



Menu Guidelines

JULY 2025

Menu Conventions

Our menu conventions define how the Pure South Handpicked brand should appear on food service menus.

Minimum Requirements

At a minimum, you must use the preferred wording arrangement for menu items and place the small scale logo to the left of the dish name.

Where Possible

Incorporate the pictured Handpicked brand lockup when possible — either at the top or bottom of the menu or as part of a larger lockup alongside menu items.

Whenever possible include the Handpicked brand story on the back of menu.

Minimum Logo Size

To ensure good reproduction quality and legibility, minimum size rules apply. If a smaller version is required, consult the marketing team.

Small Scale Logo

12mm(w) x 12mm(h) minimum size for print
34px(w) x 34px(h) minimum size for digital

Minimum Size

12mm / 34px

12mm / 34px

Minimum Requirements

PREFERRED WORDING ARRANGEMENT

Days Aged

Brand

Species

Cut

55 Day Aged Handpicked Beef Fillet

Potato toffee purée, forest mushrooms, salted caramel
pearl onion, red wine jus

SMALL SCALE LOGO

55 Day Aged Beef Fillet

Potato toffee purée, forest mushrooms, salted caramel
pearl onion, red wine jus

When Possible

ADDITION OF HANDPICKED BRAND LOCKUP

Exceptional nature, care and quality
combine to bring you an exceptional
meat-eating experience.

puresouth.com/handpicked

When Possible

ADDITION OF HANDPICKED BRAND
STORY ON BACK OF MENU

NEW ZEALAND

FREE RANGE & GRASS FED

Exceptional nature, care and quality combine to bring
you an exceptional meat eating experience.

Our farmers have long prioritised natural farming,
animal welfare, and sustainability.

Using independent digital tech to verify the most
flavourful, juiciest and tender cuts, we hand select
and then age only the best. The proof is in the eating.

puresouth.com/handpicked

Minimum Copy Size


To ensure good readability minimum
size rules apply for the text on both
the brand lockup and brand story.

Body copy: 6pt
Website URL: 4.5pt

Menu Conventions (in-situ)

Minimum Requirements
This is the minimum requirement.
Examples across a range of menus here.

Jervois Steakhouse Menu

STEAKS				
SIGNATURE CUTS				
Speckle Park Beef, scotch, grass fed only, NZ				
King cut		450g		79
Taupō beef, grass fed only, Waikato, NZ				
Jervois Steak House T-Bone		800g		97
ANGUS & GRASS CUTS				
Hurunui Beef, grain finished, South Island, NZ				
Scotch		300g		65
	55 day aged Handpicked Beef, grass fed, NZ			
	Sirloin	300g		68
Taupō beef, grass fed only, Waikato, NZ				
Petit eye fillet		180g		50
Rump		400g		49
WAGYU CUTS				
Zen-Noh, grain fed only, Miyazaki, JP				
Sirloin A5	MBS 10		79 / 100g	
Black Origin, 500 day grain fed, Canterbury, NZ				
Eye fillet	MBS 6-7	200g		77
Southern Station, 100 day grain fed, Southland, NZ				
Bavette	MBS 5-6	200g		55
Scotch	MBS 7+	300g		90
SHARING CUTS				
Chef’s choice, large premium cuts on the bone to share				MP
Savannah, grass fed, Canterbury, NZ				
Rib eye on the bone		600g		95

Onemata Menu

ENTRÉE	
Duck Liver Pâté, Horopito Mustard, Focaccia 24	
Stone Fruit, Whipped Ricotta, Lemon, Hempseed Tabbouleh 27	
Tomato Tartare, Buffalo Curd, Basil, Flatbread 32	
Caesar Salad, Pancetta, Parmesan, Croutons 27	
Eggplant, Date Dressing, Herb Salad 22	
Mussels, Vadouvan Butter, Leek, Potato 26	
MAIN	
Pan-Fried Market Fish, Cauliflower, Silverbeet, Beetroot Chilli Jam 48	
Crispy Fish, Sweet & Sour Sauce 43	
Confit Duck Leg, Rhubarb, Citrus Glaze 36	
Braised Lamb Shoulder, Sesame, Mint Labneh 48	
Pork Belly, Soy Caramel, Pickles 40	
Short-Rib, Black Pepper Sauce, Cucumber 44	
Kung Pao Tofu, Green Beans 30	
GRILL	
	55 Day Aged Handpicked Beef Scotch 300gm 64
	Nature’s Beef Eye Fillet 180gm 52
Coastal Lamb Rump 300gm 51	
Pāmu Farms Venison Fillet 180gm 42	
Crayfish, Garlic Butter MP	
CHOICE OF SAUCE	
Jus, Black Peppercorn, Salsa Verde, Béarnaise, Onemata Steak Sauce	

Menu Conventions (in-situ)

Minimum Requirements
This is the minimum requirement.
Examples across a range of menus here.

Soul Bar & Bistro Menu

- prawn & saffron casarecce, tomato, fennel, olive, lemon **\$38**
- new zealand scampi, spaghetti alla chitarra, tomato sugo **\$44**
- pork pappardelle, butternut, sage, pedro ximénez **\$45**
- macaroni cheese, ham off the bone, truffle, parmesan crust **\$35**

fish, meat & poultry

- steamed market fish, ginger, soy, leek **\$44**
- beer battered tarakihi, salt & vinegar red rascals, fennel **\$36**
- market fish, parsnip & parmesan, truffle jus gras **\$46**
- grilled chicken breast, spiced perlas, spinach, saffron cream **\$38**
- greenlea beef fillet, lime, wasabi, kai lan **\$52**
- hawke's bay lamb rack, salt baked kumara, marjoram chimichurri, hard neck garlic & honey **\$59**
- whole fish, fermented chilli & tomato butter, capers **\$mp**
- 10 day aged handpicked lamb oyster shoulder share platter **\$mp**



vegetables

- broccolini, cacio e pepe **\$16**
- brussels sprouts, korean chilli, daikon, golden raisins **\$14**
- fried pumpkin, harissa chilli crunch, labneh **\$13**
- steamed perla potatoes, wakame, miso beurre blanc **\$12**
- rocket & parmesan salad, aged balsamic **\$17**
- skinny fries **\$14**

Speight’s Ale House Menu



Where Possible

Examples of Handpicked brand lockup when possible — either at the top or bottom of the menu or as part of a larger lockup alongside menu items. Whenever possible include the Handpicked brand story on the back of menu.

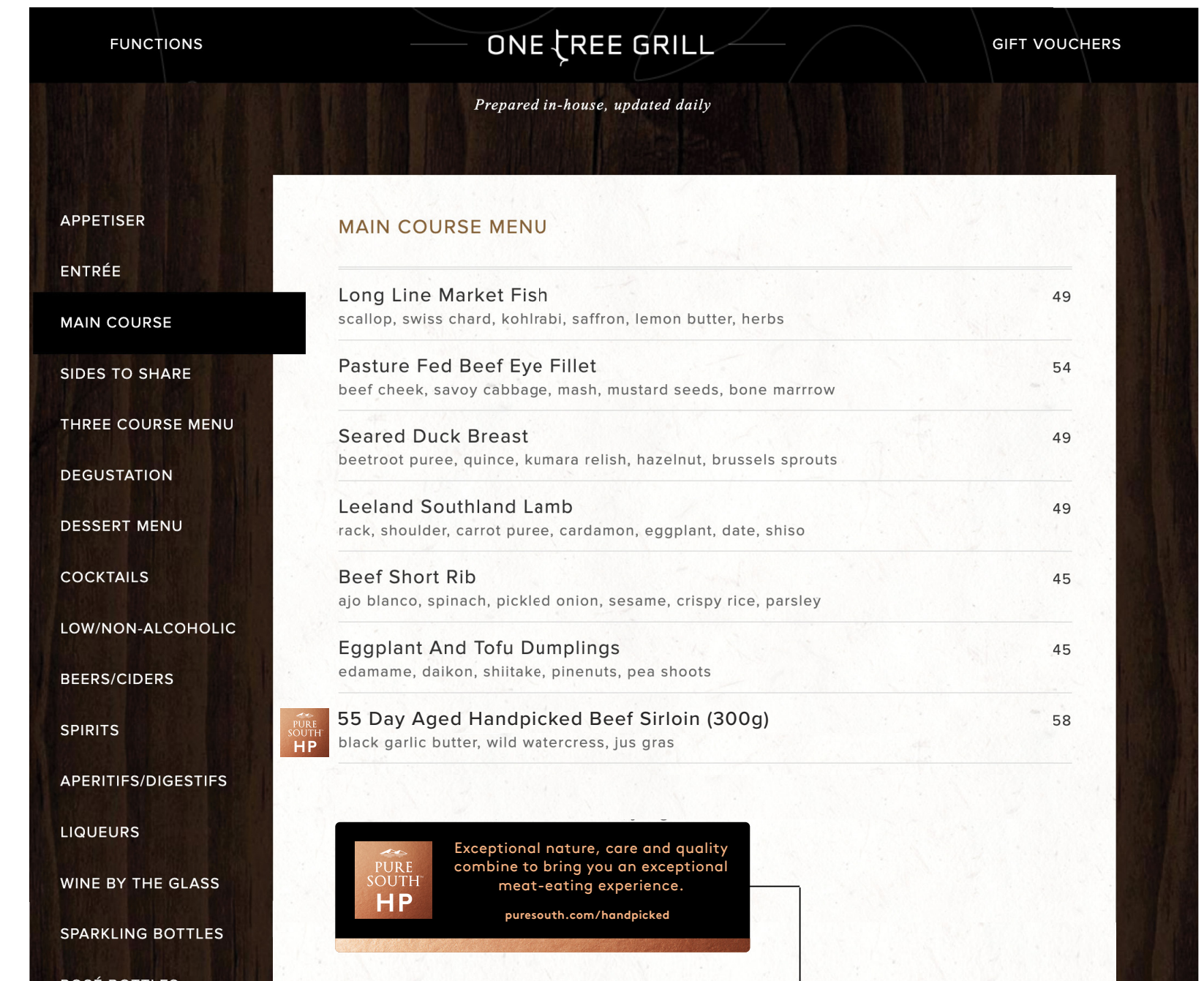
Example of Brand Story on back of menu



Flame Grill Menu



One Tree Grill Menu



Example of Handpicked brand lockup being used within menu as part of a larger lockup

Example of Handpicked
brand lockup at bottom
of menu