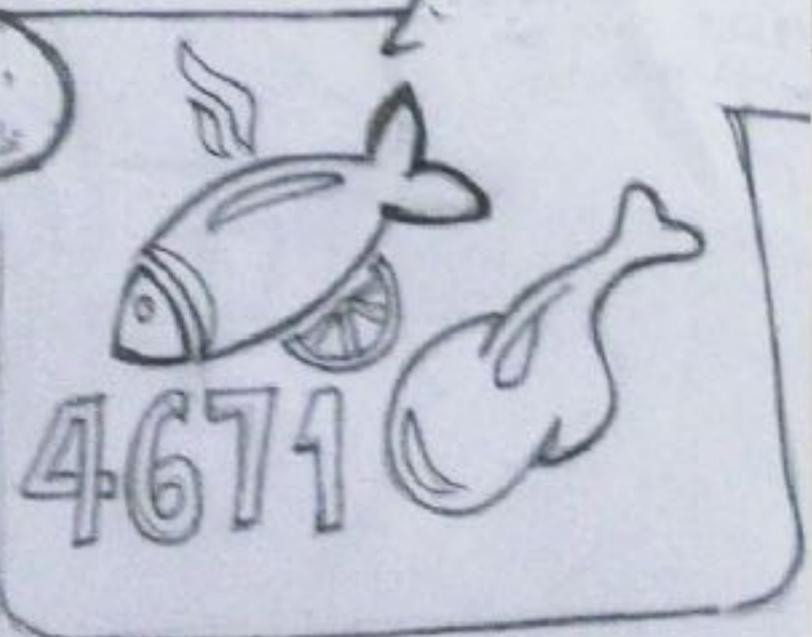






4671

4671, a coastal cuisine restaurant needed a logo to identify themselves with. This logo had to have a connect with their intent and styling. We hand-illustrated a few logo options and the shortlisted ones were further processed using specific design tools. The scope was later increased to conceptualise and design packaging for the brand.



4671 Packaging Designs





DHide Cafe

With a unique service proposition that positioned the cafe well, DHide Cafe partnered with Zamstars to help them create a menu card that looks simple yet cheerful. We did not bank on the brand colours completely. We added yellows and reds to add visual dynamics to the menu card on the table. We used a curvy font to set the mood and give the diner a casual feeling.

There is no love sincerer than the love for food' - George Bernard

Food is an important part of a balanced diet' - Fran Lebowitz

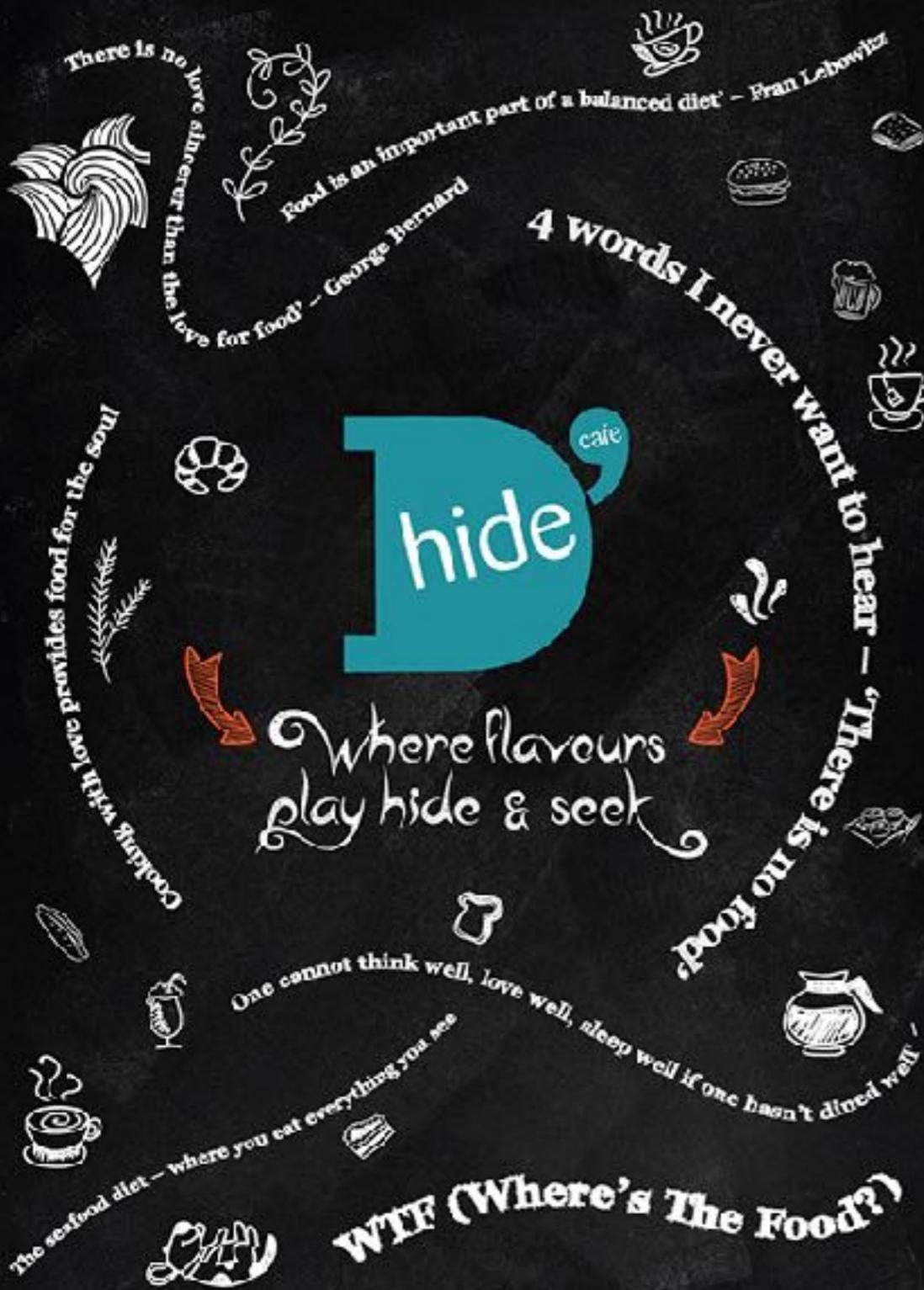
Cooking with love provides food for the soul!

Where flavours play hide & seek

One cannot think well, love well, sleep well if one hasn't dined well -

The seafood diet - where you eat everything you see

WTF (Where's The Food?)



Short Eats

- House potato wedges 120/-
blue cheese dressing
- Spicy barbon garlic bread 85/-
- Cheesy fries 120/-
Fries topped with melted cheddar cheese, Grilled red pepper, onion and jalapeno
- Grilled chicken/ chicken taquitos 180/-
- Chicken, garlic and herb stuffed mushrooms 140/-
crème fraiche, served with tomato sauce
- Crispy fried belgian toncedin chili, garlic and pepper 100/-
- Popcorn-chicken tenders, waabi soy sauce 180/-
- Crispy fried chicken wings 180/-
served in house barbecue sauce
- Fisherman's basket- batter-fried prawn and salmon 180/-
served with house remoulade
- Austrian style fish and chips 180/-
housemade tartar sauce

Green Delights

- Classic Caesar 95/-
creamy dressing tossed with Caesar dressing, parmesan and croutons
- Classic Caesar 120/-
with grilled chicken
- Veganisation salad with feta 95/-
herby and olive dressing
- Shredded apple and celery 120/-
maple dressing and walnuts

Handheld munchables

- Vegetarian and cheese grated sandwich 110/-
served with fries and coleslaw
- Potato and green pea chili burger, nachos 110/-
served with fries and coleslaw
- DIY fried egg sandwich 140/-
served with coleslaw and fries
- Fish and chicken sandwich, lettuce and fries 180/-
served with house dressing
- Mexican lamb burger 200/-
served with fries and jalapeno dressing

The Showstoppers

- BBQ Macaroni and Cheese 180/-
served with garlic bread
- Grilled cottage cheese with basil pesto 120/-
served with potatoes
- Jamaican Jerk grilled chicken 220/-
Caribbean rice and beans
- Chicken sandwich 210/-
over soft potato and creamy coleslaw
- Chicken of king or short pasta with cheese sauce 200/-
Arrozca, Aglio olio, Creamy sauce
- Leads belgian/ Grilled chicken 230/-

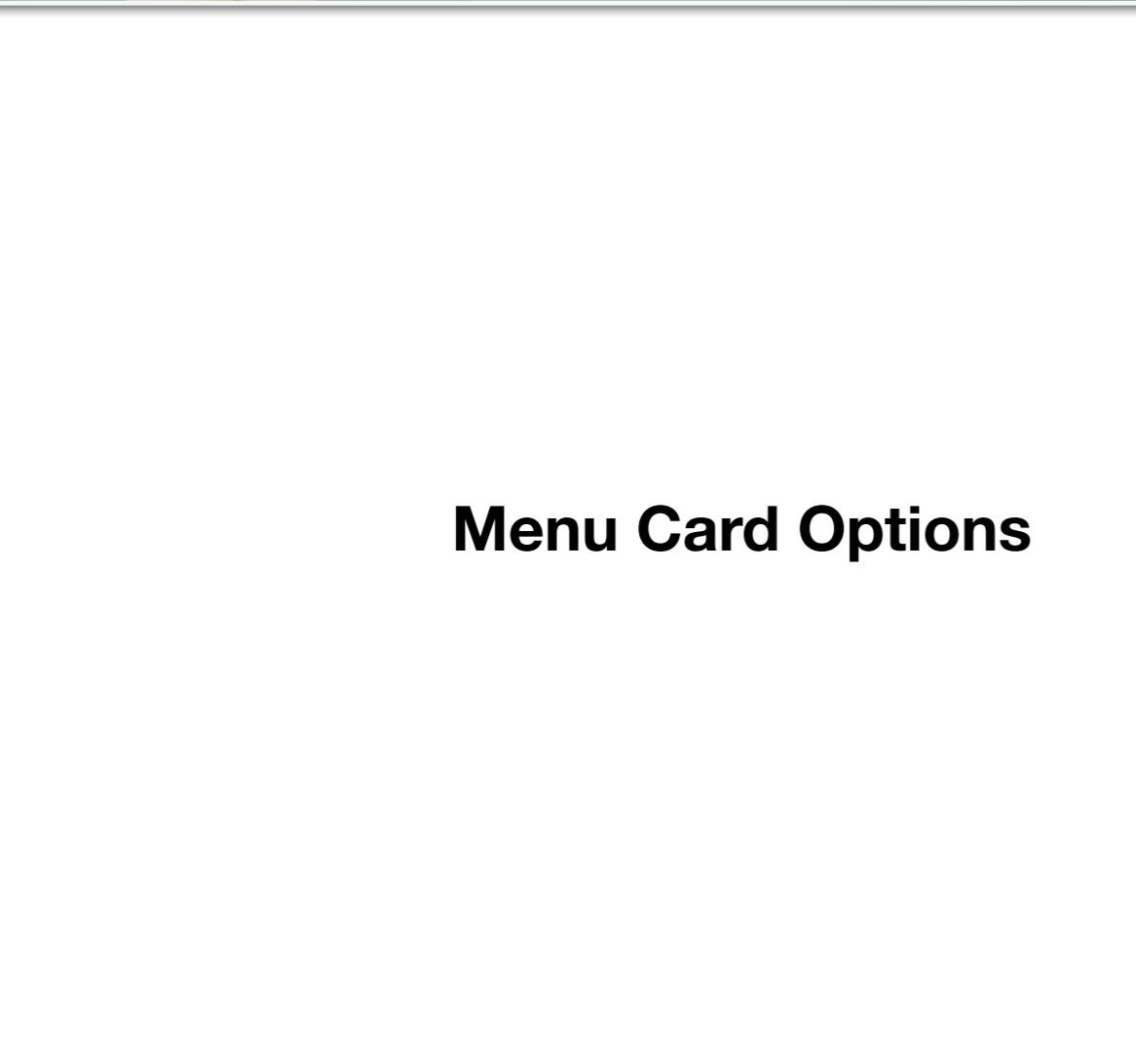
Sugar Rush!

Desserts of the day "Chef's Choice"





Menu Card Options



Menu Card Options

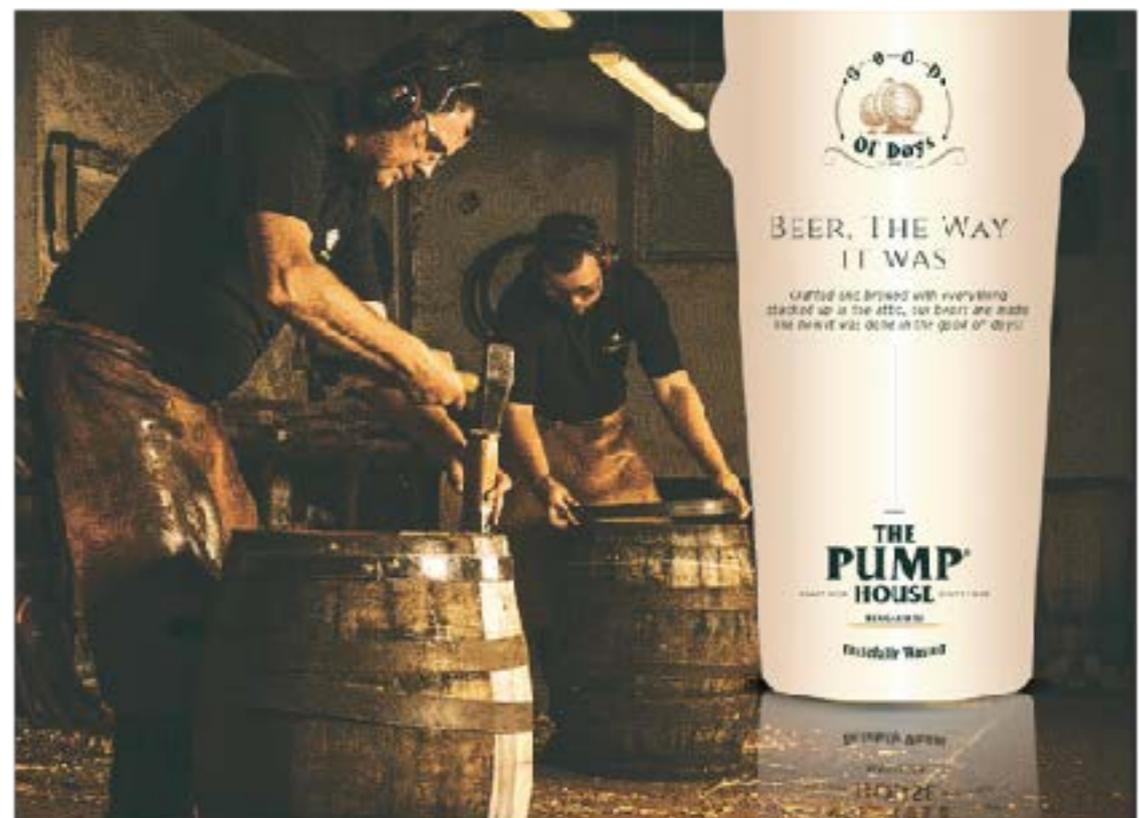
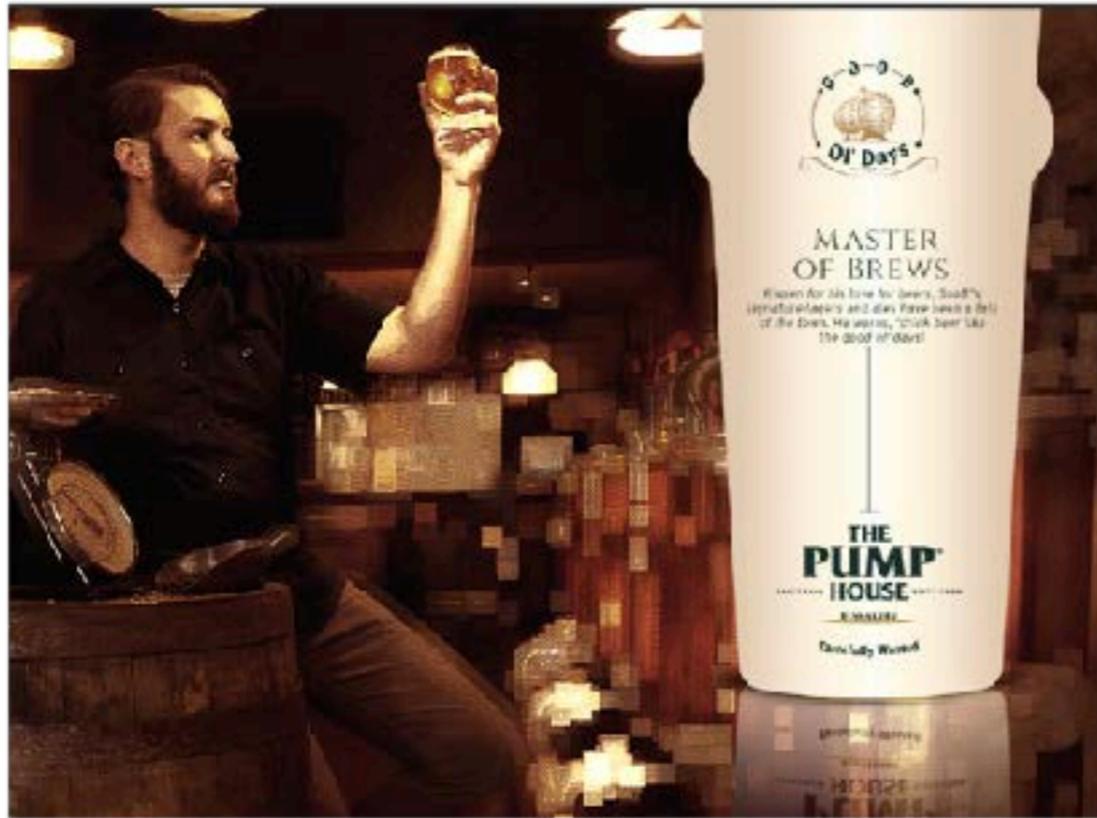




The Pump House

The Pump House is one of the newest brew house in Bengaluru. The brand wanted to have a unique design language which will appeal to their target group. The design language had to be seamless and the creative needed to have something very specific to the brand. We adapted the shape of their beer glasses to highlight the logo and the messaging. The creatives were well received by the client and the public. We are currently working on a few more campaigns for the brand.

Creative Social Campaigns





Tilt

Tilt, was looking for an agency to help them get on the social channels. We chose to have a 'tilted' approach to the campaigns and creatives that were to be designed. We wanted the audience to tilt their heads when they look at the creatives. We smartly used the 'Rule of Thirds' to highlight the tilted image and the tilted copy.

Creative Social Campaigns



THE WAY YOU TASTE FOOD
Your barrel of fun since 2013



www.gettilted.com
Drop by: #99, Ground Floor, 4th B Cross, 5th Block, 1st Main Road, Koramangala, Bangalore -560095

#GetTilted



THE WAY YOU DOWN YOUR DRINK
Your barrel of fun since 2013



www.gettilted.com
Drop by: #99, Ground Floor, 4th B Cross, 5th Block, 1st Main Road, Koramangala, Bangalore -560095

#GetTilted



THE WAY YOU LET YOUR FOOT LOOSE
Your barrel of fun since 2013



#GetTilted

Drop by:
#99, Ground Floor, 4th B Cross, 5th Block, 1st Main Road, Koramangala, Bangalore -560095

Standee

Poster



TILT BEYOND BOUNDARIES



HOW TO ORDER A COCKTAIL

May I have a cocktail *هل يمكن ان اطلب كوكتيل*

ನನಗೆ ಒಂದು ಕಾಕ್ಟೈಲ್ ಬೇಕು

Puis-je avoir un cocktail *يمكنني ان اطلب كوكتيل*

나를 칩에올 기질 수 있을까?

¿Puedo tomar un cóctel?

मुझे कॉकटेल की जरूरत है

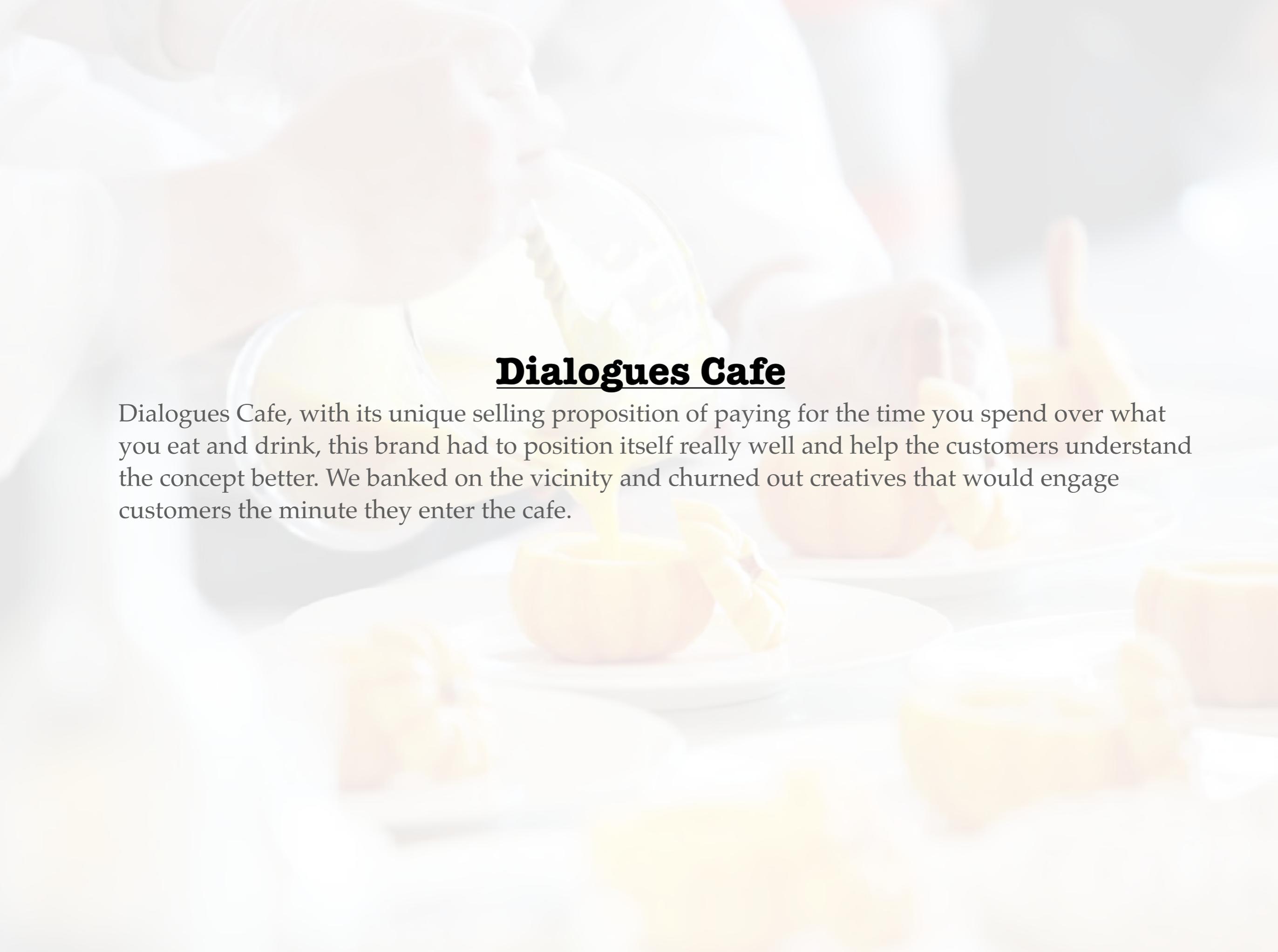
Можно ли заказать коктейль

Коктейль

私はカクテルを注文したいです

எனக்கு ஒரு காக்க்டெய்ல் தவேன
Treba mi koktel

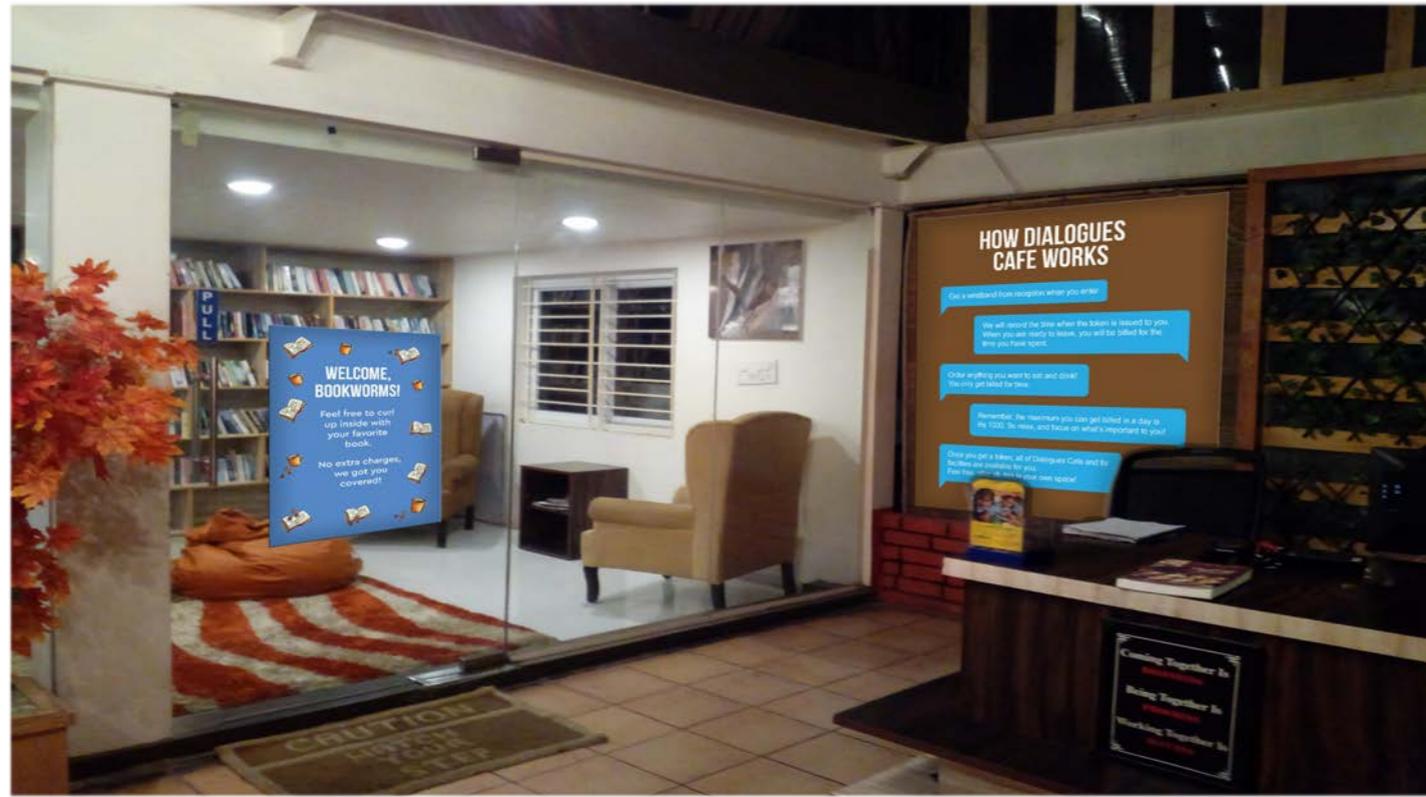
Your barrel of fun since 2013



Dialogues Cafe

Dialogues Cafe, with its unique selling proposition of paying for the time you spend over what you eat and drink, this brand had to position itself really well and help the customers understand the concept better. We banked on the vicinity and churned out creatives that would engage customers the minute they enter the cafe.

Site Branding



Wrist Bands



Tent Cards & Handouts



Wrist Tokens



Invite & Creative

Working Space



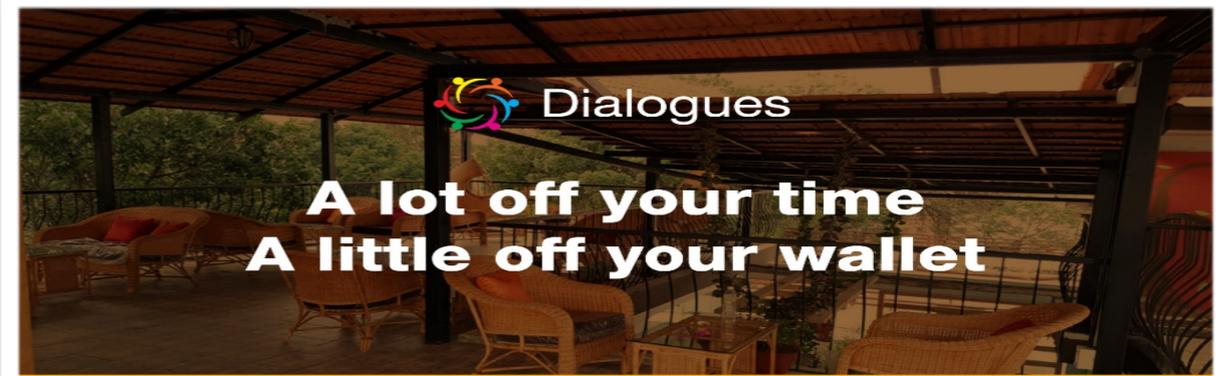
Other places

Space



Dialogues Cafe

#WhyDialoguesMatter





A lot off your time A little off your wallet

Welcome! Your Membership number is **420**

Encouraging Conversations. Promoting Dialogues. Inspiring Stories.
 Dialogues is a social place where you can meet, dream, jam, share and implement ideas. It is a social experiment intended to bring like-minded people together through collaborative celebration of entrepreneurship, art, literature, learning and life.

What's New?
 At Dialogues, you experience an innovative pricing concept where you pay for time and consume everything for free.

-  **Unlimited Food**
-  **Unlimited Beverages**
-  **Free Wifi**



Highly attractive passes
 Pay Rs. 3400 to avail a weekly pass and Rs. 6900 to avail a monthly pass.



First hand information
 Be the first to know about events, festivals etc. happening at Dialogues



Free day on your birthday
 Your birthday is special and your entry at Dialogues would be free on this day



Exclusive Events
 You will be invited to events which will be exclusive only for members at Dialogues



Discount on bookings
 You will be eligible to 10% discount on bookings of space for events



Surprises
 You will receive many surprises at Dialogues

How Dialogues Membership Works
 Through this mail, we're pleased to guide you through the membership benefits exclusively for you:

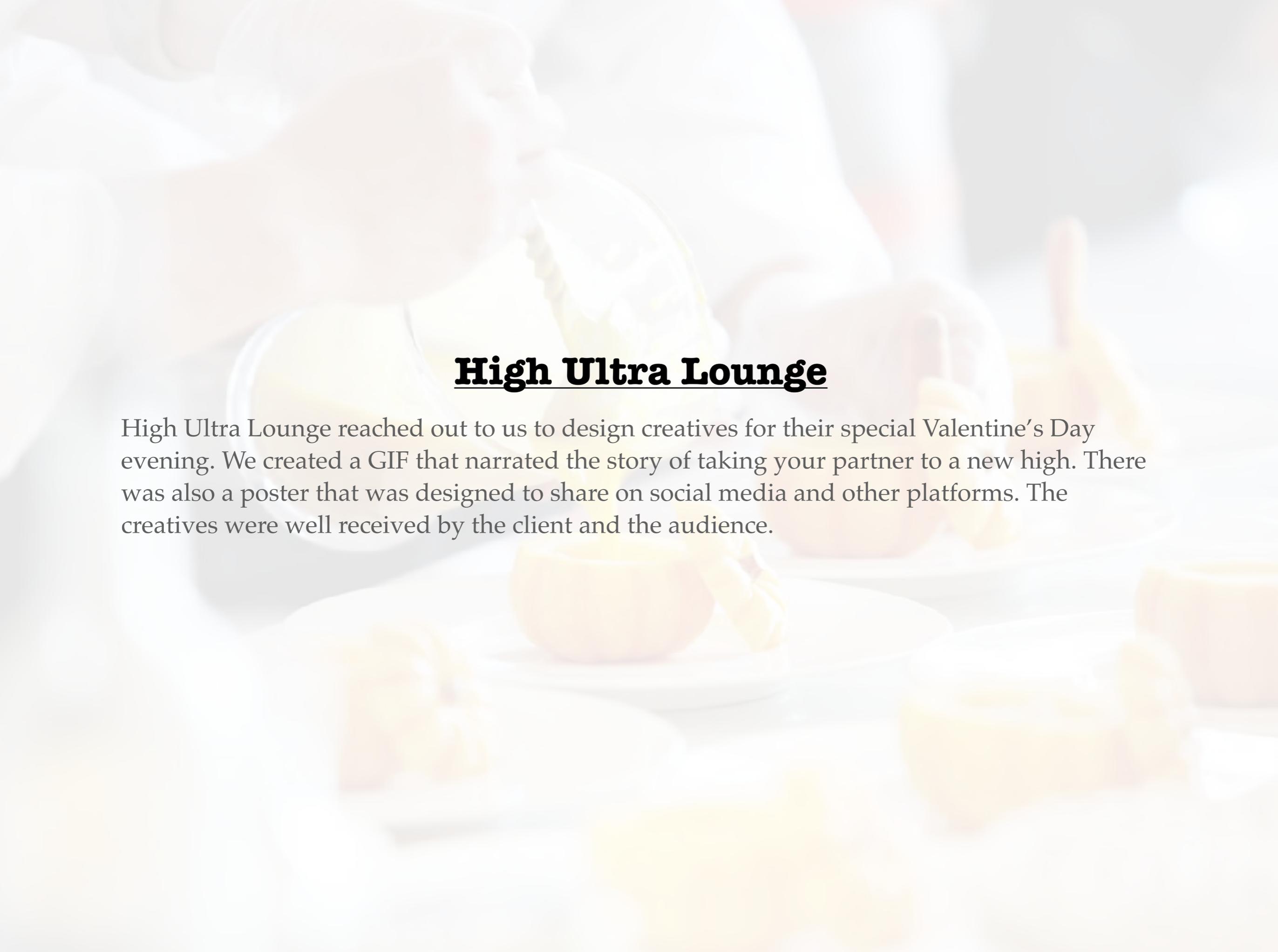
Please Note: The membership at Dialogues is non-transferable

- So, the "TIME" is here for you to..
- Stand around and gaze
 - Read our Event board
 - Sink into a bean bag and get cosy
 - Pull out a book off the rack and indulge
 - Find a comfortable place to park your rear ;)
 - Shout out and say "Yeah! I want to collaborate"
 - Walk upto the counter and order lip smacking snacks
 - Eat. Talk. Collaborate and Ideate
 - Repeat all of the above again...and again...and again!

**Every great story starts with simple dialogues.
Let's build our great story, together!**



Contact Us-
 41, 17th Main, 100ft road, Koramangala, Bengaluru, 560034
 contact@dialoguescafe.com +91-9811974842

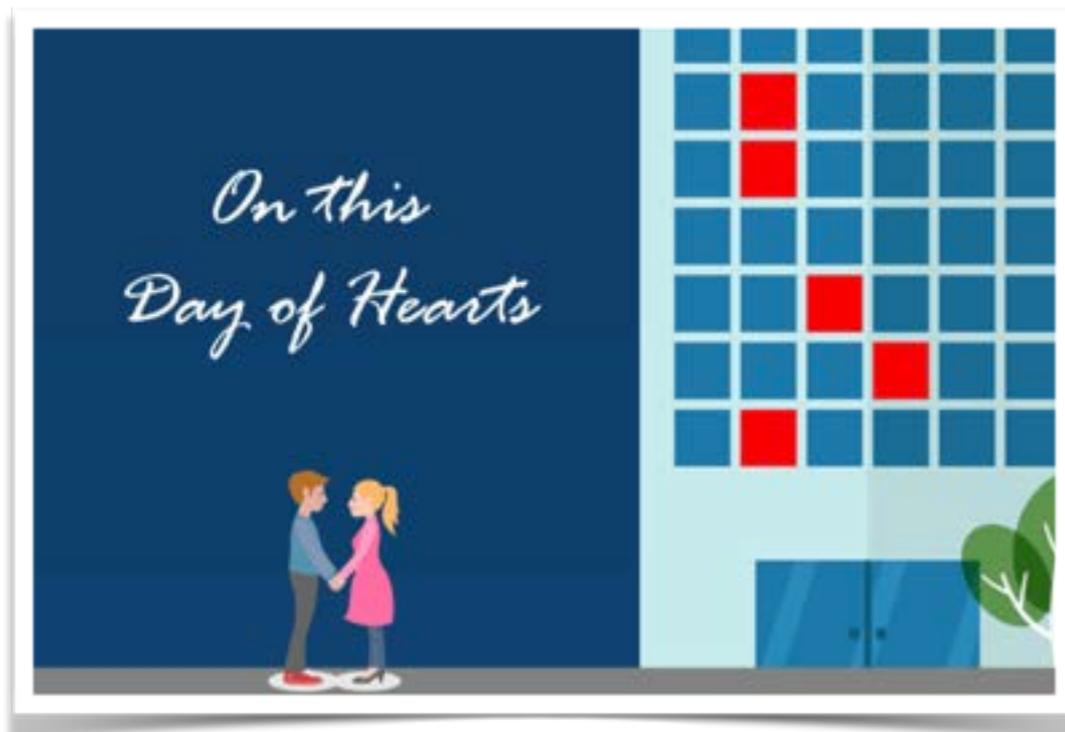


High Ultra Lounge

High Ultra Lounge reached out to us to design creatives for their special Valentine's Day evening. We created a GIF that narrated the story of taking your partner to a new high. There was also a poster that was designed to share on social media and other platforms. The creatives were well received by the client and the audience.

Standee

GIF



HIGH ULTRA LOUNGE

14 FEB

BE MY Valentine

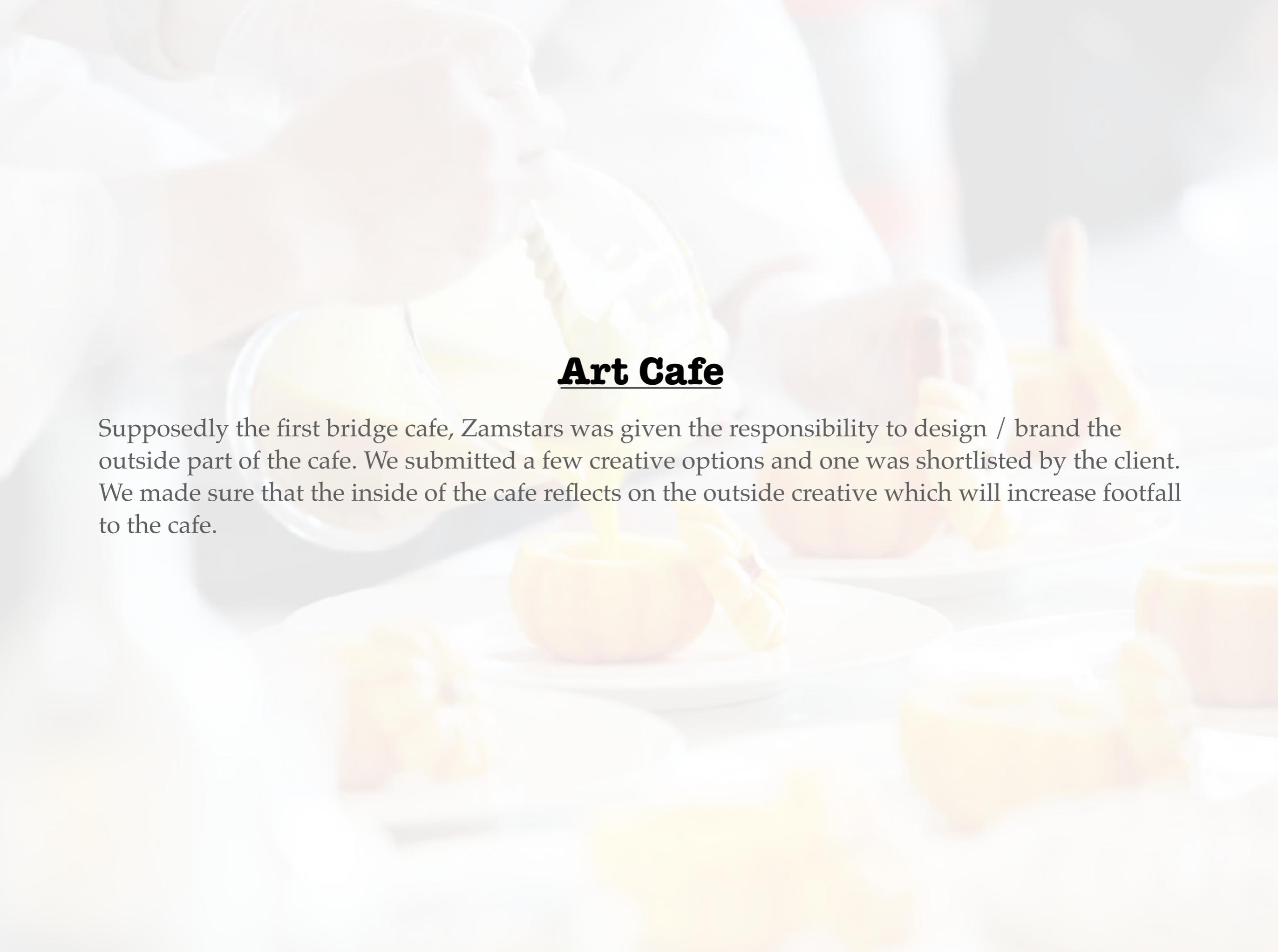
DJ SILVR

TABLE D'HOTE | MULTI CUISINE BUFFET | SPECIAL COCKTAILS
7:00 PM onwards

HIGH DINE & HIGH EDGE
ALCOHOL ₹ 6,000++ | without ALCOHOL ₹ 5,000++

HIGH MIX & HIGH VIEW
ALCOHOL ₹ 4,000++ | without ALCOHOL ₹ 3,000++

RESERVATIONS : +91 80 4567 4567

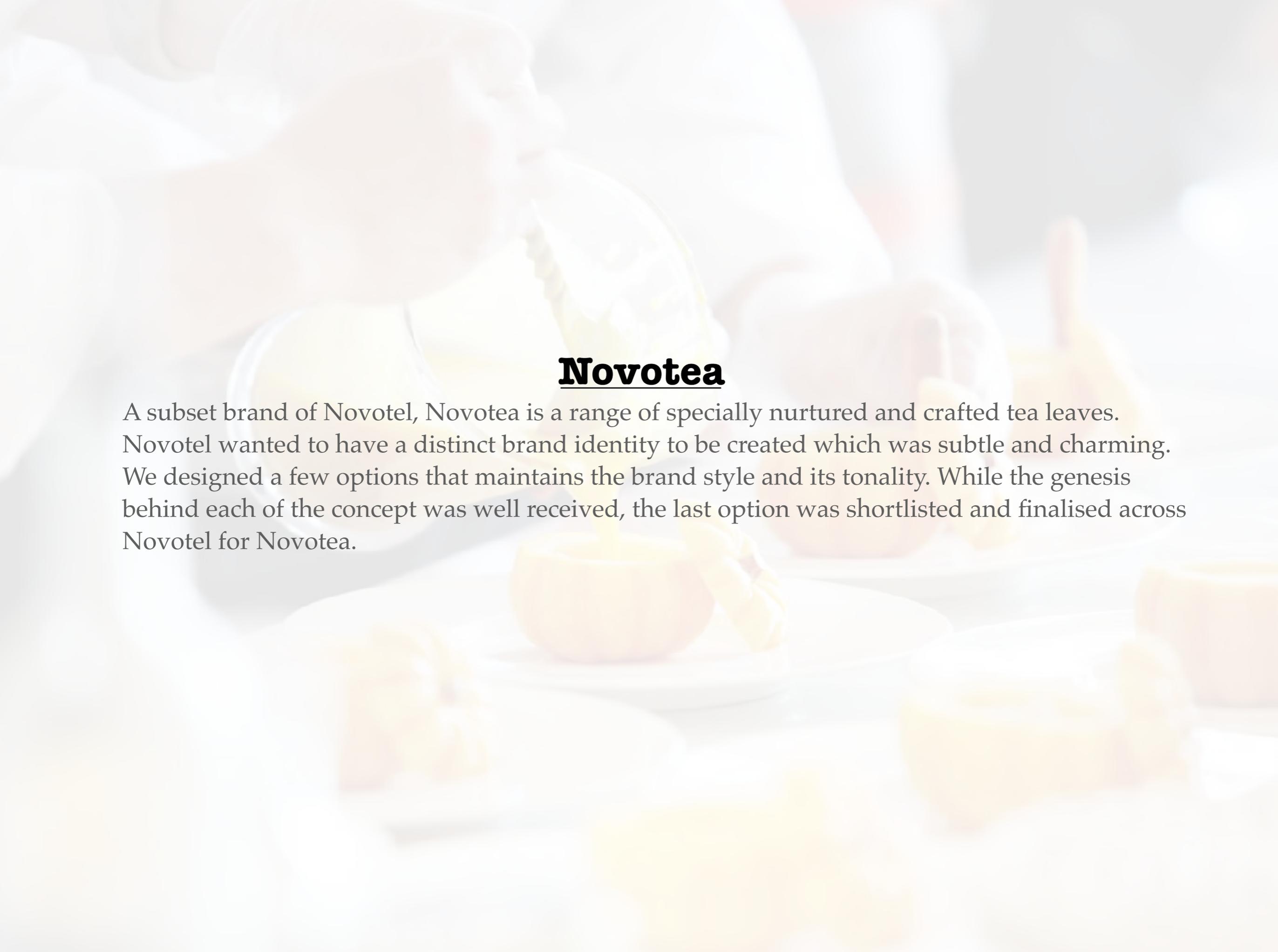


Art Cafe

Supposedly the first bridge cafe, Zamstars was given the responsibility to design / brand the outside part of the cafe. We submitted a few creative options and one was shortlisted by the client. We made sure that the inside of the cafe reflects on the outside creative which will increase footfall to the cafe.

Onsite - Branding





Novotea

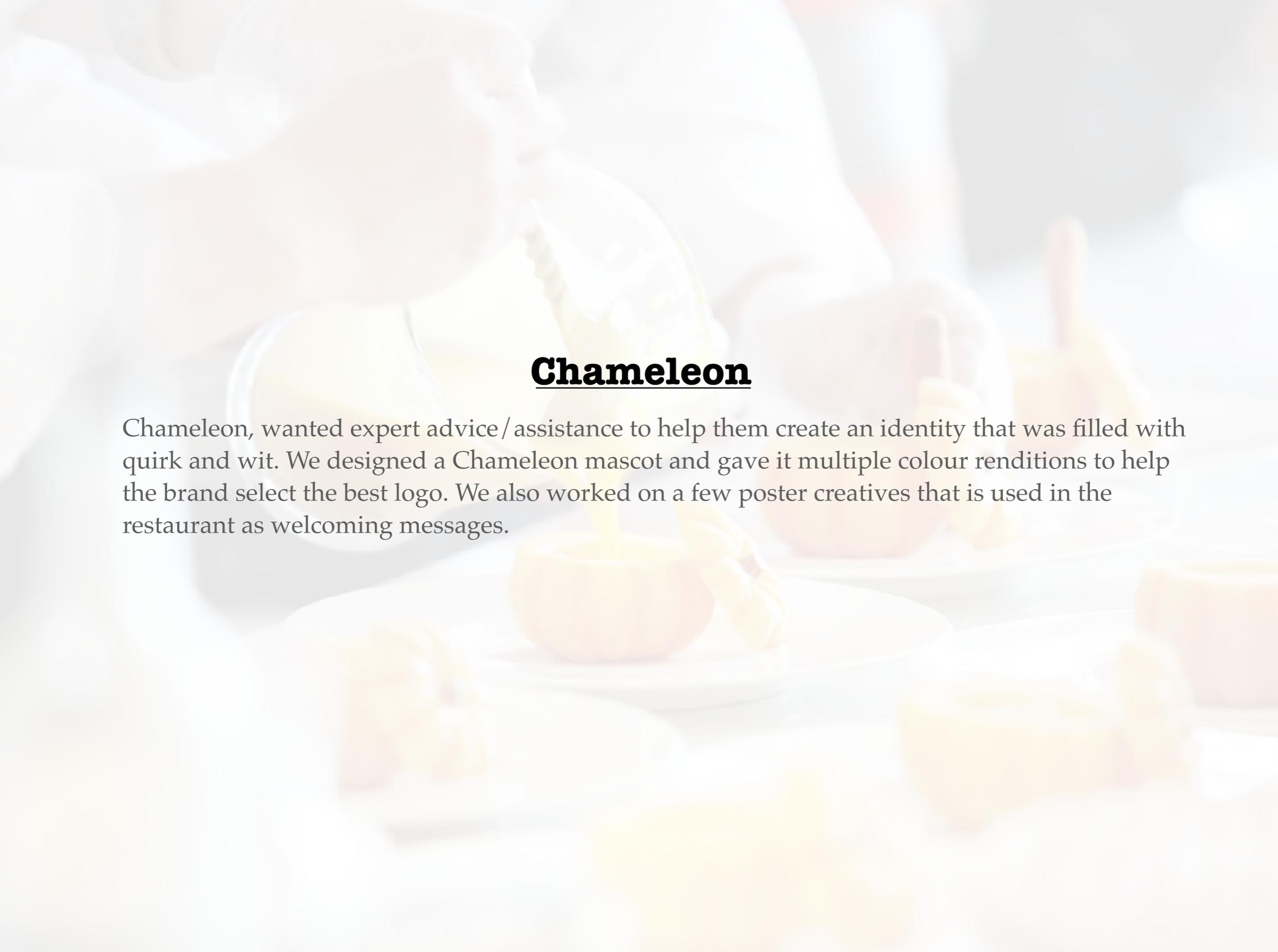
A subset brand of Novotel, Novotea is a range of specially nurtured and crafted tea leaves. Novotel wanted to have a distinct brand identity to be created which was subtle and charming. We designed a few options that maintains the brand style and its tonality. While the genesis behind each of the concept was well received, the last option was shortlisted and finalised across Novotel for Novotea.

Logo Design



Logo Design





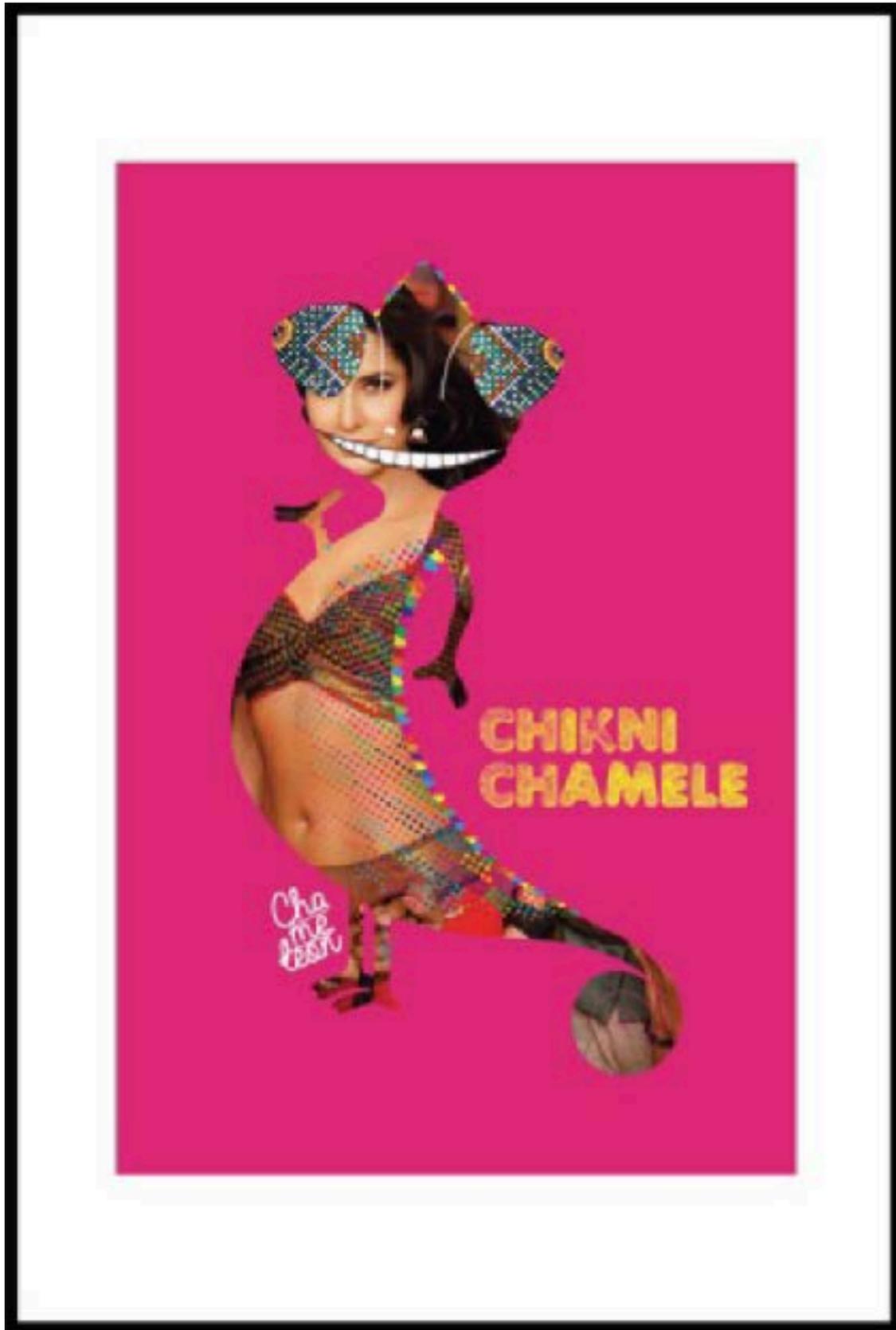
Chameleon

Chameleon, wanted expert advice / assistance to help them create an identity that was filled with quirk and wit. We designed a Chameleon mascot and gave it multiple colour renditions to help the brand select the best logo. We also worked on a few poster creatives that is used in the restaurant as welcoming messages.

Logo Options



Posters



A Plateful of Happy Clients

Our clientele is a powerful testimonial that'll remind one that; the bigger the brand, the bigger the responsibility. And we say this with pride and confidence, the reason why they are happy is because of a lot of blood, sweat and creativity.



ORDER

HERE