



Seduction

GIVE INTO TEMPTATION

SINFUL SPEAKEASY

GABBI HANES

AT THIS SINFUL SPEAKEASY, YOU WILL JOIN THE
seven sinners
AND give into temptations
AS YOU SIP ON
devilish cocktails
AND ENJOY
diabolical bites
AT THE EARTH'S MOST INNER CORE

AT THIS SINFUL SPEAKEASY, YOU WILL JOIN THE

seven sinners

AND give into temptations

AS YOU SIP ON

devilish cocktails

AND ENJOY

diabolical bites

AT THE EARTH'S MOST INNER CORE

who what how why where

ELEVATOR PITCH



IDEAL LOCATION

EVERYBODY HAS A VICE; SOMETHING THAT THEY KNOW IS INHERENTLY BAD, BUT THAT TEMPTS THEM NONETHELESS. FROM A YOUNG AGE, WE ARE TAUGHT TO DO WHAT IS RIGHT, BUT WHAT IF WE HAD A CHANCE TO GIVE IN TO ALL OF OUR GUILTY PLEASURES? UPON ENTERING SEVEN, GUESTS WILL BE IN A “HEAVENLY” ROOM, WITH WHITE ACCENTS AND A CLEAN APPEARANCE. THE EMPLOYEES WORKING IN THIS ROOM WILL CLEARLY STAND OUT, AS EVERY EMPLOYEE AT SEVEN IS A SINNER. THE SINNERS HAVE SNUCK INTO THIS HEAVENLY SIDE WITH ONE PURPOSE: TO BRING YOU BACK TO THE INNER CORE AND SHOW YOU JUST HOW MUCH FUN SINNING CAN BE. ONCE THEY HAVE SIGNED THEIR SOUL OVER TO THE SINNERS (AND OF COURSE, PAID THE COVER CHARGE THAT COMES ALONG WITH THAT), THEY WILL BE INVITED TO CROSS OVER TO THE SINNING SIDE.

WRITTEN TREATMENT

A large, stylized red flower or leaf graphic is centered in the background. It has five pointed petals or leaves, with the top one being the largest and most prominent. The color is a deep red or maroon.

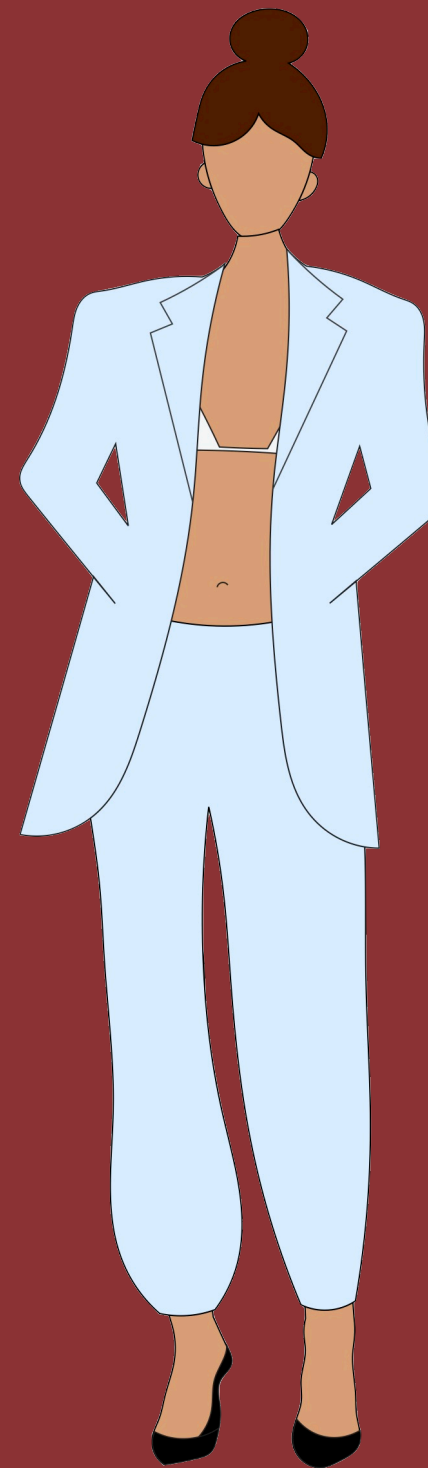
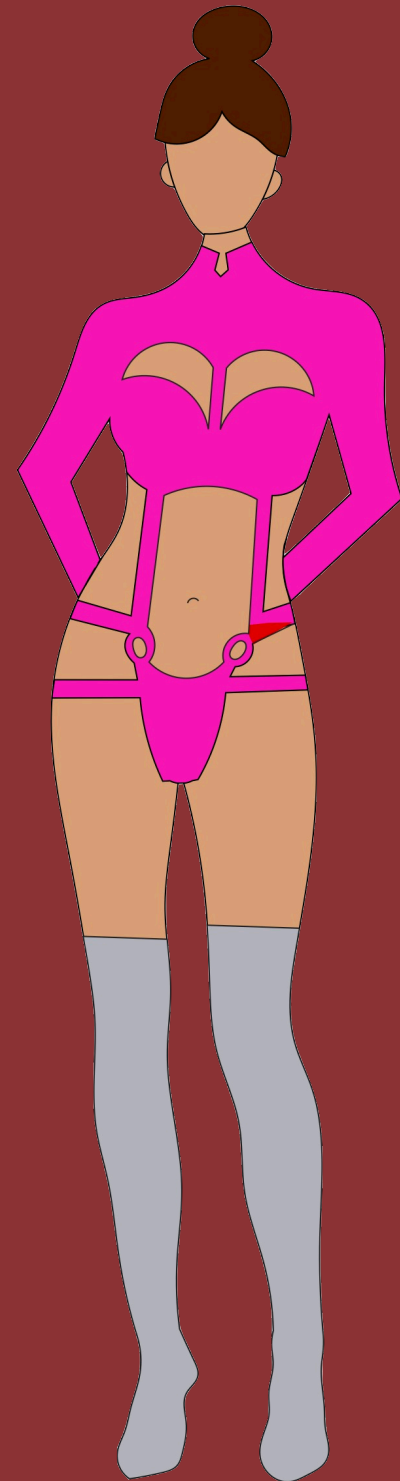
inspiration



SEVEN DEADLY SINS MOOD BOARD (PRIDE, LUST, GREED, SLOTH)



SEVEN DEADLY SINS MOOD BOARD (ENVY, WRATH, GLUTTONY, BLISS)



COSTUME INSPIRATION



BUILDING INSPIRATION

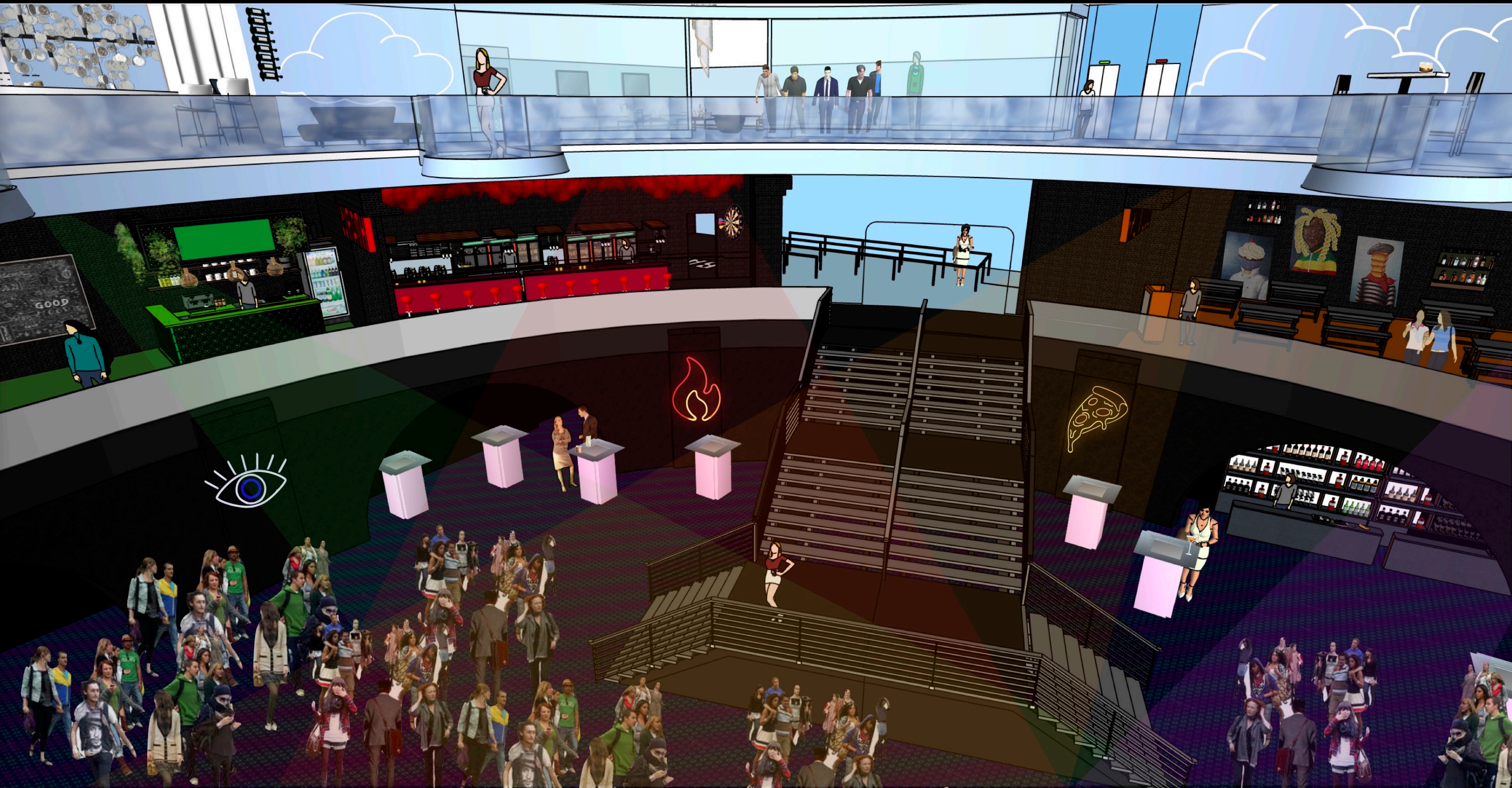


FOOD AND BEVERAGE INSPIRATION

A stylized, symmetrical red flame or leaf-like graphic with three main lobes, centered behind the text. The color is a deep red or maroon.

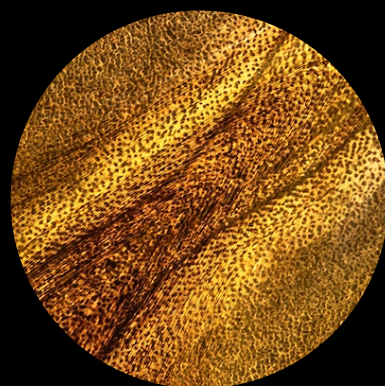
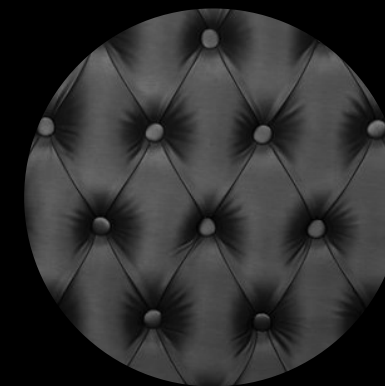
scenes

KEY CONCEPT ART 1 – THE INNER CIRCLE, SURROUNDED BY ENVY, WRATH, AND GLUTTONY, AND OVERLOOKED BY HEAVEN

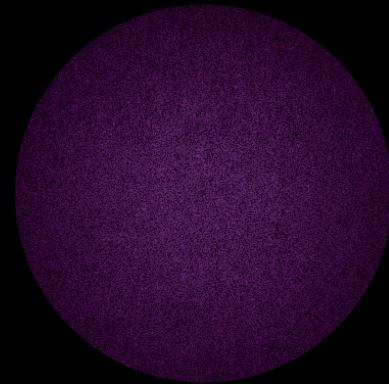
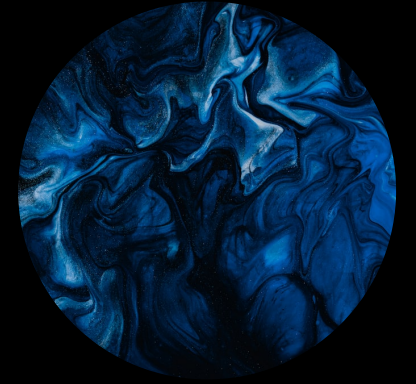
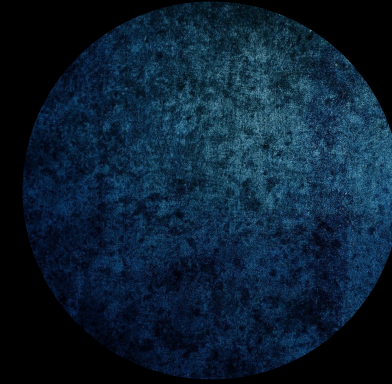




SCENE 1: ENTRANCE



SCENE 2: PRIDE AND LUST



SCENE 3: GREED AND SLOTH



SCENE 4: ENVY AND WRATH



SCENE 5: GLUTTONY

KEY CONCEPT ART 2 – THE STAIRWAY DOWN TO THE INNER CIRCLE, WITH THE DJ, LUST, GREED, AND SLOTH IN THE DISTANCE





SCENE 6: INNER CORE



SCENE 6: BLISS

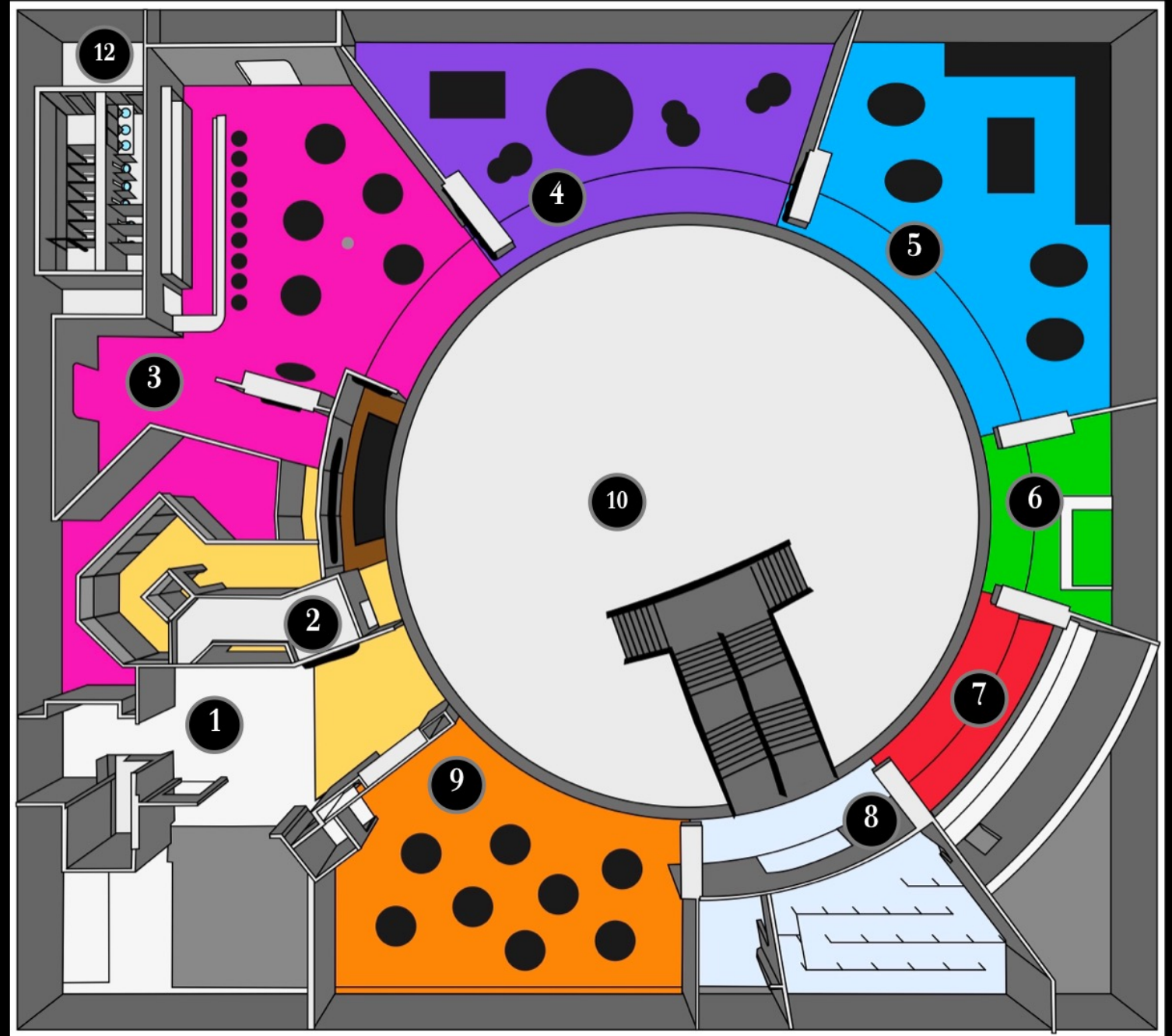
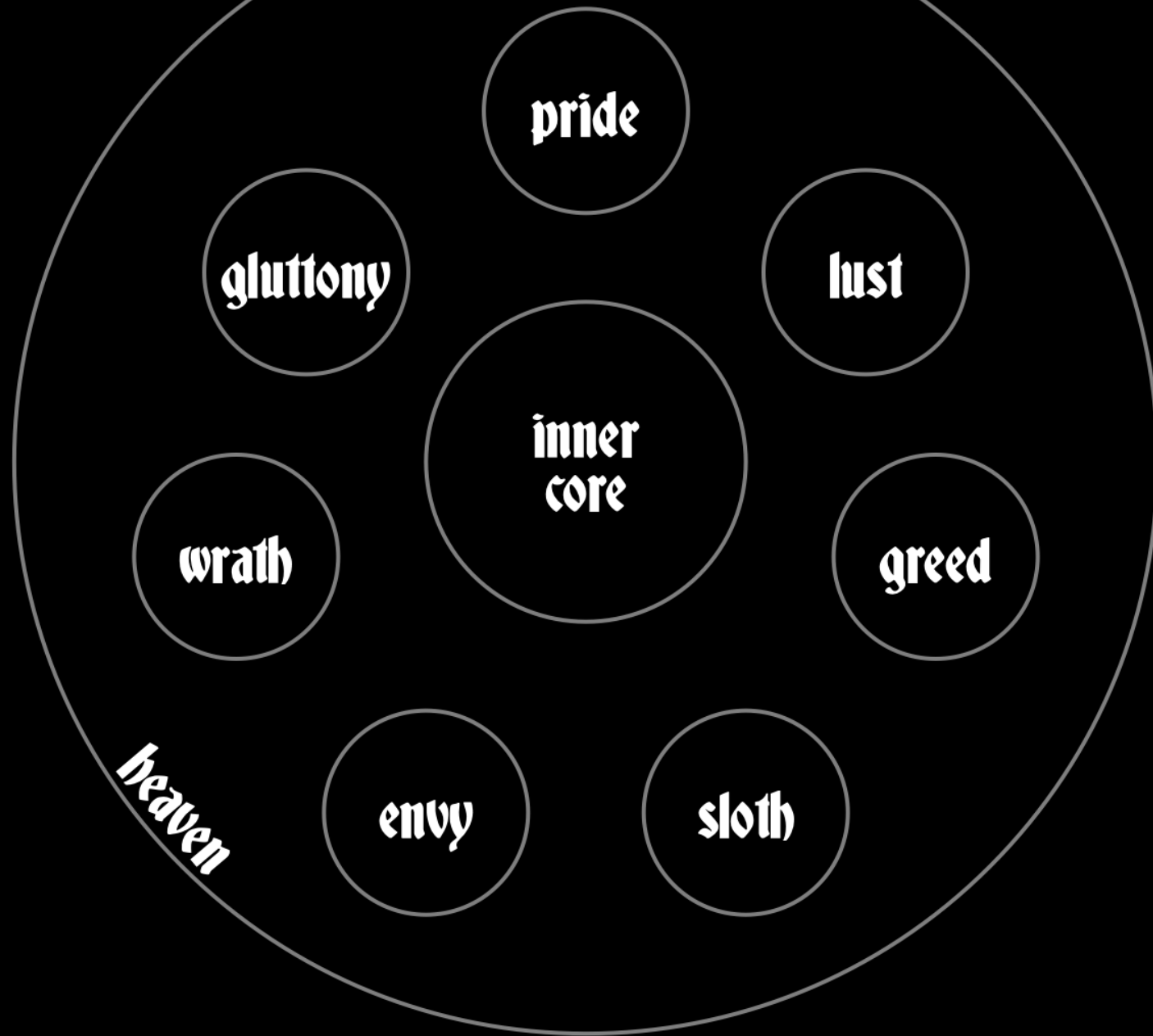


SCENE 6: BLISS VIP ROOM

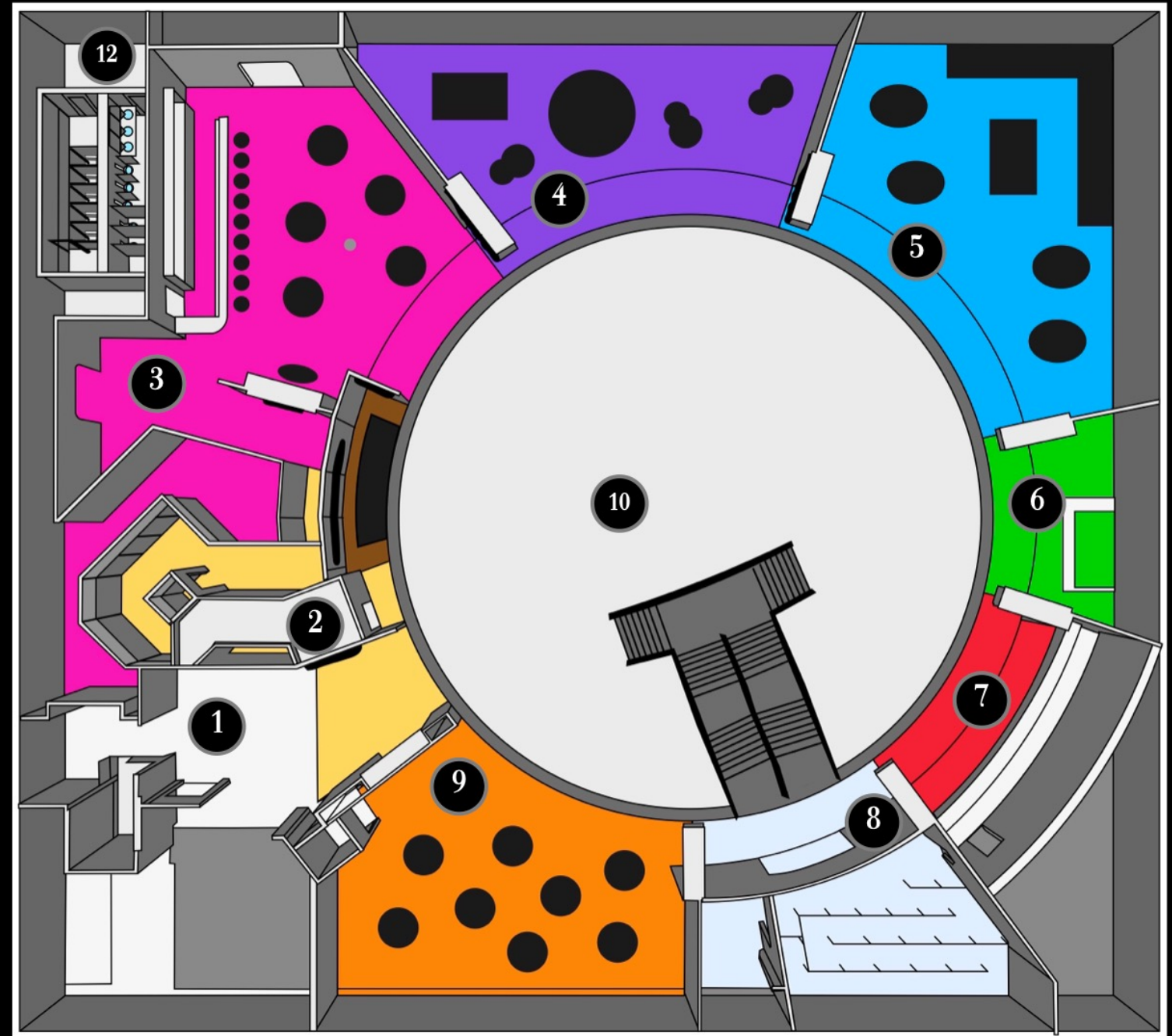
A large, stylized red graphic resembling a flame or a leaf, positioned behind the text. It has a central vertical axis with two main lobes on either side, each tapering to a point.

layout

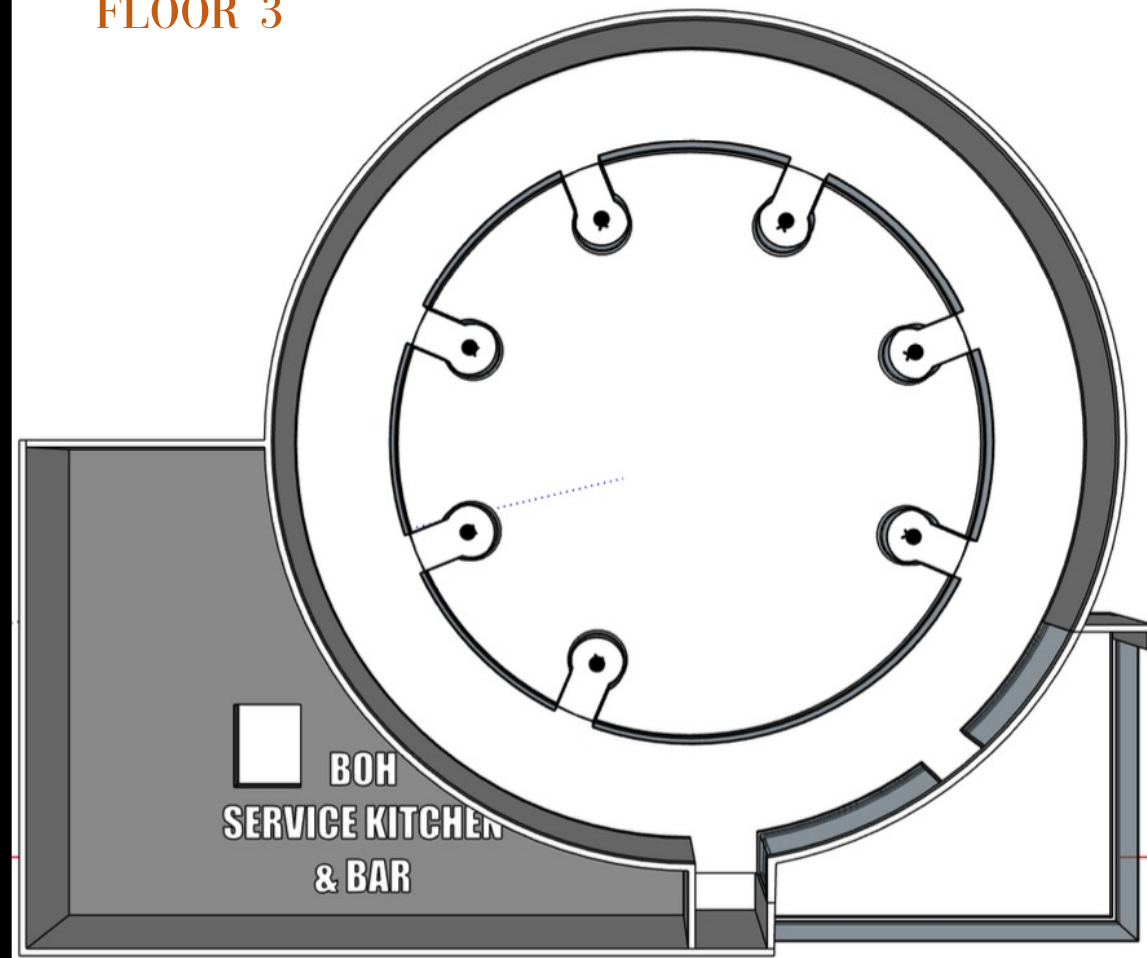
ILLUSTRATED PLAN



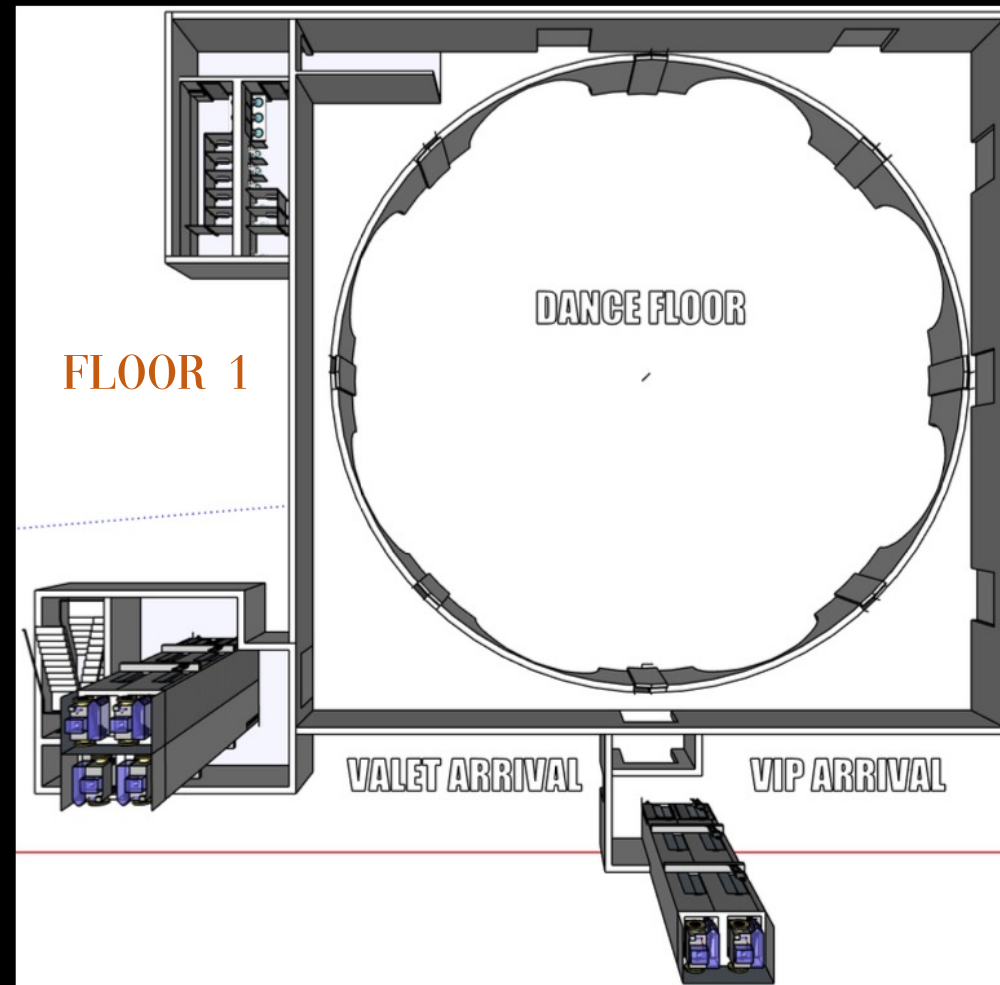
- 1 Entrance
- 2 Pride
- 3 Lust
- 4 Greed
- 5 Sloth
- 6 Envy
- 7 Wrath
- 8 VIP Entrance
- 9 Gluttony
- 10 Inner Core
- 11 Stairway to Inner Core
- 12 Restrooms



FLOOR 3



FLOOR 1



A large, stylized red graphic composed of several overlapping, teardrop-shaped segments, resembling a stylized flower or a flame, positioned behind the text.

branding

CONCEPT

CUISINE

USP

BRAND STORY

FONTS

themed nightclub with unique experiences

american, "bar food"

telling a story to bring a new meaning to the nightclub environment; high-quality food and beverage that contributes to the experience

at this sinful speakeasy, you will join the seven sinners and give into temptations as you sip on devilish cocktails and enjoy diabolical bites at the earth's most inner core

primary font: deutsch gothic

SECONDARY FONT: VOGUE



COVON

SIGNATURE COCKTAILS

GIVE INTO TEMPTATION

devil's kiss

MARTI GOLD / SWEET VERMOUTH / LEMON JUICE / GRAND MARINER

pride

HEAVEN'S DOOR BOURBON / MAPLE SYRUP / ANGOSTURA BITTERS / LUXARDO CHERRIES AND ORANGE PEEL

lust

AMARETTO / KAHILUA / IRISH CREAM / HEAVY CREAM / CHOCOLATE DRIZZLE

greed

HEAVEN'S DOOR BOURBON / ORANGE JUICE / APPLE SODA / GOLD SHIMMER

sloth

STOLI VODKA / ESPRESSO / MOZART CHOCOLATE COFFEE LIQUEUR / SIMPLE SYRUP

envy

MARTI SILVER / BLUE CURACAO / PINEAPPLE JUICE / LEMON JUICE / SPRITE / SMOKE

wrath

AMARETTO / DON Q 151 / FIRE / VICTORY PRIMA PILS

gluttony

CAMERNA BLANCO / LIME / AGAVE SYRUP / FROZEN & BLENDED / CORONA

heavenly

NIIGATA SAKE / ST. GERMAIN / LIME JUICE / SNOWBERRIES

saintly

PINEAPPLE JUICE / BERRY GATORADE / GLACIER FREEZE GATORADE / CRANBERRY SPRITE

lust

signature cocktails

give into temptation

climax

BANFI ROSA REGALE / WHITE CHOCOLATE RIM

french kiss

CYCLES GLADIATOR '19 PINOT NOIR / CHOCOLATE RIM / WHITE CHOCOLATE DRIZZLE

love potion no. 69

GIN LANE 1751 / LUXARDO MARASCHINO LIQUEUR / LIME JUICE / ROSE WATER

blowjob shot

IRISH CREAM / AMARETTO / WHIPPED CREAM

better than sex

FRANGELICO HAZELNUT LIQUEUR / COINTREAU / KAHILUA / ICE CREAM / WHIPPED CREAM / BLENDED

sex in the shower

99 BUTTERSCOTCH LIQUEUR / ORANGE JUICE / BLUE CURACAO

adult apple

ANGRY ORCHID / CARAMEL RIM

for the virgins

safe sex on the beach

ORANGE JUICE / PEACH JUICE / CRANBERRY JUICE

birthday suit

CREAM SODA / ALMOND MILK / HEAVY CREAM / WHITE CHOCOLATE RIM

morning after

STRAWBERRIES / LIME JUICE / MAPLE SYRUP / NON-ALCOHOLIC RUM / CHOCOLATE-COVERED STRAWBERRY

milkshake of the month

eat it up

missionary

BANANA CREAM SPRING ROLLS / VANILLA ICE CREAM / CARAMEL

on the edge

CHOCOLATE LAVA CAKE / DARK CHOCOLATE SAUCE / STRAWBERRY

morning sex

LAYERED STRAWBERRY CAKE / SWEET BISCUIT / CHANTILLY CREAM

g-spot

RASPBERRY SORBET, DARK CHOCOLATE FLAKES

envy

signature cocktails

give into temptation

covet

WATERLOO NO. 9 / MARASCHINO LIQUEUR / CHARTREUSE LIQUEUR / LIME JUICE

desire

CAPTAIN MORGAN SPICED RUM / TRIPLE SEC / ORANGE JUICE / SPRITE / BLUE CURACAO

green-eyed monster

CUCUMBER / STOLI VODKA / DRY WHITE VERMOUTH / ST. GERMAIN

yearn

CAMARENA BLANCO / LIME JUICE / CUCUMBER / JALAPENO / TRIPLE SEC

crave

CREME DE MENTHE / CREME DE CACAO / HEAVY CREAM

resent

JAMESON / BAILEY'S / KAHILUA / CREAM

evil eye

MIDORI / LIME JUICE / LEMON JUICE / SODA WATER

mocktails

covet

PINEAPPLE JUICE / KIWI / APPLES / HONEY / GINGER BEER

poison apple

SPRITE / GRANNY SMITH APPLE SYRUP / LEMONADE

MENUS

signature cocktails

wrath

give into temptation

blaze

CAMARENA BLANCO / CHILE-INFUSED APEROL / GRAPEFRUIT JUICE / LIME JUICE / SIMPLE SYRUP / CLUB SODA

phoenix

BUTTERFLY PEA INFUSED GIN / LEMON AND ELDERFLOWER SYRUP / BACARDI 151 RUM

inferno

HENNESSY / WHITE CREME DE MENTHE LIQUEUR / CAYENNE PEPPER

eruption

CHILE PEPPER / GRAND MARINER / BANKS 5-ISLAND RUM / LIME JUICE / PINEAPPLE JUICE / COCONUT MILK

fiery

BAILEY'S IRISH CREAM / KAHLUA / SAMBUCA / BLUE CURACAO

burning man

THYME AND RASPBERRY SYRUP / LEMON JUICE / BACARDI RUM 151

sweet revenge

MARSHMALLOW CREME / GRAHAM CRACKERS / HOT CHOCOLATE / MARSHMALLOW VODKA / GODIVA CHOCOLATE LIQUEUR / HEAVY CREAM / BACARDI 151

bites

stuffed jalapenos

MANGO MANCHEGO-STUFFED JALAPEÑOS WITH CURRY CORNMEAL CRUNCH / CHARRED SHISHITO PEPPERS

loaded fries

LOADED POBLANO FRIES / CHEDDAR / BACON / GOAT'S CHEESE / SCALLIONS / SOUR CREAM

spicy swiss chard and artichoke dip

PICKLED JALAPENOS / TORTILLA CHIPS

spicy asian wings

DRY RUB / SWEET & SPICY SAUCE / RED PEPPER / SCALLIONS / SESAME SEEDS

FOOD

gluttony

MENU

classic pancake

WHIPPED CREAM & MAPLE SYRUP / ADD CHOCOLATE CHIPS

chicken & waffles

TWO FRIED CHICKEN BREASTS / HICKORY-SMOKED BACON WAFFLE TOWER / HOT SYRUP REDUCTION / FRIED LEEKS

cheeseburger & fries

FRESH BEEF PATTY / Brioche bun / LETTUCE, PICKLE, TOMATO, RED ONION / SWISS OR AMERICAN CHEESE

blooming onion

HAND-CARVED / COOKING GOLDEN / SIGNATURE SAUCE

philly cheesesteak & fries

WHIZ, AMERICAN, OR PROVOLONE / ADD FRIED ONIONS OR PEPPERS

chicken tenders & mac

HONEY MUSTARD OR BBQ / SPICY CHEDDAR BEER CHEESE MAC 'N CHEESE

nacho platter

SEASONED GROUND BEEF / CHEDDAR JACK CHEESE & QUESO / BLACK BEAN CORN SALSA / AVOCADO RANCH.

spicy tuna roll

FRESH TUNA / SPICY MAYO / CUCUMBER / SRIRACHA HOT CHILI SAUCE / SCALLIONS

buffalo chicken salad

FRIED BUFFALO CHICKEN / ICEBERG / BACON, RED ONION, CHEDDAR / TORTILLA STRIPS / CILANTRO-RANCH DRESSING

birrira tacos

SLIGHT SPICY BEEF STEW / CORN TORTILLA / ONIONS, CILANTRO, LIME RADISH / SALSA

cheese pizza

JUMBO SLICE OF CHEESE PIZZA / ADD PEPPERONI

SWEETS

gluttony

DRINKS

SWEETS

banana split sundae

VANILLA, CHOCOLATE, & STRAWBERRY ICE CREAM / BANANAS / HOT FUDGE / WHIPPED CREAM / CHERRIES

leaning tower of donuts

MINI DONUTS STACKED UP / GLAZED, CHOCOLATE, BOSTON CREAM, SPRINKLES, OLD FASHIONED, BLUEBERRY, & FEATURED

s'mores cheesecake

GRAHAM CRACKER CRUST / CHOCOLATE CREAM CHEESE FILLING / MARSHMALLOW TOPPING & CHOCOLATE CHIPS

banana pudding pie in a jar

PIE CRUST CRUMBLE / VANILLA WAFERS / BANANA PUDDING / CHANTILLY CREAM

cookie of the month

3/4 POUND COOKIE / FEATURED FLAVOR

SPECIALTY DRINKS

coconut mojito pitcher

RUMHAVEN COCONUT RUM / SIMPLE SYRUP / LIME JUICE / MINT LEAVES

blueberry lemonade bowl

STOLI BLUEBERI / WESTERN SONS LEMON VODKA / BLUEBERRIES / SIMPLE SYRUP / LEMON JUICE

ocean water punch

RUMHAVE RUM / STOLI VODKA / SOUR MIX / PEACH SCHNAPPS / BLUE CURACAO / PINEAPPLE JUICE / CLUB SODA

unicorn slush

TRIPLE SEC / STOLI RAZBERI / ABSOLUT JUICE STRAWBERRY / COTTON CANDY

MENUS

AT THIS LAVISH SPEAKEASY
EXPERIENCE, YOU WILL JOIN
THE SEVEN SINNERS AND GIVE
INTO TEMPTATION AS YOU SIP
ON DEVILISH COCKTAILS AND
ENJOY DIABOLICAL BITES AT THE
EARTH'S MOST INNER CORE.



GIVE INTO
temptation

(000) 000-0000
123 ADDRESS HERE
MIAMI, FL 12345

@SEVENSPEAKEASY
WWW.SEVENSPEAKEASY.COM



seven

sinful speakeasy

YOU KNOW YOU WANT TO



READY TO CONFESS?

LOOK DOWN ON THE SINNERS FROM A VIP
HEAVENLY LOUNGE. NO NEED TO LEAVE THE PARTY
JUST BECAUSE YOU HAVE CONFESSED YOUR SINS.
ENJOY BOTTLE SERVICE AND PRIVATE LOUNGES
WHILE STILL LOOKING DOWN FROM ABOVE.

private sins

STILL HIDING BEHIND YOUR GUILT?
RESERVE THE SPEAKEASY FOR YOUR
PRIVATE GROUP AND CRAFT YOUR
PERFECT SINFUL EXPERIENCE.

SEVEN



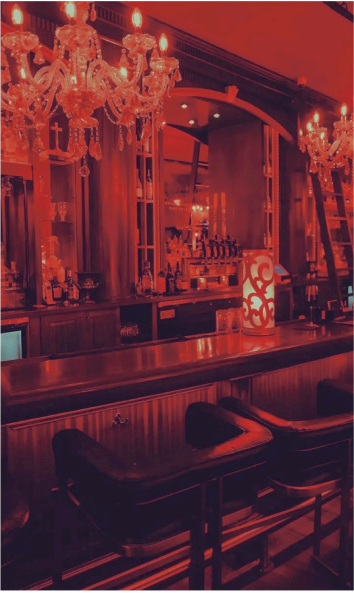
rules of the sinners

YOU MUST BE 21 AND OVER WITH A VALID ID
TO ENTER (PHOTOS NO ACCEPTABLE).

DRESS CODE - UPSCALE CASUAL
NO BEACH/ATHLETIC WEAR, RUBBER FLIP
FLOPS, SWEATSHIRTS OR PULLOVER HOODIES,
BALL CAPS, BEANIES, BANDANAS, BACKPACKS
OR SLEEVELESS SHIRTS FOR GENTLEMEN.

WE DON'T ALLOW SMOKING OR VAPING INSIDE
THE SPEAKEASY. IF YOU MUST SMOKE OR
MAKE A CALL, PLEASE STEP OUTSIDE.

PLEASE DRINK RESPONSIBLY AND NEVER
DRINK AND DRIVE.



W

AT THIS LAVISH SPEAKEASY EXPERIENCE, YOU WILL JOIN THE SEVEN SINNERS AND GIVE INTO TEMPTATION AS YOU SIP ON DEVILISH COCKTAILS AND ENJOY DIABOLICAL BITES AT THE EARTH'S MOST INNER CORE.



GIVE INTO temptation

(000) 000-0000
123 ADDRESS HERE
MIAMI, FL 12345
@SEVENSPEAKEASY
WWW.SEVENSPEAKEASY.COM





rules of the sinners

YOU MUST BE 21 AND OVER WITH A VALID ID TO ENTER (PHOTOS NO ACCEPTABLE).

DRESS CODE - UPGRADE CASUAL
NO BEACH/ATHLETIC WEAR, RUBBER FLIP FLOPS, SWEATSHIRTS OR PULLOVER HOODIES, BALL CAPS, BEANIES, BANDANAS, BACKPACKS OR SLEEVELESS SHIRTS FOR GENTLEMEN.

WE DON'T ALLOW SMOKING OR VAPING INSIDE THE SPEAKEASY. IF YOU MUST SMOKE OR MAKE A CALL, PLEASE STEP OUTSIDE. PLEASE DRINK RESPONSIBLY AND NEVER DRINK AND DRIVE.



READY TO CONFESS?

LOOK DOWN ON THE SINNERS FROM A VIP HEAVENLY LOUNGE. NO NEED TO LEAVE THE PARTY JUST BECAUSE YOU HAVE CONFESSED YOUR SINS. ENJOY BOTTLE SERVICE AND PRIVATE LOUNGES WHILE STILL LOOKING DOWN FROM ABOVE.

private sins

STILL HIDING BEHIND YOUR GUILT? RESERVE THE SPEAKEASY FOR YOUR PRIVATE GROUP AND CRAFT YOUR PERFECT SINFUL EXPERIENCE.





Seven



THANK YOU!