

# Publishing Project

## Antonio's Ristorante

Antonio's Ristorante is an Italian restaurant, which provides tasty Italian dishes for eat-in, take-away and home-delivery customers in the Werribee area. It has 9 employees, Antonio, the Manager who serves eat-in and take-away customers, takes calls from home-delivery customers and maintains the financial records for the restaurant. Three cooks are employed on a roster system so that there is at least one cook available at any one time. Three waitresses serve the eat-in customers, and two Couriers are employed to home deliver the orders.

At present the only advertising that Antonio does is in the yellow pages of the phone book. Business has dropped off over the past few months and Antonio fears that not enough people in the local area know about his business. He believes that advertising in the local area through a letterbox drop would give his business the boost it needs.

The advertising publication(s) require six sections:

- 1 The title of the pizza shop.
- 2 The Traditional Pizza Menu.
- 3 The Gourmet Pizzas, Desert and Salads.
- 4 The Pasta's and Sauces.
- 5 The times for home deliveries, the areas covered and the delivery costs.
- 6 Special items available and how to place an order.

The data required in the publication is displayed below and on the next few pages. Your teacher may provide this document to you so that the text can be copied into the publication. You will need to find appropriate images from your school's image library or online.

### The Title Section

Antonio's Ristorante  
48 Morseman Road  
Werribee Vic. 3030

Ph: 03 6244 5074

Delivering to Werribee, Hoppers Crossing and Truganina  
7 days a week, 5 pm to closing time.