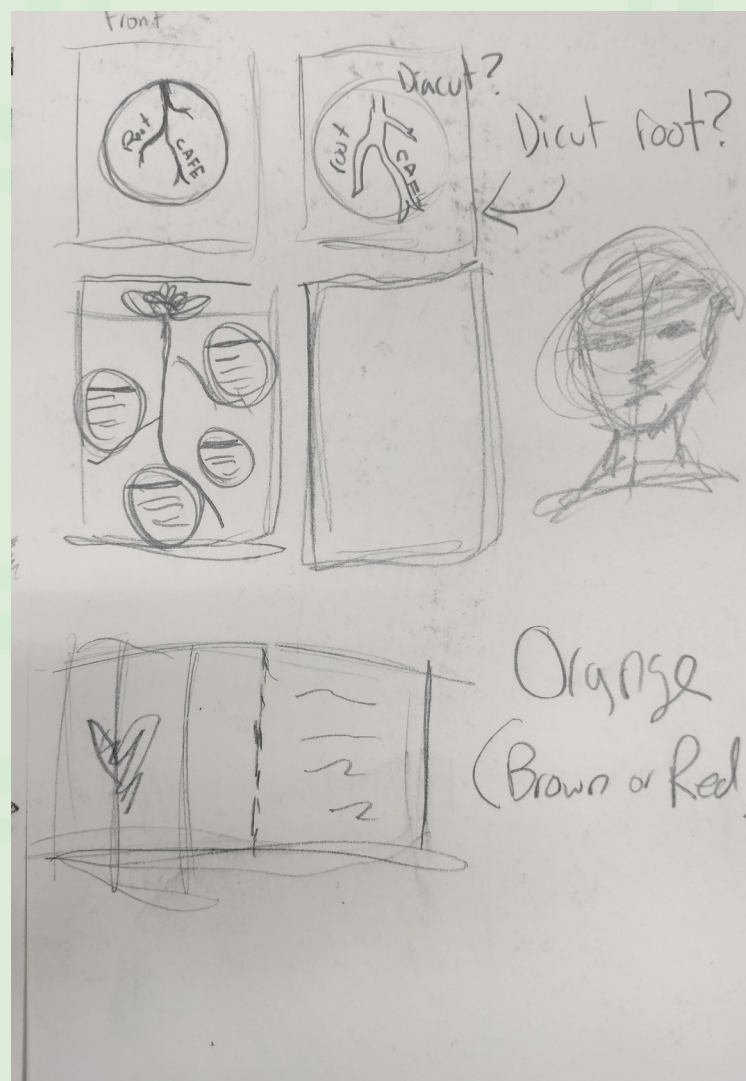
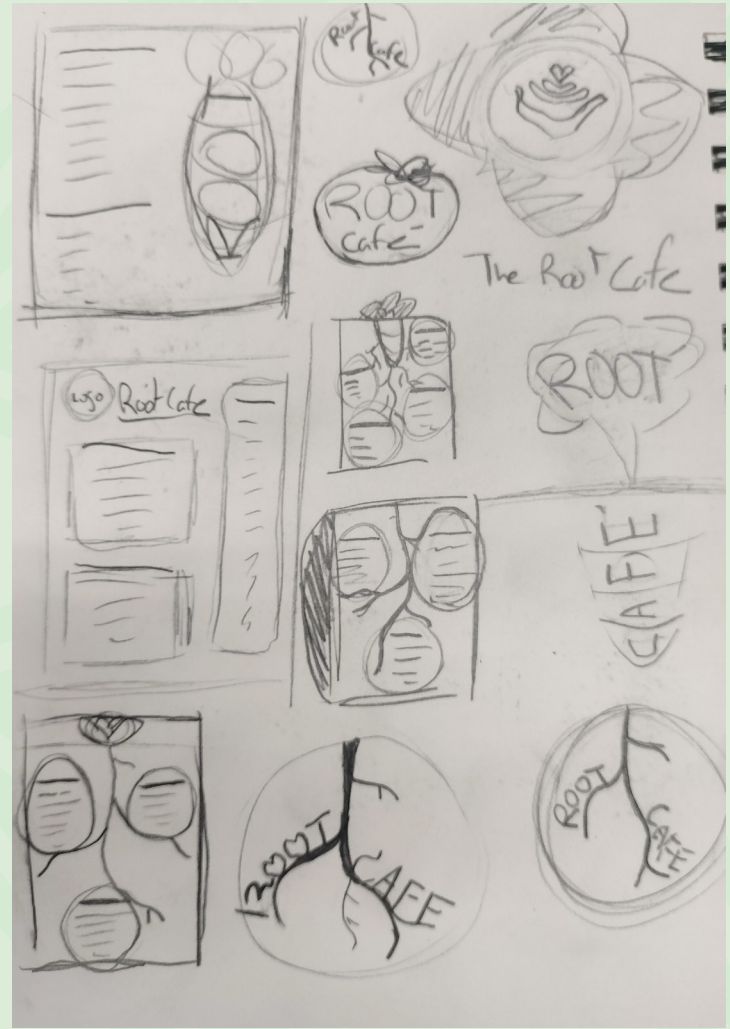
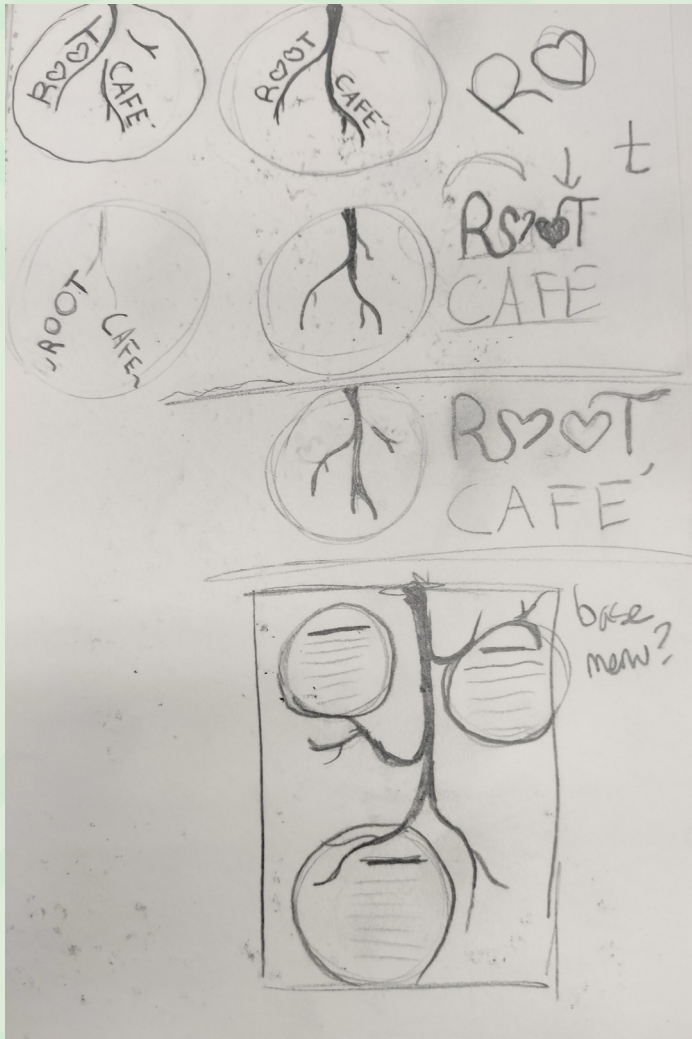


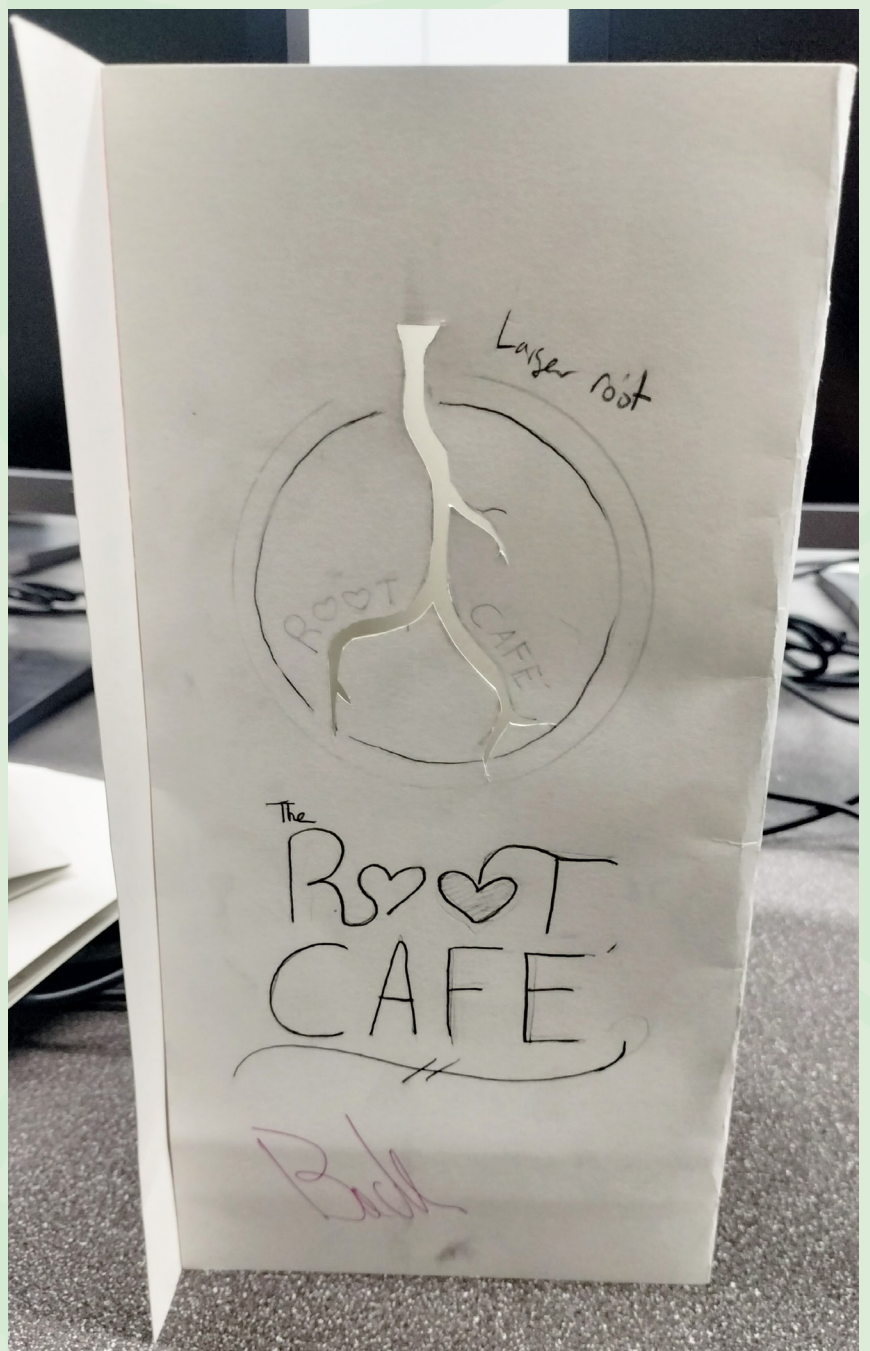
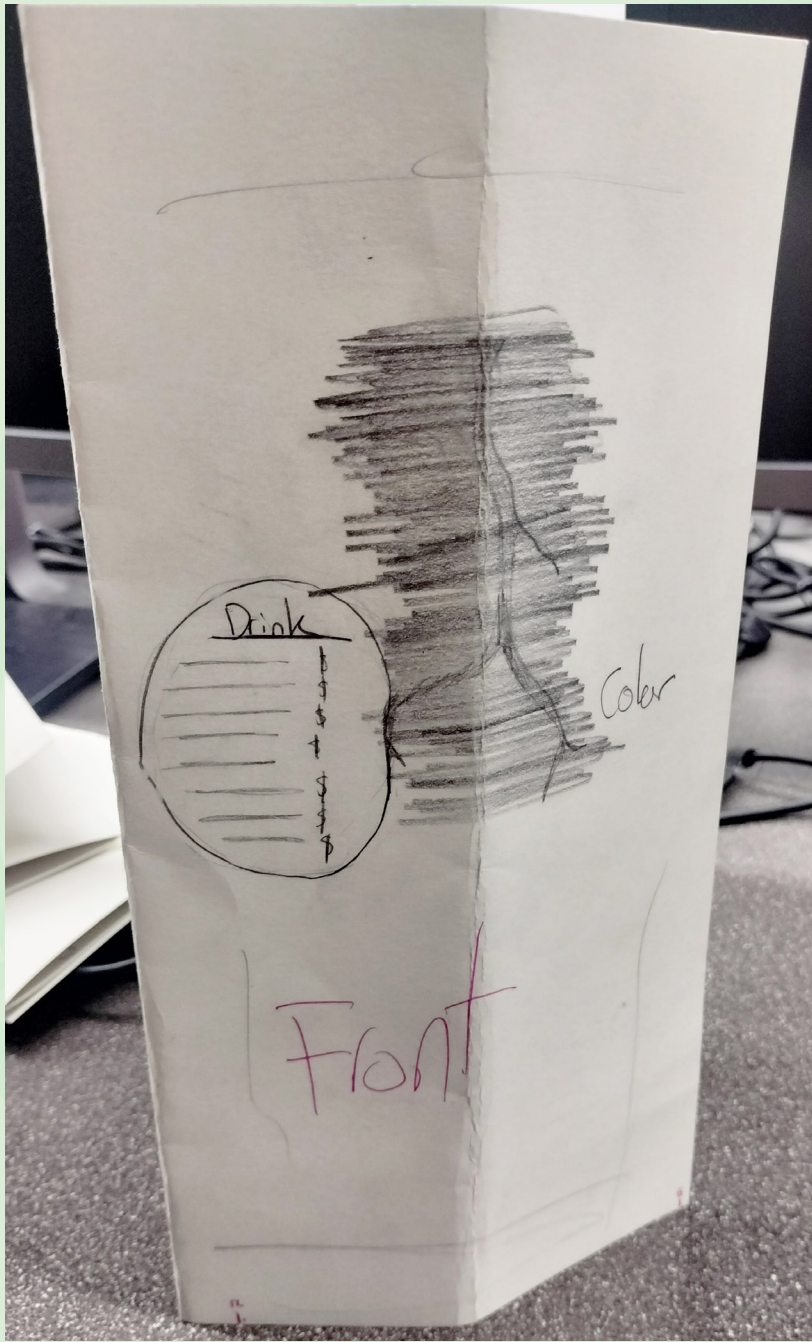


# VEGAN MENU PROCESS BOOK

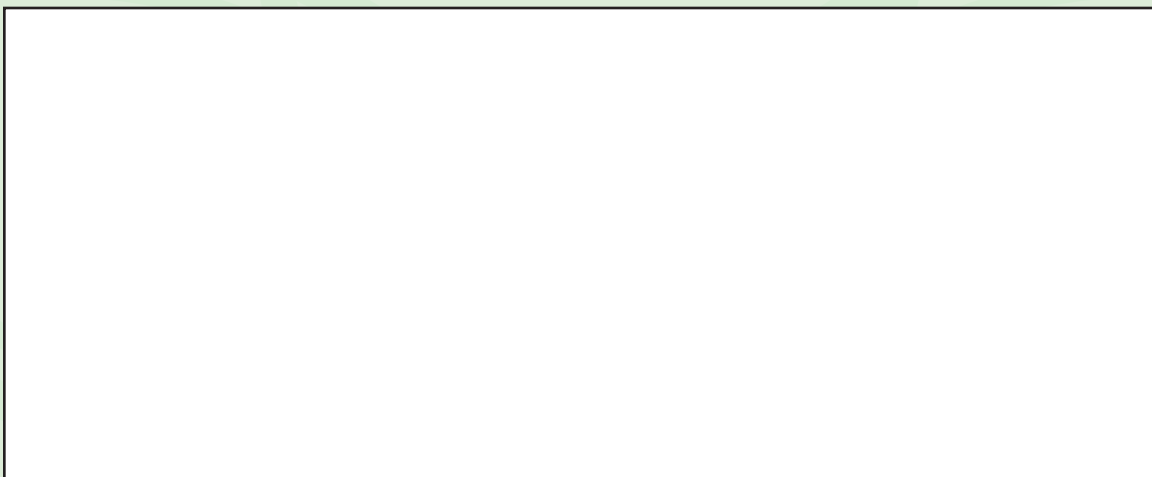
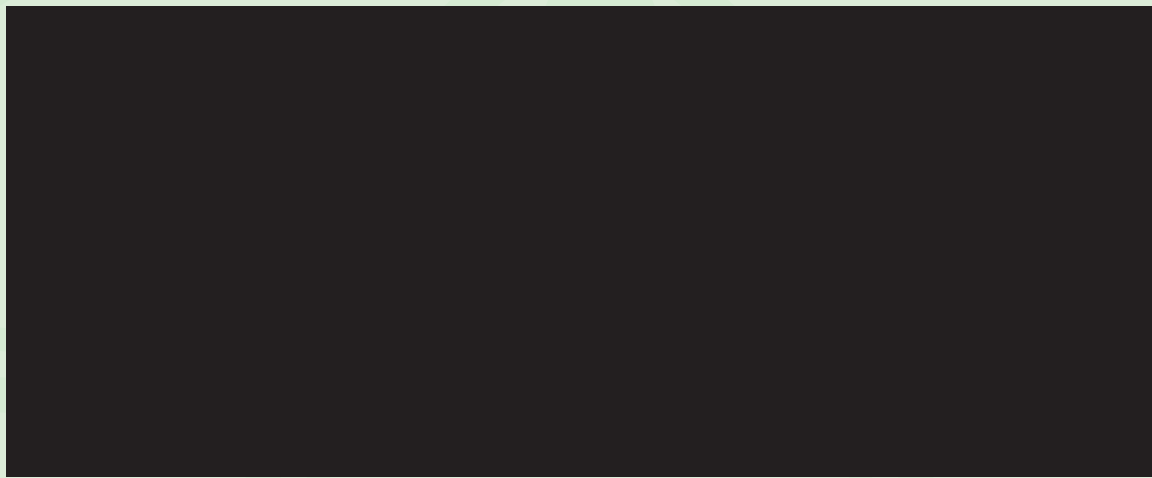
# SKETCHES



# MOCK-UP



# COLORS



# TYPE

## BOOKEYED MARTIN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 1234567890!\$?&

## ARISTELLE SANS

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ  
RR SS TT UU VV WW XX YY ZZ 1234567890!\$?&

## ARISTELLE SANS - CONDENSED

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS  
TT UU VV WW XX YY ZZ 1234567890!\$?&

LOGO



THE  
ROOT  
CAFFE

# MENU



THE  
**ROOT**  
CAFE

## COFFEE & TEA

**DRIP** \$2.25 / \$3.25 / \$4.25 / \$5.25  
FRESH BREWED COFFEE.

**POUR OVER** \$5.00 / MARKET PRICE  
EXPERTLY HAND Poured COFFEE OF  
YOUR CHOICE.

**ICED COFFEE** \$2.25 / \$3.25 / \$4.25 /  
\$5.25  
COLD BREWED COFFEE WITH WATER  
OVER ICE.

**TODDY** \$3.25 / \$4.25 / \$5.50 / \$6.50  
24 HOUR COLD BREWED COFFEE.

**CAFE AU LAIT**  
\$2.25 / \$3.25 / \$4.25 / \$5.25  
FRESH BREWED COFFEE WITH STEAMED  
MILK OF CHOICE.

**CHAI** \$4.00 / \$4.50 / \$5.00 / \$5.50  
BLACK TEA, SPICES, MILK, & VANILLA.

**TEA / TISANE**  
\$4.00 / \$4.50 / \$5.00 / \$5.50  
SEE TEA MENU AT COUNTER FOR TEA  
CHOICES. HOT OR ICED AVAILABLE BY THE  
CUP OR OUNCE

**HOT CHOCOLATE**  
\$3.00 / \$4.00 / \$5.00 / \$6.00  
HOUSE MADE CHOCOLATE MILK STEAMED.

**MEXICAN COCOA**  
\$3.50 / \$4.50 / \$5.50 / \$6.50  
HOUSE MADE CHOCOLATE MILK STEAMED  
WITH CINNAMON, CAYENNE, & VANILLA.

**MAYAN MOCHA**  
\$4.50 / \$5.50 / \$6.50 / \$7.50  
HOUSE MADE MOCHA STEAMED WITH  
CINNAMON, CAYENNE, & VANILLA.

**CAFE MOCHA**  
\$4.00 / \$5.00 / \$6.00 / \$7.00  
HOUSE MADE MOCHA STEAMED WITH  
CINNAMON, CAYENNE, & VANILLA.

**STEAMER** \$3.00 / \$4.00 / \$5.00 / \$6.00  
STEAMED MILK WITH CHOICE OF HOUSE  
MADE SYRUPS.

**ESPRESSO** \$2.25  
FINELY GROUND & TAMPED COFFEE BREWED  
AT HIGH PRESSURE.

**MACCHIATO** \$3.75  
DOUBLE ESPRESSO, TEXTURIZED HALF &  
HALF IN 4 OUNCE CUP.

**CAFFE LATTE**  
\$3.50 / \$4.50 / \$5.50 / \$6.50  
TEXTURIZED MILK WITH A DOUBLE SHOT  
OF ESPRESSO.

**CAPPUCCINO**  
\$3.50 / \$4.50 / \$5.50 / \$6.50  
WET OR DRY FROTHED MILK WITH A  
DOUBLE SHOT OF ESPRESSO.

**AMERICANO** \$2.75  
A DOUBLE SHOT OF ESPRESSO &  
HOT WATER.

**CAFE PHOENIX**  
\$5.00 / \$6.00 / \$7.00 / \$8.00  
HOUSE MADE MOCHA WITH A DOUBLE SHOT  
OF ESPRESSO.

**BLACK & TAN**  
\$4.25 / \$5.25 / \$6.25 / \$7.25  
HOUSE MADE CHOCOLATE MILK WITH A  
DOUBLE SHOT OF ESPRESSO.

**DREAD EYE** \$3.00 / \$4.00 / \$5.00 / \$6.00  
FRESH BREWED COFFEE WITH A DOUBLE  
SHOT OF ESPRESSO.

**BREVE** \$5.00 / \$6.00 / \$7.00 / \$8.00  
FRESH BREWED COFFEE WITH A DOUBLE  
SHOT OF ESPRESSO.

**COCONUT WATER** \$3  
NATURE FACTOR ORGANIC

**KOMBUCHA** \$3.99  
SEE MENU ON BOARD FOR VARIETIES

**MIDWEST JUICE** \$6.00

# MENU

## BREAKFAST

**EVERYBODY'S EGG SANDWICH \$10**  
SCRAMBLED EGG, ONION, SPINACH, FETA, PESTO, &  
CHIPOTLE AIOLI.

**DAMN GOOD EGG SANDWICH \$12**  
SCRAMBLED EGG, ARTICHOKE, ROASTED RED PEPPERS,  
GARLIC SAUCE, & FETA.

**ADAM'S EGG SANDWICH \$10**  
FRIED EGG, SUN-DRIED TOMATO, SPINACH, FETA, &  
FRESH HERBS.

**ROOT BISCUIT SANDWICH \$11**  
ONE EGG (FRIED OR SCRAMBLED), CHEDDER, AVOCADO,  
SPINACH, & CHIPOTLE AIOLI.

**WHAT CAME FIRST? SCRAMBLE \$10**  
TWO EGGS SCRAMBLED, POTATO, ONION,  
BROCCOLI, CHEDDAR.

**VEGAN STYLE BURRITO (V) \$14**  
CUBAN FRIJOLE, WHITE RICE, SWEET POTATO, MASSAGED  
KALE, ENCHILADA SAUCE, & CHIPOTLE AIOLI.

**THE WORKING PERSON'S BURRITO \$16**  
FRIJOLE, ONE SCRAMBLED EGG, SWEET POTATO, ONIONS,  
ENCHILADA SAUCE, CHEDDER, & CHIPOTLE AIOLI.

**MY EGG SANDWICH \$10**  
ONE EGG (FRIED OR SCRAMBLED), AVOCADO,  
CILANTRO, & MELTED CHEDDER.

**I AM THE EGGMAN \$8**  
TWO EGGS SCRAMBLED SERVED WITH  
TOAST, HOUSE MADE FRUIT COMPOTE, &  
HALF SIDE OF HOMEFRIES.

**GRAIN FREE GRANOLA (V / GF / N) \$9**  
CHOPPED ALMONDS, WALNUTS, SUNFLOWER  
SEEDS, DATES, HONEY\*, APPLES, LEMONS,  
CINNAMON, GINGER, NUTMEG, VANILLA  
BEAN, ORANGES, ORANGE ZEST. SERVED  
WITH YOUR CHOICE OF CHILLED OR STEAMED  
MILK (OUR HOUSE-MADE NUT MILK  
IS RECOMMENDED).

**KIM'S BREAKFAST BOWL (GF) \$13**  
TWO FRIED EGGS, SPINACH, REDSKIN POTATOES,  
& WAKE ROBIN KIMCHI.

**VEGAN POWER BOWL (V / GF / N) \$15**  
TEMPEH, PESTO, SWEET POTATOES, RED BELL  
PEPPERS, RED ONION, & BLACK BEANS.

**VEGAN POWER BOWL (V / GF / N) \$15**  
TEMPEH, PESTO, SWEET POTATOES, RED BELL  
PEPPERS, RED ONION, & BLACK BEANS, ON A  
BED OF KALE, TOPPED WITH CHIPOTLE AIOLI,  
SUNFLOWER & HEMP SEEDS.

**TOFU SCRAMBLE WRAP (V / N) \$15**  
BED OF MASSAGED KALE, TOFU SCRAMBLE,  
RED POTATO, FRIJOLE, VEGAN HOT CHEDDER,  
TOMATO, CUCUMBER, & CILANTRO. AVAILABLE  
AS GLUTEN FREE.

REQUEST A GLUTEN FREE  
BROWN RICE WRAP, BISCUIT  
OR BAGEL FOR \$1.

OUR SANDWICHES ARE  
SERVED ON LOCAL, WHOLE  
GRAIN BREAD FROM  
BREADSMITH BAKERY BY  
REQUEST, YOUR SANDWICH  
CAN BE SERVED OVER  
GREENS, A BED OF WHITE  
RICE OR ON A WHOLE WHEAT  
WRAP AT NO UPCHARGE.

## BREAKFAST SIDES

REDSKIN OR SWEET  
POTATOES HOME FRIES,  
SAUTEED WITH ONIONS &  
BELL PEPPERS  
(V / GF) \$3  
\*ADD EGG FOR \$5

SWEET BEETS & BASIL WITH  
ROOT TANG (GF) \$10

OVERNIGHT OATS, FLAX, FRUIT,  
MAPLE SYRUP \$5

CABBAGE SALAD  
WITH CASHEWS (GF) \$5

KIMCHI, SAUERKRAUT, OR  
CUCUMBER CHIPS, FERMENTED  
BY WAKE ROBIN (V / GF) \$5

## SALAD

**HUMMUS (V / GF AVAILABLE) \$11**  
TRADITIONAL HOUSE MADE CHICKPEA SPREAD  
SERVED WITH HOUSE MADE WHOLE WHEAT  
FLATBREAD OR GLUTEN FREE RICE CRISPS (BAKED  
TO ORDER), CARROTS, RED BELL PEPPER,  
CUCUMBERS, + OLIVES.

**SIDE SALAD (GF) \$9**  
SPINACH OR KALE WITH PURPLE CABBAGE,  
CARROTS, FRESH TOMATO & ROOT TANG DRESSING\*.

**SUNBURST SALAD (GF) \$14**  
SPINACH WITH ORANGES, BEETS, APPLES, WALNUTS  
& HEMPSEEDS WITH ROOT TANG DRESSING\*.

**TACO SALAD (V / GF) \$15**  
CHOPPED ROMAINE, TACO 'MEAT' (WALNUTS &  
SUNFLOWER SEEDS), ONION, TOMATO,  
CUCUMBER, BLACK OLIVES, AVOCADO, CILANTRO  
& NACHO 'CHEESE'.

**KICKING KIMCHI SALAD (V / GF) \$15**  
ORGANIC SPINACH, ORANGE, KICKIN KIMCHI, FETA,  
SESAME SEEDS, FRESH CILANTRO + SESAME  
GINGER DRESSING.

**MEDITERRANEAN SALAD (V / GF) \$13**  
CHOPPED ROMAINE, FRESH TOMATO, ARTICHOKE,  
GREEK OLIVES, HOMEMADE HUMMUS, EVOO,  
LEMON WEDGE, SESAME SEEDS.

**ZOODLE (V / GF) \$15**  
ZUCCHINI NOODLES SAUTEED WITH BALSAMIC  
REDUCED MUSHROOMS & ONIONS, TOSSED WITH  
PESTO, SERVED OVER A BED OF SPINACH &  
TOPPED WITH HOUSE MADE RAWMESAN  
CHEESE(ALMOND BASED).

## RICE & BEANS

**ALL DAY BOWL (V / GF) \$14**  
BED OF MASSAGED KALE WITH HOUSE MADE CUBAN  
STYLE BLACK BEANS, ROASTED REDSKIN POTATOES,  
SAUERKRAUT, AVOCADO + A SIDE OF  
CHIPOTLE AIOLI.

**FRIJOLE NEGROS (V / GF) \$10**  
HOUSE MADE CUBAN STYLE BLACK BEANS SERVED  
WITH WHITE RICE, TOMATO, CUCUMBER + ROMAINE  
ON THE SIDE.

**VEGAN BURRITO (V / GF AVAILABLE) \$14**  
CUBAN FRIJOLE, BROWN RICE, SWEET POTATO,  
ONIONS, MASSAGED KALE, ENCHILADA SAUCE + A  
CHIPOTLE AIOLI DRIZZLE W/ A GREEN GARNISH +  
RED CABBAGE.

**BUROOTO (GF AVAILABLE) \$14**  
CUBAN STYLE FRIJOLE, BROWN RICE WITH  
ROASTED VEGETABLES, VEGAN NACHO CHEESE AND  
CILANTRO IN A WHOLE WHEAT OR BROWN RICE  
TORTILLA WITH GARLIC INFUSED ENCHILADA SAUCE.

**POTAJES (V / GF) \$9**  
CURRIED GARBANZO BEANS, CUBAN FRIJOLE,  
TRADITIONAL LENTILS, WITH RICE, WITH GREENS.

## SIDES

ROASTED SWEET POTATOS WITH  
ROSMARY. (V / GF) \$6

ROASTED RED SKIN POTATOS WITH  
CUMIN. (V / GF) \$6

CABBAGE SALAD WITH CASHEWS &  
SESAME GINGER DRESSING. (GF) \$5

BEETS WITH BASIL DRESSED WITH  
ROOT TANG\*. (GF) \$5

HOUSE-MADE KALE CHIPS RAW,  
FERMENTED BY WAKE ROBIN.  
(V / GF) \$5

KIMCHI, SAUERKRAUT, OR  
CUCUMBER CHIPS. \$5

# MENU

WE PROCURE MUCH OF OUR FOOD FROM  
LOCAL PRODUCERS.

OUR VEGAN & GLUTEN FREE BAKED GOODS ARE MADE TO  
PERFECTION AND ARE OFTEN A PLEASANT SURPRISE WITH  
THEIR DELICATE AND MOIST TEXTURES.

## SANDWICHES

REQUEST A GLUTEN FREE BROWN RICE WRAP, BISCUIT OR BAGEL FOR \$1.  
BY REQUEST, YOUR SANDWICH CAN BE SERVED OVER GREENS, A BED OF WHITE RICE OR  
ON A WHOLE WHEAT WRAP AT NO UPCHARGE.

**KIDZ GRILLED CHEESE \$7**  
PROVOLONE CHEESE.

**LOCAL CHEDDAR BAKE \$9**  
PESTO, LOCAL SHARP CHEDDAR & TOMATO.

**HEART MADE HUMMUS WRAP  
(V/REQUEST GF) \$9**  
HUMMUS, ROMAINE, RED PEPPER, SHREDDED CARROT,  
SUNDRIED TOMATO, CUCUMBER, PURPLE CABBAGE, AND GREEK OLIVES.

**ROASTED, BAKED & TOASTED \$10**  
HUMMUS, ROASTED VEGGIES & LOCAL SHARP CHEDDAR.

**ON THE ROAD \$10**  
BEETS, LOCAL GOAT CHEESE, CARAMELIZED ONIONS,  
ROSEMARY & SPINACH ON RYE BREAD.

**CULTURE (V) \$13**  
PESTO, TEMPEH, TOMATO, HOUSE MADE CHIPOTLE AIOLI & SPINACH.

**ROOT WRAP (V) \$12**  
AVOCADO, KALE, SWEET POTATOES, RED PEPPERS, CILANTRO & CHIPOTLE AIOLI.

**TEMPAH REUBEN \$13**  
TEMPEH, WAKE ROBIN SAUERKRAUT, 1000 ISLAND DRESSING,  
& VEGAN MOZZARELLA CHEESE ON RYE BREAD.

**CLEVO \$14**  
A HOT, OPEN FACED SANDWICH WITH HUMMUS, MUSHROOM TRIFECTA & ROSEMARY,  
TOPPED WITH FRESH SPINACH DRESSED IN ROOT TANG.

**TUNA MELT \$13**  
MOCK TUNA, SWISS CHEESE, FRESH TOMATO, PICKLES, 1000 ISLAND DRESSING  
& ROMAINE ON RYE.

**SWEET POTATO SAMMY (V) \$13**  
SWEET POTATO, CARAMELIZED ONION, VEGAN CASHEW CHEDDAR, AVOCADO & SPINACH.

## STONE OVEN PIZZA & CALZONES

**PURPLE HAZE \$14**  
ROASTED GARLIC SAUCE, FRESH KALE, RED BELL PEPPERS,  
PROVOLONE, & PARMESAN.

**TRADITIONAL HOUSE \$13**  
HOUSE MADE MARINARA SAUCE WITH PROVOLONE.

**FUN GUY \$16**  
PESTO, PROVOLONE, BALSAMIC MUSHROOM TR  
IFECTA REDUCTION.

**THE FRESHY \$14**  
FRESH GARLIC, OLIVE OIL, TOMATOES, PROVOLONE, TOPPED  
WITH BASIL.

**HOFFMAN'S BICYCLE \$16**  
MARINARA, PESTO, TEMPEH, TOPPED WITH SPINACH DRESSED  
IN CHIPOTLE AIOLI & ROOT TANG.

**THE CONSTANT VARIABLE (V) \$14**  
MUSHROOM, PESTO, REDSKIN POTATOS, CARAMELIZED ONIONS,  
& HOUSE MADE VEGAN CASHEW CHEDDAR.

**STRING THEORY \$15**  
MARINARA SAUCE, ROASTED RED BELL PEPPERS, PROVOLONE,  
MOZZARELLA, & SPINACH.

## BUILD YOUR OWN

HOUSE-MADE WHOLE WHEAT DOUGH WITH  
MARINARA OR ROASTED GARLIC SAUCE \$10

**CHEESE \$3**  
CHOOSE VEGAN MOZZARELLA, VEGAN HOT CHEDDAR,  
RAWMESAN, CHEDDAR, PROVOLONE OR FETA.

**TOPPINGS \$1**  
CHOOSE BROCCOLI, CARROTS, GARLIC, ONION, RED CABBAGE,  
ROSEMARY, SPINACH OR CILANTRO.

**TOPPINGS \$2**  
CHOOSE BASIL, RED BELL PEPPER, TOMATO, CARAMELIZED  
ONION, GREEK OLIVES, BEETS, KALE OR ROASTED VEGGIES.

**TOPPINGS \$3**  
CHOOSE EGG, TOFU SCRAMBLE, MUSHROOMS, OR  
SUN DRIED TOMATOES.

**TOPPINGS \$4**  
CHOOSE PESTO, TEMPEH, GARLIC SAUCE, ROASTED ARTICHOKE,  
ROASTED REDSKIN POTATOS OR ROASTED SWEET POTATOS.

# FOOD EXTRA

