

# THIS BAR USES COLOUR TO DENOTE FLAVOUR PROFILES

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Social 24, London



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London – Social 24, the bar at Michelin-starred restaurant **City Social**, has launched a colour-coded menu to help customers understand the flavour profiles of its cocktails.

The London bar's new menu uses different hues to represent six flavour profiles: salty, sweet, floral, fruity, sour and bitter. Cocktails include the Sunset 24, made with vodka, Meloncello, citrus, melon, egg white and melon merengue, with its sour notes highlighted by dashes of yellow on the menu, as well as orange to represent fruity flavours and blue to denote sweetness.

Using this simple system, guests can quickly and easily find cocktails to suit their palate and drinking preferences. In a similar vein, a new **Japanese salon in Paris** embraces **New Bricolage**-inspired modes of communication by using geometric shapes rather than words to symbolise key ingredients on product labels.