

CAFE
Patachon

By Likkie Xiong

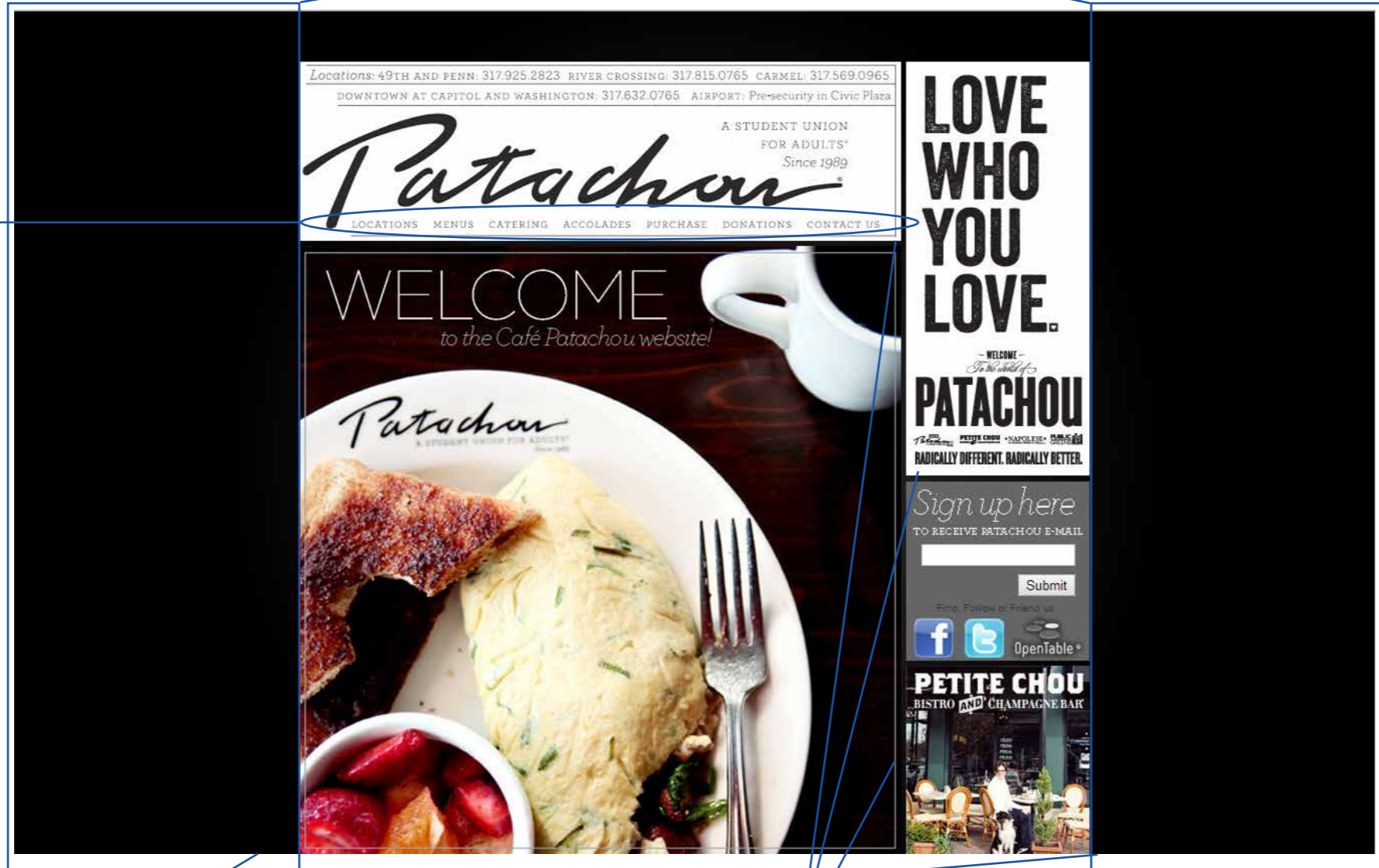
HISTORY:

Long described as a “student union for adults,” Cafe Patachou is an award-winning Cafe. Customers can expect a world class breakfast and lunch experience that includes dishes prepared with premium ingredients from scratch and to-order, a commitment to sourcing local and often organic products, refreshingly personal yet professional service by a well trained team, and Cafe environments that are vibrant and alive. Bound by these principles since opening in 1989, Cafe Patachou has garnered local, regional, and national accolades, including having been named one of the “Top Ten Places for Breakfast in the Country” by Bon Appetit Magazine. There are now five Cafe Patachou locations serving made-to-order omelettes, salads, soups, sandwiches, and desserts, spreading the love to Indianapolis residents and visitors alike.



Massive Blank Padding
(Also uneven padding)

Very small menu.
Too small typeface.



Images should not come to footer of page when nothing else is flush to the edge.

Small gutters.

PROBLEMS

Persona 1:

Jeff is an office manager of a medium sized accounting firm and enjoys fresh food, black coffee, and walking at night. He is middle aged 41, and commutes to work every day from his house near Meridian Avenue. He has a wife, 2 kids, and a dog. His hobbies consist of biking and watching fox news. He uses his phone for watching ESPN and prefers getting to direct Serious with a taste for beer.

Persona 2:

Elaine is a recent divorcee with 1 child at home and works at Simon Malls as a Marketing Executive. She enjoys dressing up, Starbucks, shoes and eating out with her girlfriends. She recently turned 36 years old. She is in her prime in her career. Cheery but a bit cheeky. She likes looking at creative portfolio websites and keeps up with social medias of companies related to her own.



#	Name	Content
1.0	Café Patachou	About us, Welcome, Accolades, Social Media Add
2.0	Café Patachou / Locations	Written Directions, Multiple location descriptions
3.0	Café Patachou / Menu	Written Menu
4.0	Café Patachou / Catering	Instructions on Catering orders
5.0	Café Patachou / Donations	Information on how to donate to the cause
6.0	Café Patachou / Contact Us	Contact page Submit email and message to Patachou

CONTACT INVENTORY



SITE MAP

Professional



BEBAS NEUE
Bauhaus 93



Helvetica
Archer



Art Deco



French



Lobster 1.3

Homely

MATRIX

About Us

Opened in 1989, Cafe Patachou is an award-winning Cafe. Customers can expect a world class breakfast and lunch experience that includes dishes prepared with premium ingredients from scratch and to-order, a commitment to sourcing local and often organic products, refreshingly personal yet professional service by a well trained team, and cafe environments that are vibrant and alive.

HOURS OF OPERATION

(for all cafes except airport)

Monday	Tuesday	Wednesday	Monday	Monday
7:00 am	7:00 am	7:00 am	7:00 am	7:00 am
3:00 pm	3:00 pm	3:00 pm	3:00 pm	3:00 pm
	Saturday	Sunday		
	8:00 am	8:00 am		
	2:00 pm	2:00 pm		

OTHER LOCATIONS

Both the River Crossing and the 4th and Pennsylvania locations are open until 3:00 pm on Sunday.

The airport Cafe is open 5:00 am - 8:00 pm daily.

CALL US
317.202.0765

NEWSLETTER
Email

EMAIL
office@cafepatachou.com

Follow Us!  

PATACHOU SANDWICH

Serving the freshest food we can means using the finest ingredients possible. Our Indiana chicken is antibiotic and hormone free, naturally fed and free to roam.

We roast our turkey fresh daily using no "deli" meats which have added preservatives, coloring agents and chemicals. Bread is made from hand-milled flour, and is baked locally. Substitute a croissant or Udi's Gluten Free for an additional 1.50. Berries only in place of fruit are available for an additional charge of 2.25.

- Chicken Salad**
Our house recipe with all white meat natural Indiana chicken, mayonnaise, celery and a bit of Indiana bacon. 9.75
 - Egg Salad Housemade**
With eggs, mayonnaise, sea salt and cracked pepper. 9.75
 - Tuna Salad**
White meat premium dolphin-free tuna made fresh daily with mayonnaise and a touch of Dijon mustard. 9.75
 - BLT Patachou**
Update on a classic recipe served with red onions, a Dijon mustard sauce and fresh mozzarella on toasted bread. 9.75
 - Fresh House Roasted Turkey Breast**
Roasted daily and served with herbed cream cheese, lettuce and mayonnaise. 9.75
 - Vegetarian**
Herbed cream cheese, White Cheddar, Swiss, tomatoes and mayonnaise. 9.75
 - Lentil Pate**
A curried vegetarian pate with cukes and a blue cheese mayonnaise. 9.75
- (Half Sandwiches Chicken Salad, Egg Salad, Tuna Salad, Turkey Breast or Vegetarian served only on whole wheat or sourdough. 7.25 Add 1.00 for Udi's Whole Grain)
- All Patachou sandwiches are served with your choice of chips or a small fruit cup or a side of organic field greens lightly dressed in the House Vinaigrette.

CHILDREN'S ITEMS

SALADS

SOUP AND CHILI

COCKTAIL MENU

BROKEN YOLK SANDWICHES

BREAKFAST SPECIALTIES


OMLETTES

WIRE-FRAMES

CAFE
Patachou LOCATIONS MENU CATERING DONATIONS CONTACT US

RESTAURANTS

Washington Street



Patachou on the Park is located downtown in the Simon Property Group Headquarters at the corner of Washington and Capitol, directly across from the State Capitol Building.

225 West Washington Street,
Indianapolis, Indiana 46204;
Phone: 317.632.0765

Pennsylvania Street

River Crossing Blvd

126th Street

Indianapolis International Airport

CAFE
Patachou LOCATIONS MENU CATERING DONATIONS CONTACT US

CATERING FOR BUSINESS OR PLEASURE

Patachou is pleased to offer several catering options made with our premium quality local ingredients, prepared fresh and to your specifications.

Please take a look at our breakfast and lunch catering packages at patachouinc.com/catering/

Beyond these packages, we do custom menus for events of any kind. We would love to work closely with you on perfecting your event's menu. Whether it is a custom order or a standard one, please fill out the "Catering Request" form on the Patachou, Inc. website and a staff member will be in touch with you within 24 hours to start planning!

Please Note*: All orders with less than 10 persons may call any of our restaurant locations for a carry-out order from the restaurant menu. All catering items from the menu require a 10 person minimum order.

CAFE
Patachou LOCATIONS MENU CATERING DONATIONS CONTACT US

Supporting our Community

Thank you for including Cafés Patachou, Petite Chou and Napolese in your fundraising efforts for your favorite organizations.

Pre-addressed, stamped envelopes should be included with the donation request in order to assure correct delivery of our donated item. While we will make every attempt to support your organization, we are unable to honor every donation request.

Mailing Address

Patachou, Inc.
4923 North College Avenue Suite No. 25
Indianapolis, Indiana 46205-2112

*All requests for donations must be made in writing to the business office at least thirty days prior to the date of the charitable event.

CAFE
Patachou LOCATIONS MENU CATERING DONATIONS CONTACT US

CONTACT US

Name

Email

Telephone

Subject

Message

Media and Arts

Owner Martha Hoover: martha@cafepatachou.com

For information on hanging art in the Cafes, please contact Cathy McElroy at 317.924.4622.

Marketing and Media:
Christina Phippen at 317.370.1643
email: cppippen@cafepatachou.com

Careers

To download an application for employment, please click here.

Please fill out this application in English, you can print it off and bring it into any of our locations or email it to office@cafepatachou.com

*Send to: office@cafepatachou.com



RATIONAL:

This new content is appropriate for Cafe Patachou for it's visual emphasis on photography and food is what appeals to audience of the middle age archetype looking for a quick bite to eat for lunch. They are more interested in what the restaurant could possibly serve them in an experiance than reading alot of text.



About Us

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Roasted daily and served with herbed cream cheese, lettuce and mayonnaise. 9.75
 - Vegetarian**
Herbed cream cheese, White Cheddar, Swiss, tomatoes and mayonnaise. 9.75
 - Leet's Pitta**
A curried vegetarian pita with cukes and a blue cheese mayonnaise. 9.75
- (Half Sandwiches Chicken Salad, Egg Salad, Tuna Salad, Turkey Breast or Vegetarian served only on whole wheat or sourdough. 7.25 Add 1.00 for Udi's Whole Grain.)

All Patachou sandwiches are served with a side of chips or a small, buttery roll of bread. All items are served with a side of vegetables. All items are served with a side of vegetables.

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SOUP AND CHILI

COCKTAIL MENU

BROKEN YOLK SANDWICHES

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THE NEW SITE

CAFE Patachou

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