

## hey gorgeous!

We're so glad you've downloaded this Inspiration PDF. We're here to demystify how to craft the perfect wording for your Bar Signs, and give you some great options on how to add a little humour and whimsy into your bar sign wording - or keep it all above board and formal, if that's your vibe!

We've covered a range of styles and tones, from formal to casual and a few in-between, to give you a head start. And if you need a bit of advice or have any questions about anything wording-related for your stationery, don't hesitate to get in touch - just sing out with an email or call. We're always happy to chat!

♥ The Paper & Ink team

# the basics

## **EAT, DRINK AND BE MARRIED!**

Regardless of whether you're going formal, super casual, or somewhere in between, there's just a few things to keep in mind when you're working out what you want to have written on your bar signs.

### ♥ **First things first: what needs to go on the bar sign?**

You might want to think about how where your sign is going and how much info you want to give your guests about what drinks are on offer. If you're having a traditional beverage package, it's never a bad idea to list what's available so guests can make a quick decision and not clog up the bar area. Make it easy to grab a drink quickly so they can spend more time partying with you!

### ♥ **Having custom cocktails? Think about adding a sign just for them.**

There's no law against putting custom cocktails on your bar sign, so don't for a minute think you're not allowed to do that! However, if you're having custom cocktails for a set period of time - say, for an hour or two at most - a second, smaller sign just for those might be a smart idea. You can then pop it next to the main bar sign with all the drinks that are available throughout the night, and once cocktail service stops, your bartender can remove the sign and pop it somewhere safe so you don't have to deal with guests asking why they can't grab another cocktail. After all, you should be having fun on your night, not dealing with complaints!

### ♥ **Keep it simple!**

Even if you're a reknowned sommelier or master brewer, it's a good chance a lot of your nearest and dearest aren't that hung up on the pedigree of their bevy of choice. It's always best to keep your bar sign information clear and concise; so instead of, say, putting the following for a random vino we've chosen at random (and because once we saw Snoop Dogg was involved, it made us giggle - sippin' on gin and juice, indeed!)

"19 Crimes Cali Rosé, 2020, American Samoa. A light bodied yet defiant varietal"

Simplify it to: 19 Crimes Cali Rosé

It's that easy! You can still include year and origin if you want to, but hold off on the description; you'll end up with way too much text, and try reading that when you're a few sheets to the wind and in full wedding celebration mode!

Now on to the inspiration! Keep in mind the drinks we've shown on our example templates won't be the same as yours, and remember: you can include quotes, cheeky titles, and poetry if you really want to. We hope the inspo gives you some great bar sign wording ideas.

# bar sign examples

## ALCOHOL

Because no fun story ever  
started with a salad.

SPARKLING  
AZAHARA NV CHARDONNAY PINOT NOIR

WHITE  
WHISTLER FRUIT TINGLE  
CREDARO 'FIVE TALES' CHARDONNAY

RED  
CULLEN MANGAN VINEYARD RED MOON  
OLD FAT UNICORN PINOT NOIR

BEER  
STONE & WOOD PACIFIC ALE  
BENTPOKE CRANKSHAFT IPA

CIDER  
SOMERSBY BLACKBERRY CIDER  
LITTLE FAT LAMB STRAWBERRY + LIME CIDER  
MERCURY PASSIONFRUIT CIDER

## welcome to the bar

SPARKLING WINE  
BROOKSIDE METHODÉ CHAMPENOISE

WHITE WINE  
BROOKSIDE BEYOND THE BROOK FUMÉ BLANC  
BROOKSIDE ONE ACRE RESERVE CHARDONNAY

RED & ROSÉ WINE  
BROOKSIDE LONGUEVILLE PETIT VERDOT  
BROOKSIDE THE HOMECOMING SHIRAZ  
BROOKSIDE MADELEINE SANGIOVESE ROSÉ

BEER ON TAP  
JAMES SQUIRE 150 LASHES PALE ALE  
LITTLE CREATURES ROGERS  
EAGLE BAY KOLSCH

CIDERS  
FAT PIXIE STRAWBERRY & LIME CIDER  
ORCHARD THIEVES APPLE CIDER  
FUNK PASSION8 CIDER

NON-ALCOHOLIC  
PASSIONFRUIT & LYCHEE MOCK-A-RITA  
ASSORTED SOFT DRINKS & JUICES  
LEMON, LIME & BITTERS

## Sip, sip, hooray!

BUBBLES  
S&J SPARKLING BRUT NV

WHITE  
PIZZINI PINOT GRIGIO  
VINACEOUS CHARDONNAY

ROSE  
PIZZINI 'ROSETTA'

RED  
PUPPET MASTER GREAT SOUTHERN PINOT  
STORMFLOWER SHIRAZ

BEER + CIDER  
4 PINES KOLSCH & 4 PINES PACIFIC ALE  
REKORDERLIG STRAWBERRY & LIME CIDER

SOFTIES  
COKE, COKE ZERO, SPRITE & FANTA  
LEMON LIME & BITTERS  
SELECTION OF FRUIT JUICES

SPIRITS  
LARIOS LONDON DRY GIN  
BATI SPICED RUM

## BEVERAGES

"RARE // THE LIGHT SHINING FROM  
THE MOON UPON THIS WINE CUP // IN OUR GRASP  
LET IT CIRCLE FOR A THOUSAND YEARS"  
- LADY MURASAKI SHIKIBU

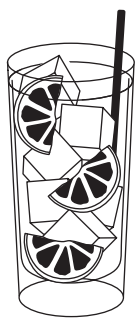
WINES  
DOM PÉRIGNON BRUT VINTAGE  
BIRD IN HAND SPARKLING CUVÉE  
DEVIL'S LAIR SAUVIGNON  
MADFISH SEMILLON BLANC

BEER + CIDER  
SINGLE FIN • PIPE DREAMS LAGER  
SIDE TRACK ALL DAY XPA • MATSO'S GINGER  
ATOMIC PALE ALE • CORE REACTOR CIDER  
CORE HARVEST MOON CIDER

NON-ALCOHOLIC  
COKE • COKE ZERO • LEMON SQUASH  
ORANGE, LEMON, PINEAPPLE OR APPLE JUICE  
LYCHEE & LIME SPARKLING MOCKTAIL

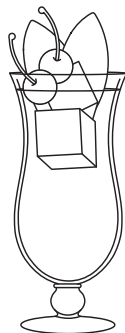
# bar sign examples

Grab yourself  
a cocktail!



marley's earl grey

HENDRICKS NEPTUNIA GIN  
PEKOE EARL GREY LIQUEUR  
ELDERFLOWER LIQUEUR  
LEMON, TONIC



cosi's hibiscus sour

HENDRICKS MIDSUMMER GIN  
SWEETLIPS HIBISCUS LIQUEUR  
POMEGRANATE, LIME  
AQUAFABA, TONIC

Time to make some  
pour decisions.

· WHITE ·

PIZZINI PINOT GRIGIO  
VINACEOUS CHARDONNAY

· RED & ROSÉ ·

PUPPET MASTER GREAT SOUTHERN PINOT  
STORMFLOWER SHIRAZ  
MIRABEAU X PROVINCE ROSÉ

· BEER & CIDER ·

GWEILO ROCKY ROAD STOUT  
CORERUPTED CIDER · CORE BERRYPERRY CIDER

· NON ALCOHOLIC ·

COKE, COKE ZERO, SPRITE & FANTA  
SELECTION OF FRUIT JUICES

· GIN BAR ·

HENDRICK'S CABINET OF CURIOSITIES GINS:  
MIDSUMMER SOLSTICE · NEPTUNIA · LUNAR  
SERVED NEAT OR WITH YOUR CHOICE OF  
TONICS, JUICES, BITTERS AND SYRUPS.

Pick your poison

from the vineyard

PUPPET MASTER PROSECCO  
LEEUVIN ESTATE ART SERIES RIESLING  
UNDER WRAPS SAUVIGNON BLANC  
TREAD SOFTLY ROSÉ  
LEEUVIN ESTATE SIBLINGS SHIRAZ  
MADFISH CABERNET MERLOT

from the brewery

BALTER CAPTAIN SENSIBLE ALE  
SAIL & ANCHOR PALE ALE  
MAD GOOSE GINGER CIDER  
MATSO'S ORANGE & YUZU CIDER

non-boozy delights

COKE, COKE ZERO, SPRITE, LEMON SQUASH  
ORANGE, APPLE OR PINEAPPLE JUICE  
SPARKLING & STILL WATER  
LEMON LIME & BITTERS

The drinks are on us!  
But don't forget that tonight  
will be heavily photographed,  
so any drunken shenanigans  
will be captured and mocked  
for years to come.

SPARKLING

AZAHARA NV CHARDONNAY PINOT NOIR

WHITE

WATER DANCER SEMILLON SAUVIGNON BLANC  
WHISTLER FRUIT TINGLE

RED

DEAKIN ESTATE SHIRAZ  
CULLEN MANGAN VINEYARD RED MOON

BEER

STONE & WOOD PACIFIC ALE  
SAIL & ANCHOR PALE ALE  
MATSO'S GINGER BEER

# other punny bar sign titles

We love a good pun or a clever bar sign title, so here's a few more ideas for you to get creative juices - and toasts - flowing!

*The drinks are on us, the hangover is on you!*

*"You can dance!" - Wine, probably.*

*The first step to start any great party is liquid courage. Grab a drink!*

*Tonight's drinks are free, but tomorrow's stories will be priceless.*

*You're making too many sober decisions; grab a beverage and party on!*

*Beer or wine are not the answers. They're the question; the answer is YES!*

*All you need is love... and a drink!*

*Drunk in love xo*



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We never get tired of what we do, and each new client and couple we create for  
brings us just as much joy as the previous ones.

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