

SushiNao Menu Redesign

SushiNao + MST CREATIVE PR

SushiNao is an affordable omakase restaurant in the Chelsea neighborhood of NY that was looking to update their menu in order to better convey their story to potential customers.

The Original Design

SushiNao

PREVIOUS
MENU



SAMPLER \$24	DELIGHT \$34	PLEASURE \$44	BLISS \$54
Edamame	Edamame	Edamame	Edamame
Daily Carpaccio	Daily Carpaccio	Daily Carpaccio	Daily Carpaccio
Yellowtail 1p	Yellowtail 1p	Yellowtail 1p	Yellowtail 2p
Tuna 1p	Tuna 1p	Tuna 2p	Tuna 1p
Salmon 1p	Salmon 1P	Salmon 2P	Salmon 2P
Sea Bream 1p	Sea Bream 1p	Sea Bream 1p	Sea Bream 1p
Spicy Scallop Hand Roll (1 roll)	Spicy Scallop Hand Roll (1 roll)	Spicy Scallop Hand Roll (1 roll)	Spicy Scallop Hand Roll (1 roll)
	Albacore 1p	Albacore 1p	Daily Special
	Greater Amberjack 1p	Greater Amberjack 1p	Albacore 1p
	Fluke 1p	Sweet Shrimp 1P	Greater Amberjack 1p
	Crab Hand Roll 1 roll	Unagi 1p	Sweet Shrimp 1p
		Fluke 1p	Unagi 1p
		Daily Special Sushi 1p	Fluke 1p
		Crab Hand Roll 1 roll	Daily Special Sushi 1p
			Black Cod Hand Roll 1p

Side Menu (*Limited Availability)

Edamame \$3	Daily Carpaccio \$14
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SushiNao

DINNER Menu

Sushi (2 pieces per order)

Tuna	\$8
Unagi	\$10
Yellowtail	\$8
Salmon	\$8
Scallops	\$9
Kampachi	\$9
Sea Bream	\$8

*Uni(Maine)	\$26
Uni (Chile)	\$16
*Chutoro	\$10
*Sweet Shrimp	\$16
Albacore	\$8
Fluke	\$8

Hand Roll & Cut Roll

	Hand	Cut
Negi-Hama(Yellowtail)	\$7	\$12
Unagi	\$9	\$16
Salmon	\$7	\$12
Crab	\$7	\$12
Spicy Scallops	\$6	\$10
Cucumber	\$5	\$8

"Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness."
We served almost all food raw and undercooked on this menu.

The Menu items may change due to availability.
Please inform a server if any person at the table has a food allergy.
There is a risk of a food product being affected by allergen cross-contamination.
For **Severe** allergy we recommend not eating in our restaurant.

Menu Evaluation

The previous menu was not engaging. It did not invite the customer to explore all that SushiNao has to offer. The menu was minimalistic, but too much so. It did not show off the creative and fun side of the sushi experience.



SUSHINAO.

DINNER MENU



TASTE...24

Edamame
Daily Carpaccio
Yellowtail
Tuna
Salmon
Sea Bream
Spicy Scallop Hand Roll

DELIGHT...34

Edamame
Daily Carpaccio
Yellowtail
Tuna
Salmon
Sea Bream
Spicy Scallop Hand Roll
Albacore
Greater Amberjack
Fluke
Crab Handroll

PLEASURE...44

Edamame
Daily Carpaccio
Yellowtail
Tuna (2)
Salmon (2)
Sea Bream
Spicy Scallop Hand Roll
Albacore
Greater Amberjack
Sweet Shrimp
Unagi
Fluke
Daily Special Sushi
Crab Hand Roll

BLISS...54

Edamame
Daily Carpaccio
Yellowtail
Tuna (2)
Salmon (2)
Sea Bream
Spicy Scallop Hand Roll
Daily Special
Albacore
Greater Amberjack
Sweet Shrimp
Unagi
Fluke
Daily Special Sushi
Black Cod Hand Roll

THE NEW MENU



A LA CARTE

Edamame...3
Daily Carpaccio...14

SUSHI (2 PIECES)

Tuna...8 *Uni (Maine)...26
Unagi...10 *Uni (Chile)...16
Yellowtail...8 *Sweet Shrimp...16
Salmon...8 Albacore...8
Scallops...9 Fluke...8
Kampachi...9
Sea Bream...8 (*limited availability)

HAND ROLL & CUT ROLL

	Hand	Cut
Negi-Hama (yellowtail)	7	12
Unagi	9	16
Salmon	7	12
Crab	7	12
Spicy Scallops	6	10
Cucumber	5	8

SUSHINAO. SAUCES

Yuzu Soy w. Jalapeño: Yellowtail Carpaccio
Ponzu Soy: Tuna Carpaccio
Wasabi Soy: Tuna, Uni
Mustard Soy: Tuna, Albacore
Sweet Vinegar w. Konbu: Salmon
Sweet Vinegar w. Yuzu Pepper: Salmon, Sweet Shrimp
White Ponzu w. Shiso: Sea Bream
Onion Ginger Soy: Albacore
White Soy w. Garlic Ginger: Greater Amberjack, Yellowtail
Yuzu Lemon w. Cilantro: Fluke, King Crab
Sweet Soy w. Balsamic: Unagi, Scallop

CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF
FOODBORNE ILLNESS. WE SERVE ALMOST ALL RAW & UNDERCOOKED FOOD ON THIS MENU.

MENU ITEMS CHANGE DUE TO AVAILABILITY.
PLEASE INFORM YOUR SERVER OF ANY FOOD ALLERGIES
*NO SUBSTITUTIONS PLEASE