

# E-Commerce and Site Enhancements

Subculture Urban Cafe

# Overview

- Project
  - To add e-commerce capabilities to existing WordPress site and to update social media integration and footers
  - [www.SubcultureCafe.com](http://www.SubcultureCafe.com)
- Pages & features developed
  - Instagram Feed
  - Dine-In Menu
  - Order For Delivery
  - Order For Pick-Up
    - Product add-ons & add-on sides
    - Modifications
    - Open/closed hours
    - Cart and checkout
  - Call Now button for mobile



# BEST RESTAURANT IN SOUTH NASHVILLE SUBCULTURE URBAN CAFE

Urban | Food | Beer | Coffee | Nashville

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[Instagram](#)

[Dine-In Menu](#)

[Order For Delivery](#)

[Order for Pick-Up](#) ▾



## INSTAGRAM



subculturecafe

Urban | Food | Beer | Coffee | Nashville @nashvillescene Burger Week!!! \$5 burgers 7/15- 7/21 come and get it



## DINE-IN MENU

### DINE-IN

We look forward to your joining us for lunch, dinner or simply hanging out while enjoying one of our craft beers or coffee drinks.



**SUBCULTURE**  
URBAN CUISINE & CAFE

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### SMALL EATS

**CHEESE EMPANADA \$2.5**  
hand pie filled with cheese

**BEEF EMPANADA \$4.75**  
hand pie filled with beef and onion

**MEDIUM QUINOA SALAD \$4.75**  
quinoa, mixed greens, pickled  
veggies, lemon vinaigrette

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### TACOS

### SANDWICHES

**\*CHURRASCO \$12**  
steak\* or chicken, avocado, fried egg\*, tomato, chimichurri, aioli  
vegetarian option \$8

**CUBANO \$10**  
pulled pork, pork loin, white cheddar, whole grain mustard,  
bread and butter pickles

**SC CHICKEN SANDWICH \$11**



## ORDER FOR DELIVERY

If you have a craving for a Subculture meal, but just can't get away to join us or do take-out, you can have great Subculture food delivered right to your door.



DoorDash offers great delivery service and the most competitive delivery prices, starting at \$1.99. Click [here](#) to start your order.

## OTHER DELIVERY SERVICES

If you're a fan of Uber Eats or Postmates, you can also click on one of the links below to order Subculture food to be delivered hot to your door.

[Uber Eats](#)  
[Postmates](#)



## ORDER FOR PICK-UP

Our new online ordering system will make it easier than ever to place and pick up your order. You can choose to pay at the restaurant or pay online with your credit card. If you pay online, you can by pass the line, and go straight to the front of the bar counter, and receive your order from the cashier.

*As usual, please allow between 15 to 35 minutes so we can prepare your order just how you like it. Also, note our business hours below – we are closed all day on Sunday and on Monday evenings.*

Click on one of the following links to view the menu by category or scroll down to see the full menu.



## ONLINE ORDER MENU

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[Entrees](#)

---

[Sandwiches](#)

---

[Salads](#)

---

[Empanadas](#)

---

[Sides & Sweets](#)

---

[Craft Beers](#)

---

[Coffee & Tea](#)

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[Soft Drinks](#)

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[Kids](#)

## FEEDBACK?

Please send feedback about online ordering to: [feedback@subculturecafe.com](mailto:feedback@subculturecafe.com)





## SC Burger

\$10.00

tenn. raised, grass-fed all beef patty\*,  
bacon, white cheddar, pickled onions, aioli

### Add-Ons

- Avocado (\$1.00)**
- Bacon (\$1.00)**
- Fried Egg – Hard\* (\$0.75)**
- Fried Egg – Soft\* (\$0.75)**

### Add-on Sides

- Small French Fries (\$1.50)**
- Small Quinoa Salad (\$1.50)**
- Sesame Slaw (\$1.50)**

### Modifications (optional)

1 × \$12.00

SC Burger ⊗  
1 × \$10.00

**Subtotal:** \$22.00

[View cart](#) [Checkout](#)

### ONLINE ORDER MENU

Entrees

Sandwiches

Salads

Empanadas

Sides & Sweets

Craft Beers

Coffee & Tea

Soft Drinks

Kids

### FEEDBACK?

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[feedback@subculturecafe.com](mailto:feedback@subculturecafe.com)





## SANDWICHES

Showing all 4 results

Sort by popularity



### CHURRASCO

\$12.00

[Add to cart](#) [View cart](#)



### CUBANO

\$10.00

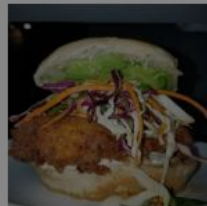
[Add to cart](#)



### SC BURGER

\$10.00

[Add to cart](#)



### SC CHICKEN SANDWICH

\$11.00

[Select options](#)

Churrasco  
1 x \$12.00

**Subtotal:** \$12.00

[View cart](#) [Check out](#)

## ONLINE ORDER

Entrees

Sandwiches

Salads

Empanadas

Sides & Sweets

Craft Beers

Coffee & Tea

Soft Drinks

Kickstart



[FEEDBACK?](#)

## Your Cart



Churrasco  
1 X \$12.00 = \$12.00

[REMOVE](#)



**Subtotal: \$13.11**

[View Cart](#)

[Checkout](#)

[Continue Shopping](#)

The shop is not currently able to fulfil this order. We are next open at: July 18, 2019 11:00 am

	Product	Price	Quantity	Total
	 <u>Churrasco</u>	\$12.00	<input type="text" value="1"/>	\$12.00
				<a href="#">Update cart</a>

### Cart totals

**Subtotal** \$12.00

**Tax** \$1.11

**Total** **\$13.11**

[Proceed to checkout](#) →

Returning customer? [Click here to login](#)

## Billing details

**First name \***

**Last name \***

**Email address \***

**Phone \***

**Country \***

**United States (US)**

**Street address \***

**Gratuities are not expected, but if you want to provide one for great service you can do so below. (optional)**

Choose an option ▼

### Your order

<b>Product</b>	<b>Total</b>
Churrasco × 1	\$12.00
<b>Subtotal</b>	\$12.00
<b>Tax</b>	\$1.11
<b>Total</b>	<b>\$13.11</b>

Pay with Credit Card



Orders typically take 15 to 35 minutes from time of order.

**Card Number \***

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**BEST  
RESTAURANT IN  
SOUTH  
NASHVILLE  
SUBCULTURE  
URBAN CAFE**

Urban | Food | Beer | Coffee | Nashville

Menu

