



PRAWN  
COASTAL CASUAL  
BY MARK PEEL



# FAST CASUAL SEAFOOD, DONE RIGHT

*Seafood does not have to be pretentious, and fast casual does not have to feel less than spectacular. **PRAWN** elevates the traditional approach to fast casual dining by delivering simple, flavorful seafood recipes to customers looking for an easy yet delicious meal.*

## **GREAT FOOD, GREAT EXPERIENCE**

FROM THE SELECTION OF OUR CORE INGREDIENTS TO THE CRAFTSMANSHIP INVOLVED IN CREATING EACH RECIPE, WE FOCUS ON OFFERING THE BEST SEAFOOD-DRIVEN CUISINE IN A RELAXED ENVIRONMENT. WE AIM TO MAKE FAST CASUAL SEAFOOD A STAPLE OF A GROWING NUMBER OF CUSTOMERS, BY OFFERING A TRULY ELEVATED EXPERIENCE EVERYONE CAN BE A PART OF.

## **A UNIQUE PLACE IN THE CULINARY WORLD**

EVEN THOUGH FISH AND SEAFOOD ARE AN ESSENTIAL PART OF MOST AMERICANS' DIET, FEW BRANDS HAVE SUCCESSFULLY MANAGED TO IMPOSE THEIR MARK IN THE FAST CASUAL SEAFOOD MARKETPLACE. ARMED WITH DECADES OF EXPERIENCE IN BOTH FINE-DINING AND FAST-CASUAL CONCEPTS, WE BRING OUR UNIQUE EXPERTISE TO AN UNDER-SERVED MARKET, TO SATISFY SEAFOOD LOVERS LOOKING FOR A TRULY UNIQUE EXPERIENCE AT AN AFFORDABLE PRICE POINT.

## **HIGHLY EXPANDABLE HORIZONS**

OUR CONCEPT IS CERTAINLY UNIQUE, BUT ALSO HIGHLY ADAPTABLE, MAKING IT THE PERFECT CANDIDATE FOR MULTI-LOCATION DEVELOPMENT. COMBINING DINING ON LOCATION AND ON-THE-GO (WITH PICKUP, DELIVERY AND CATERING OPTIONS), WE AIM TO SATISFY BOTH A CLIENTELE ON THE MOVE AND CUSTOMERS LOOKING FOR A MORE TRADITIONAL RESTAURANT EXPERIENCE, WHILE MAINTAINING HIGH STANDARDS IN QUALITY AND SERVICE.





# THE FOOD

*A simple menu and a broad variety of options are crafted to satisfy a wide range of customers. All our dishes are incredibly fresh, easy to consume and uniquely flavorful. Our famous homemade lemonades are the perfect pairing to our seafood-centric fare.*

SOME OF OUR BEST SELLERS INCLUDE:

## **SEATTLE FISH STEW**

A HEARTY STEW OF SHRIMP, SQUID, CLAMS, MUSSELS, SALMON AND BACON IN A LOBSTER BROTH, WITH BACON ROUILLE SERVED OVER RICE OR DELICIOUS LINGUINI

## **PAELLA**

IN A SAFFRON AND LOBSTER BROTH, MUSSELS, SHRIMP, SPICY PORK SAUSAGE, BRAISED NORTH AFRICAN DRUMSTICK AND ROASTED ONIONS ON STEAMED RICE WITH FLAX SEED

## **THAI LOBSTER ROLL**

CHUNKS OF MAINE LOBSTER STEWED IN A LOBSTER BROTH WITH ROASTED ONION AND POTATOES, SPICY COLESLAW AND BACON ROUILLE ON A SOFT ROLL

## **FISH AND CHIPS**

LIGHTLY BEER-BATTERED COD SERVED WITH DOWNTOWN HOME FRIED POTATOES, CUCUMBER YOGURT, SPICY VINEGAR AND PICKLED VEGETABLES

## **CHICKEN TEMPURA SALAD**

SPICED, SHREDDED CHICKEN BREAST WITH CARROTS, CELERY, SCALLIONS, MANDARIN ORANGES AND TEMPURA CRUNCH ON A BLEND OF ICEBERG LETTUCE, NAPA AND RED CABBAGE WITH A SOY AND GINGER VINAIGRETTE

## **STEAMED MUSSELS**

A BOWL OF STEAMED MUSSELS SERVED IN ONE OF OUR FOUR SAVORY BROTHS, WITH CRISP HAND CUT POTATOES AND A CIABATTA. CHOOSE FROM OUR FORMOSA, BOSTON, BAJA OR MARSEILLS STYLE BOWLS... OR TRY THEM ALL!





# THE SPACE

*Fresh, bright colors and a relaxed yet refined atmosphere define our restaurants. From our smaller-footprint concepts such as our famous Grand Central Market stall, to larger sit-down spaces such as our latest restaurant in Old Pasadena, we thrive to deliver a unique flavor, in our plates and in our decor.*

## FOOD HALL VENUES

WITH ITS SIMPLE, FLAVORFUL MENU AND ITS ATTRACTIVE PRICE POINT, PRAWN IS THE PERFECT MATCH FOR INNOVATIVE, MODERN FOOD HALLS AND RESTAURANT COURTS AROUND THE UNITED STATES. OUR FIRST PROOF OF CONCEPT, LOCATED IN THE CENTER OF GRAND CENTRAL MARKET IN LOS ANGELES, HAS WON OVER THE HEART OF LOCALS AND VISITORS ALIKE: THE DISTINCTIVE 6' TALL NEON SIGN AND COLORFUL TILING WORK MAKE THE SPACE TRULY UNMISTAKABLE IN A SEA OF MERCHANTS SERVING FOOD FROM ALL OVER THE WORLD. ORDER AT THE COUNTER, PICK YOUR FAVORITE TABLE AROUND THE MARKET, AND ENJOY A PLETHORA OF FRESH SEAFOOD, DELICIOUS SANDWICHES AND A GREAT SELECTION OF BEER AND WINE, AT YOUR LEISURE. YOU ALSO HAVE A GOOD CHANCE TO SEE MARK PEEL, OUR CREATOR OF FLAVORS - AND ESTEEMED FOREFATHER OF TRUE CALIFORNIA CUISINE - IN ACTION BEHIND THE KETTLES.

## SIT-DOWN RESTAURANTS

UNLIKE THEIR MORE CASUAL COUNTERPARTS, PRAWN'S FULL-SERVICE RESTAURANTS OFFER A CLASSIC HOSPITALITY EXPERIENCE, YET CULTIVATE THE SIMPLICITY THAT IS THE ESSENCE OF THE BRAND. OUR PASADENA, CA RESTAURANT IS THE PERFECT ITERATION OF THIS CONCEPT, WITH A MIX OF LARGE TABLES AND ELEVATED TWO-TOPS, TO MAKE EVERYONE FEEL AT HOME, FROM LARGER GROUPS TO SOLO-DINERS. THE SHADED PATIO, WITH VIEWS OF THE ONE COLORADO TREE-FILLED COURTYARD, IS THE PERFECT SPOT FOR A REPRIEVE FROM THE SOUTHERN CALIFORNIA SUN... WITH A COLD BEER IN ONE HAND AND ONE OF OUR DELICIOUS SANDWICHES IN ANOTHER.





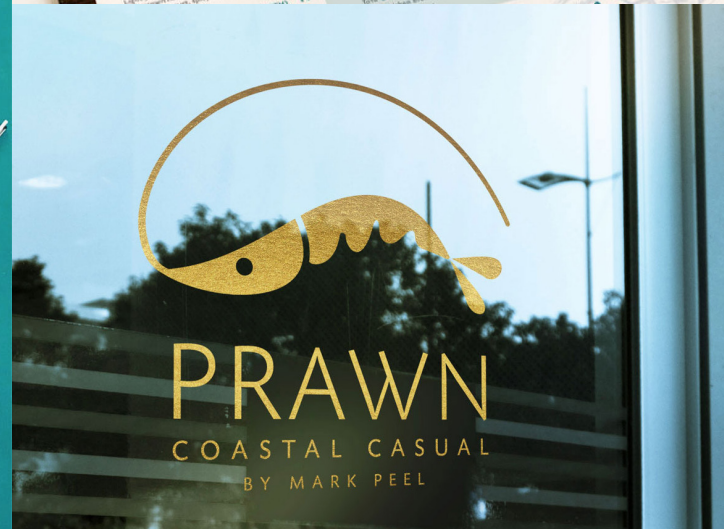
# BRAND IDENTITY

*A simple, highly recognizable visual universe that lends itself to an infinite numbers of use.*

## LOGOTYPE



## COLOR PALETTE



## BRAND-DEFINING ELEMENTS

- MEMORABLE OUTDOOR SIGNAGE
- OVERSIZED SEASCAPE MURAL
- COLORFUL TILING
- THOUGHTFUL MIX OF STONE, GLASS AND WOOD
- OPEN FLOORPLAN AND LARGE OPENINGS
- BRIGHT, AIRY ATMOSPHERE

