

BEVERLY HILLS WOMEN'S CLUB

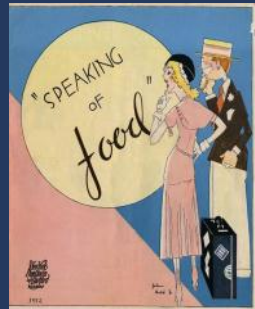
# Groundhog Day Brunch

## Menu Design in America

By Jim Heimann

Tuesday, February 2, 2012

11:00am Brunch | 12:00pm Presentation



Menu [noun] - a presentation of food and beverage offerings

Until restaurants became a commonplace in the late 1800's, printed menus for meals were rare commodities reserved for special occasions. As the restaurant business expanded, the menu became an integral part of eating out, and, therefore, a marketing tool and favored keepsake.



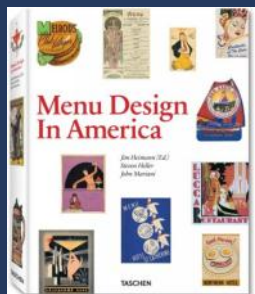
Jim Heimann, who has showcased an extraordinary collection of menus that includes nearly 800 samples from 1850 - 1985 in vibrant colors, will pay homage to the history of restaurants and dining out in America with a discussion on the *Menu Design in America* that will have epicureans of both good food and artful design hungry for the bygone days of our country's splendidly rich and complex graphic past.

*Menu Design in America* will be available for purchase and inscription.

RSVP by January 31, 2012

\$25 Members & Guests | \$45 Non-Members & after Jan 31

[www.bhwomensclub.org](http://www.bhwomensclub.org) | [info@bhwomensclub.org](mailto:info@bhwomensclub.org)



Jim Heimann