


Você sabe ler um cardápio?

BROTHERS PHILLY STEAKS

All oven broilers steaks are crafted on your choice of our signature baguette roll or a honey wheat roll that was baked fresh in our oven. Pricing does not reflect charges for additional toppings and condiments which may cost extra.

	small 7 inch	large 12 inch		small 7 inch	large 12 inch
Plain Steak Only philly steak sandwich, no cheese, crafted with your choice of toppings & condiments.	4.20	7.15	Chicken Cheese Steak Only philly steak sandwich, no cheese, crafted with your choice of toppings & condiments.	4.45	7.65
Cheese Steak Only philly steak sandwich, choice of american, provolone, or white cheese.	4.45	7.65	Chicken Cheese Steak Hoagie Philly style steak sandwich, choice of american, provolone, or white cheese, crafted with lettuce, tomato, and onion.	4.65	7.95
Pizza Steak Only philly steak sandwich with pizza sauce and mozzarella cheese.	4.65	7.90	Buffalo Chicken Cheese Steak Our delicious chicken cheese steak with american cheese, bleu cheese dressing and our oven hot sauce.	4.75	8.15
Plain Chicken Steak Only philly chicken steak sandwich, no cheese, crafted with your choice of toppings & condiments.	4.20	7.15			

BROTHERS SUBS

All oven brothers subs are crafted on your choice of our signature baguette roll or a honey wheat roll that was baked fresh in our oven. All subs are made with choice of cheese, lettuce, tomato, salt, pepper & oregano unless specified. Please specify mayos, oil, raw onion, hot sweet banana peppers, & pickles.

	small 7 inch	large 12 inch		small 7 inch	large 12 inch
American Belgian, lester & cooked salami, american cheese, domestic ham	3.95	6.70	Corned Beef Chicken Salad	4.65	7.95
Italian Pepperoni, ham, genoa & cooked salami, provolone cheese, capicola	4.10	7.05	BLT Hoagie Turkey BLT	4.60	7.90
Sharp Italian Traditional Italian with sharp provolone cheese	4.35	7.45	Whitman Oven roasted turkey and domestic ham with your choice of cheese	4.40	7.60
Pepper Italian Traditional Italian with sharp provolone cheese, sautéed red peppers & pepperoni	4.75	8.15	Franklin Oven roasted turkey and roast beef with your choice of cheese	4.60	7.90
Ham & Cheese Domestic ham and your choice of cheese	4.15	7.10	Cheeser Your choice of cheese, american, provolone, swiss or combine them all for a cheesy robust flavor.	4.20	7.15
Turkey Tuna	4.60	7.90			
	4.55	7.80			

Any sub can be made into a "grinder" which is topped with cheese and oven toasted.

BROTHERS WRAPS

All oven brothers wraps are crafted on your choice of a plain white or wheat wrap with your choice of cheese.

	small 7 inch	large 12 inch		small 7 inch	large 12 inch
Italian Pepperoni, ham, genoa & cooked salami, provolone cheese, capicola, lettuce, tomato, & choice of condiments.	6.45	11.15	Ham & Cheese Domestic ham, your choice of cheese, lettuce, tomato, & choice of condiments.	6.45	11.15
Turkey & Cheese Oven roasted turkey, your choice of cheese, lettuce, tomato, & choice of condiments.	7.30	12.00	Veggie Spring mix, tomatoes, shredded carrots and onions, sweet peppers, fresh mozzarella, sliced cucumbers, olive oil and spices.	6.35	11.05
Tuna & Cheese Homemade tuna salad, your choice of cheese, lettuce, tomato, & choice of condiments.	7.20	11.95	Cordon Bleu Grilled chicken breast, ham & swiss cheese melted to perfection. Add some honey mustard for extra flavor!	7.50	12.25
			Chicken Caesar Grilled chicken breast, corned lettuce, parmesan cheese & caesar dressing.	7.25	12.00
			Buffalo Chicken Grilled or fried chicken breast, bleu cheese dressing & hot sauce. Lettuce & tomato available upon request.	7.50	12.25
			Honey Mustard Chicken	7.05	11.75

BROTHERS CHICKEN SUBS

All oven brothers chicken subs are crafted on your choice of our signature baguette roll or a honey wheat roll that was baked fresh in our oven. Your choice of either grilled chicken breast or fried chicken tenders. Pricing does not reflect charges for additional toppings and condiments which may cost extra.

	small 7 inch	large 12 inch		small 7 inch	large 12 inch
Chicken Parmesan Chicken, grilled ham & melted swiss	4.65	7.95	Cordon Bleu Chicken, grilled ham & melted swiss	4.75	8.15
Honey Mustard Chicken Chicken, honey mustard dressing, lettuce, tomato & American cheese	4.50	7.65	Buffalo Bill Chicken, hot sauce, bleu cheese dressing & american cheese	4.75	8.15
Chicken & Spinach Chicken, chopped spinach & mozzarella cheese	4.75	8.15	Chicken BLT Chicken, bacon, lettuce, tomato, American cheese & caesar dressing	4.95	8.50
South Philly Chicken Chicken, broccoli, carrot, roasted peppers, sharp provolone	5.05	8.65			

BROTHERS HOT SUBS & BURGERS

	small 7 inch	large 12 inch
Roast Pork & Cheese Our fresh house made roast pork, sliced and grilled, topped with your choice of american or provolone cheese. (Sharp) try adding some bbq sauce for some kick!	4.65	7.95
South Philly Pork Our signature philly style roast pork, crafted with broccoli, olive, roasted peppers, sharp provolone... add or omit roasted peppers with long hot for just \$0.35.	5.05	8.65
Meatball & Cheese Italian style meatballs, served with marinara sauce, spices and your choice of cheese, toasted to melty perfection.	4.40	7.60
Hot Sausage & Cheese Spicy Italian style sausage, served with marinara sauce, spices and your choice of cheese, toasted to melty perfection. Try adding sweet peppers and onions for some extra flavor!	4.45	7.65
Grilled Veggie Parmesan Fried onions, sweet pepper, spinach, mushrooms, broccoli, marinara sauce and mozzarella cheese	4.25	7.30
Hamburger Fry of all beef patty, grilled and served on our crystal burger bun with your choice of condiments. Add french fries and make a plate for only \$1.25.	3.15	3.65
Cheeseburger Fry of all beef patty served on our crystal burger bun, cheddar cheese, with your choice of condiments. Add french fries and make a plate for only \$1.25.	3.99	3.99
Brother Burger Fry of all beef patty served on our crystal burger bun, cheddar cheese, bacon and bbq sauce. Add french fries and make a plate for only \$1.25.	3.99	3.99
Broad Street Burger Fry of all beef patty served on our crystal burger bun, swiss cheese, mushrooms and grilled onions. Add french fries and make a plate for only \$1.25.	3.99	3.99

BROTHERS SALADS

All oven brothers salads are served with your choice of a white or wheat dinner roll that was baked fresh in our oven.

Garden Salad lettuce & tomatoe mix, tomatoes, shredded carrots, cucumbers, egg. Add grilled chicken for \$1.25	6.49	Turkey Toni lettuce & tomatoe mix, sliced turkey breast, crispy bacon, cucumbers, tomatoes, egg & rotini pasta	7.99
Buffalo Salad lettuce & tomatoe mix, tomatoes, cucumbers, egg, buffalo chicken, tonilla strips	7.99	Whitman Toni lettuce & tomatoe mix, sliced turkey breast, sliced ham, carrots, cucumbers, tomatoes, egg & rotini pasta	7.99
Cesar Salad Romaine, egg, grated parmesan cheese & croutons	6.99	Antipasto Salad lettuce & tomatoe mix, rolled & sliced turkey breast, sliced ham, tomatoes, & egg	7.99
Chicken Caesar Salad Romaine, sliced grilled chicken, egg, grated parmesan cheese & croutons	7.99	Chef Salad lettuce & tomatoe mix, rolled & sliced turkey, ham, roast beef & american cheese, tomatoes, cucumber, carrot, & egg	7.99
Greek Salad lettuce & tomatoe mix, cucumbers, carrots, tomatoes, black olives, & feta cheese	6.99		
Chicken Toni lettuce & tomatoe mix, tomatoes, cucumbers, carrots, egg, sliced grilled chicken, crispy bacon & rotini pasta	7.99		

Available Dressing: Italian • Lite Italian • French • Lite French • Ranch • Lite Ranch • Bleu Cheese • Honey Mustard • Caesar • Thousand Island • Raspberry Vinaigrette



BROTHERS SANDWICHES

All oven brothers sandwiches are served with your choice of white, honey wheat, or seeded rye bread that was baked fresh in our oven.

Turkey & Cheese Oven roasted turkey, your choice of cheese, lettuce, tomato, spices served with colelaw & pickles.	6.99	THE CLUB Three layers of our fresh bread, lettuce, tomato, crispy bacon and your choice of either oven roasted turkey, ham, or tuna, spices served with colelaw & pickles.	7.55
Ham & Cheese Domestic ham, choice of cheese, lettuce, tomato, spices served with colelaw & pickles.	6.50	THE MUMMER Grilled ham, cheese and tomato with honey dijon dressing on your choice of toasted bread, served with colelaw & pickles.	6.50
Tuna & Cheese Homemade tuna fish, choice of cheese, lettuce, tomato, spices served with colelaw & pickles.	6.99	THE RUBEN Grilled hotbeef and Swiss! Corned beef, swissheat, swiss cheese, thousand island dressing your choice of bread, served with colelaw & pickles.	7.25
Chicken Salad Chicken salad, lettuce, tomato, spices served with colelaw & pickles.	6.99	THE BETSY Swiss! Cold! Your choice of corned beef or turkey, topped with cole law & thousand island dressing, your choice of bread, served with colelaw & pickles.	6.99
Classic BLT Traditional BLT Bacon, lettuce, tomato, spices served with colelaw & pickles.	6.99	THE SNYDER Our famous hot smoky, sharp provolone, lettuce, tomato, spices served with colelaw & pickles.	6.25

10-Person Hoagie Tray
\$49.99
includes chips & soda

215.323.3100
Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

\$5.00 OFF
with Purchase of \$35 or more

215.323.3100
Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

FREE!
2 Liter Soda with any Purchase of \$20 or more

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Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

30 Regular Wings \$25.99
with the purchase of any 2 small steaks or subs

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Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

BROTHERS BONANZA
Sunday & Monday
Buy Any 2 Large Steaks Or Subs & Get A 3rd
FREE (limit 1)

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Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

\$2.00 OFF
with Purchase of \$16 or more

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Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

FREE!
French Bread Pizza with any Purchase of \$10 or more

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Please mention coupon when ordering. Cannot be combined with any other coupon or lunch Special. Limit one per order. You must present coupon to receive discount.

Psicologia do cardápio existe e é baseada em muitas e detalhadas pesquisas de mercado. Há muitas maneiras de persuadir os clientes a pedir refeições de alto lucro..

Uma pesquisa da Universidade de Bournemouth mostra que a maioria dos menus tem muito mais pratos do que as pessoas gostariam. E, claro, o marketing e pequenos truques acabam influenciando quando não, nos confundindo, entre o que parece ser o ideal naquele momento e o que queremos de fato..

Em uma pesquisa do Nescafé: perguntados sobre como gostam de tomar seu café, a maioria dos americanos diz: "um escuro, rico e saudável, torrado". Mas na verdade, preferem café fraco e leitoso.



Charles Spence, psicólogo de Oxford tem um artigo sobre o efeito que o nome de um prato tem sobre os clientes. “Dê a ele uma etiqueta étnica, com um nome italiano, e as pessoas classificarão a comida como mais autêntica”.

Isso vem sendo usado com um certo exagero e, claro, causando uma certa rejeição pois são clichês que acabam por cansar o cliente. Alguns restaurantes mais alinhados com a nova e mais minimalista gastronomia, deixam que os ingredientes dos pratos falem por si e, dessa forma preferem valorizar os mesmos em seus cardápios.

Outro truque, é, sem o exagero de nomes em italiano (ou outra língua evocativa) usar *uma palavra apenas* em outra língua no cardápio para que os clientes digam ‘o que é isso?’ Como no caso dos *suppli*– bolinhos de arroz – para começar uma conversa entre o cliente e garçom.

Som e atmosfera – influem e muito! Música clássica aumenta as vendas de vinhos caros e os gastos gerais em restaurantes mais sofisticados.

Aromas – música lenta e cheiro de lavanda fazem com que as pessoas passem mais tempo em restaurantes e a música pop tocada mais alta aumenta o consumo de refrigerantes.

Finalmente, fique **esperto com os valores**: ao colocar itens de alto lucro ao lado de outros extremamente caros, eles parecem baratos em comparação. É a forma que alguns donos de restaurantes encontraram para que você acabe por escolher um item nem tão barato assim, mas que, a seu ver, comparando com o outro muito mais caro, parece uma boa pedida...

O mesmo acontece o vinho. Nós vamos invariavelmente ir para o segundo mais barato. Que nem sempre é uma pechincha...

Ok, tudo isso são peculiaridades de um mercado altamente competitivo e estou começando a te irritar com tanto *spoiler* – desse jeito vou acabar por estragar seu prazer em comer fora...

Parei. Só que, de verdade, acho que sempre é bom termos mais informação, afinal, sabendo desse bastidor culinário fica mais fácil compreender nossos desejos e preferências de fato...