

The Question Menu

SERVED TO JUSTIN • FORBIDDEN ISLAND TIKI LOUNGE • THE NEW WEBSITE

Thirty-two small pours. Short answers are perfect. Order by number, or let's talk it over a Mai Tai.

☠☠☠ answer first • ☠☠ important • ☠ when you can

A. RUNNING THE SITE

House Rules

- 1 Who'll update the menu and merch? How often, and how techy are they? ☠☠
- 2 Any website platform you love or want to avoid? ☠☠
- 3 OK for the bar to own every account: domain, platform, hosting? ☠

B. RESERVATIONS

Securing a Booth

- 4 OpenTable built right into our site, so guests never leave it: does that work? ☠☠☠
- 5 How much do you lean on OpenTable's diner network and reviews? ☠
- 6 Keep timed seatings (90 min / 2 hrs) and walk-ins as they are? ☠
- 7 Roughly what share of covers come via OpenTable's network vs. your site? ☠
- 8 Open to SevenRooms if it plays nice with Heartland? ☠

C. MERCH & GIFT CARDS

The Trading Post

- 9 Replace the Shopify store, or keep it running behind the scenes? ☠☠
- 10 Is shop.forbiddenislandalameda.com OK, or must the shop be on the main site? ☠☠☠
- 11 Mugs: limited drops or pre-orders? Is pickup at the bar important? ☠
- 12 Do gift cards need to stay on Heartland for the register? ☠☠☠
- 13 Merge the Shopify and Heartland gift cards into one system? ☠☠

D. PRIVATE EVENTS & CATERING

Shared Experiences

- 14 Confirm the new policy: 35 guests, \$1,000 minimum, on-site events on the patio. ☠☠☠
- 15 Under the minimum: stop the request, or point them to reservations? ☠☠☠
- 16 Mention the 9pm patio close on the events page? ☠
- 17 Catering: what's included, how far you'll travel, any deposit? ☠☠
- 18 Type 58 caterer's permit in hand? Can under-21s attend catered events? ☠☠
- 19 Who gets event inquiries, and how fast do you usually reply? ☠☠
- 20 Custom cocktails: how it works, pricing, and where the info should live? ☠☠

E. THE MENU

Bitter, Spice & Everything Nice

- 21 Which drink categories, in what order? Show prices? Strength ratings? ☠☠
- 22 Bar bites, beer and N/A drinks in the same menu? ☠

F. STAFF PAGE

Your Humble Guides

- 23 Who's on it, and are there photos and bios? (And who is Miami Dave?) ☠☠

G. KILL DEVIL CLUB

For the Super-Sippers

- 24 How many have finished the 100 list and the 2.0 list? Honor-roll names since 2014: public? ☠
- 25 Paper lists only? Do cocktail rums count? How often does 2.0 change? ☠
- 26 "100" and "50+" vs. ~230 bottles on the menu: what are today's rules? ☠☠
- 27 Someday member logins: what would you want, and how soon? ☠☠☠

H. PHOTOS, ART & VIDEO

Relics & Treasures

- 28 Original logo, menu art and mug art files? Who owns the rights? ☠☠☠
- 29 More footage from the hero video shoot, or other pro photos? ☠☠

I. QUICK FACTS

Last Call

- 30 Correct hours? (Google: Mon-Fri 4-midnight, Sat-Sun 2-midnight) ☠☠☠
- 31 Can we get access to Google Business, Analytics and Search Console? ☠☠☠
- 32 Did Martin Cate leave in 2008 or 2009? Anything in the story you'd tell differently? ☠

HOW TO ORDER

Text, email or a quick call, whatever's easiest.
Just answer by number; skip anything you're not sure about.

e.g. "4 yes • 12 keep Heartland • 30 see Google"

Mahalo, Justin!

Answers served neat or on the rocks. Skip any you're unsure of, there's no corkage fee.