



K PASA

BRANDING

K PASA

1.0

Colour

2.0

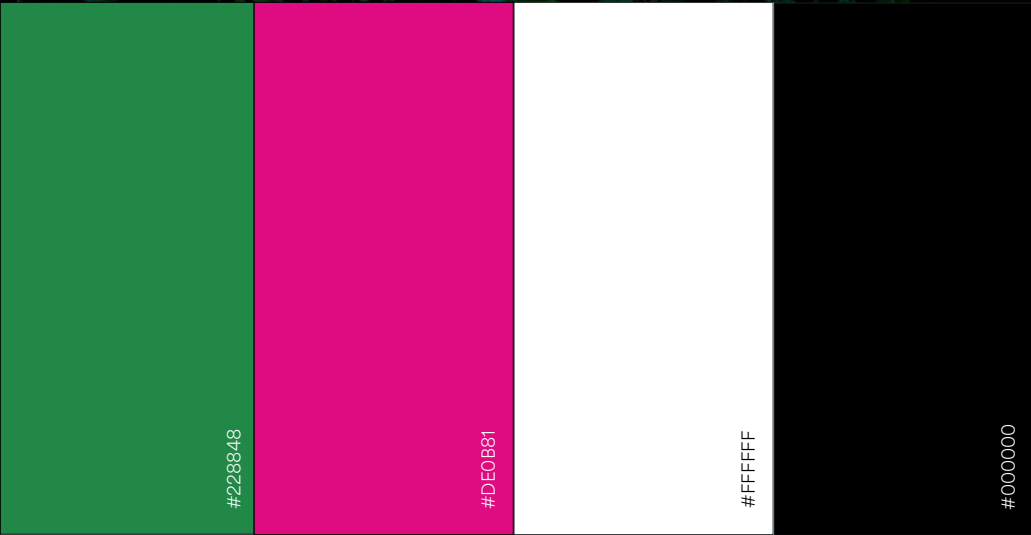
Typography

3.0

Logo

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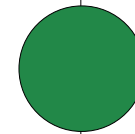
COLOUR PALETTE



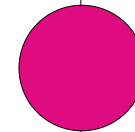
1.1 Brand Colours

Our brand is underpinned with a colour palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

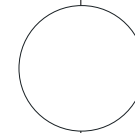
Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.



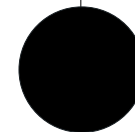
PANTONE 7731 C



MEXICAN PINK



WHITE



BLACK

K PASA



TYPOGRAPHY

Circular Std

01 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()+
ÆÇÈÉÊËÌÍÎÏÐÑ

Circular std

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic



A B C D E F G

H I J K L M N

O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

K PASA







Typography

Instagram

Twitter

Facebook



Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed.

The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), as well as adjusting the space between pairs of letters (kerning)



Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy.

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

It is important to maintain this system. This allows for clarity, consistency and a strong hierarchy for all communications.

Heading One

AaBbCcDdEeFf

- Usage: Headings
- Font: Circular Std
- Weight: Black

Heading Two

AaBbCcDdEeFf

- Usage: Body
- Font: Circular Std
- Weight: Book

Heading Three

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Circular Std
- Weight: Bold

Heading Four

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Circular Std
- Weight: Bool

Body

AaBbCcDdEeFf

- Usage: Body
- Font: Circular Std
- Weight: Light

LOGO DESIGN

Brand Logo

Our logo is an important asset to our organisation and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.

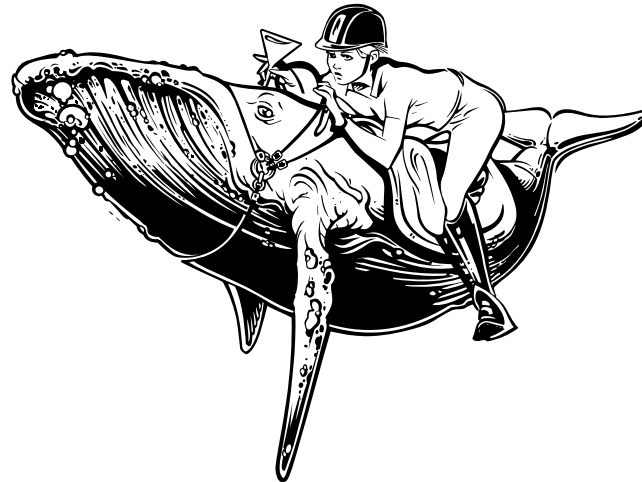
K PASA

FULL LOGO 1

K PASA

SAG HARBOR, NY

FULL LOGO 2



LOGO ILLUSTRATION

K PASA

SAG HARBOR, NY



www.1-800-TACO.COM

ALTERNATIVE LOGO

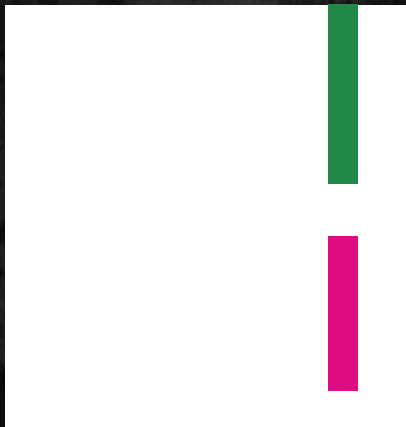
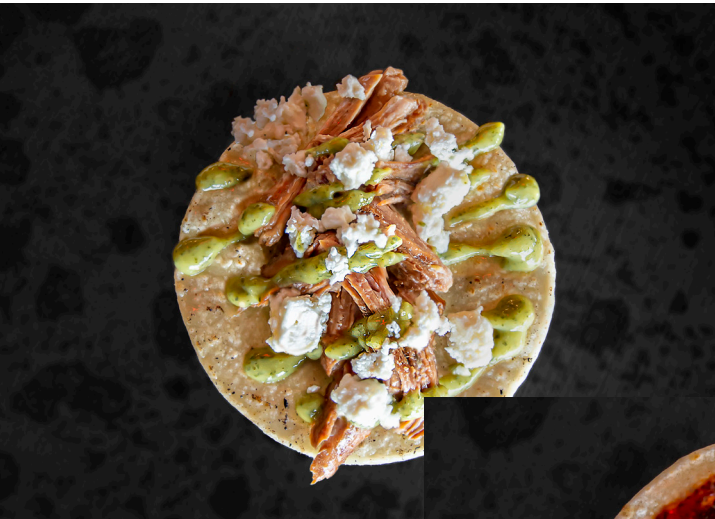
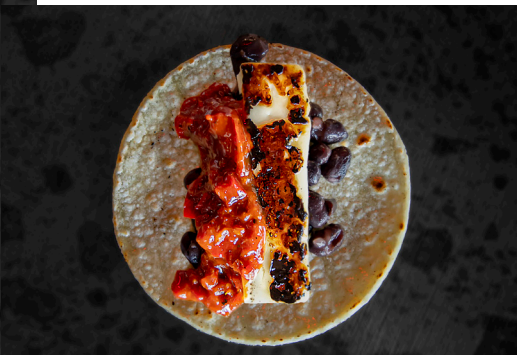
Tacos & Tequila
CHEAPER THAN
THERAPY

K PASA
LOOKING HOT
GORGEOUS
SMILE & SHARE



...MI AMIGO
...RESTAURANT

TACOS



TEQUILAS



KRASA

KRASA

KRASA

KPASA

CHIPS & DIPS

- GUACAMOLE**
Served with house salsas
- AWESOME SALSA**
Tomato, onion, red pepper, pomegranate molasses
- NO CHIP GUAC**
Cilantro, onion, chili lime salt
- QUAC & SALSA**
+ House made quac & salsa
- KUBRO FUNDIDO**
+ House made quac & salsa

TOMATO & CARROT TORTILLA SOUP

SOMETHING ELSE

- CHEESEBURGER EMPANADA**
Cheeseburger
- ESQUITES**
Corn, lima beans, onion, chili powder
- MIGUELS BIRRIA**
Thin beef and cheese burrito, queso, dipping broth
- SHRIMP CEVICHE**
Cucumber, avocado, lime, cilantro
- POBLANO CHEESE TAMALE**
Baked tamale, queso
- BURRATA**
Warm burrata, tomato, olive oil
- CHAR-GRILLED OCTOPUS**
Grilled octopus, charred onion
- SPICY TUNA CROQUETTES**
Crispy fish croquette, spicy rice, salsa

3 CHEESE QUESADILLA

SIDES

- GREEN RICE**
- TATER TOTS**
- COCONUT BLACK BEANS**
- SPICY CUCUMBER SALAD**

SAVE ROOM FOR

- FLAN MEXICANO, TOASTED ALMONDS**
- DULCE DE LECHE CHURRO**
- WARM CHOCOLATE TRES LECHES CAKE**

BOWLS & SALADS

- RICE BOWL**
Grilled rice, coconut black beans, avocado salsa
- AZTEC BOWL**
Quinoa, chickpeas, mushrooms, fig preserves, olives, corn, avocado salsa
- SUPER GREEN SALAD**
Spinach, arugula, cucumber, tomato, paprika, quinoa, fig preserves, olives, corn
- LIVING SALAD**
Poblano, lime, vinaigrette

TOPPINGS

- MEATS**
 - CHICKEN
 - STEAK
 - LAMB
 - DUCK
- CHEESE**
 - COTIJA
 - PEJA
 - GRILLED HALLOUMI
- FISH**
 - BUCHEERED SALMON
 - BAJA FISH
 - SHRIMP AL PASTOR
- GREEN**
 - GUACAMOLE
 - EPASOTE MUSHROOMS
 - IMPOSSIBLE CHORIZO

DUCK WONTON TACOS

- SALMON WONTON TACOS**
- SHRIMP AL PASTOR**
- OCTOPUS**
- SLOPPY RICE**
- MUSHROOM**
- HALLOUMI**

TACOS

- AGADO CHICKEN**
Served on an organic corn tortilla, all gluten free
- CARNITAS**
Crispy pork, pickled red onion, salsa verde
- STEAK**
Grilled steak, cabbage, avocado, crema, cilantro
- SALMON**
Braised salmon, red cabbage, avocado, crema
- BAJA FISH**
Crispy fish, rice, queso, pico de gallo
- SHRIMP AL PASTOR**
Braised shrimp, rice, queso, pico de gallo
- OCTOPUS**
Braised octopus, rice, queso, pico de gallo
- SLOPPY RICE**
Ground beef, rice, queso, pico de gallo
- MUSHROOM**
Grilled mushroom, rice, queso, pico de gallo
- HALLOUMI**
Grilled halloumi, rice, queso, pico de gallo



Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness. Before placing your order, please inform your server if anyone in your party has a food allergy. **PIZ** - Our black beans are vegan! **Slowly** - cooked in coconut milk, herbs and spices. **Chili** - signature dishes, a must try!



KPASA

MARGARITAS
 Pasa-Rita Spicy ar net
 Pueblo Vero, Naranja, Line & Agave
HAMPTONS FIVE
 Don Julio, Ginetti, Hibiscus, Line
DO YOU MANGO?
 Don Julio, Mango, Cierano, Line

AGAVES

BLANCO

- 13 PUEBLO VIEJO Fresh / Fruity / Warm
- 14 TEREMANA Citrus / Vegetal / Vanilla
- 15 PARTIDA Papaya / Butter / Vanilla
- 16 LOS DOS Herbal / Spicy / Earthy Finish
- 17 EL TERRORO Citrus / Spicy / Citrus
- 18 TEROZAN Apple / Bitter / Citrus
- 19 G4 Black Pepper / Vegetal / Pepper
- 20 CASAMIGOS Sweet / Minty / Smooth
- 21 FORTALEZA Caramel / Cinnamon / Guava
- 22 PATRON Furry / Smooth / Light Pepper
- 23 DON JULIO Citrus / White Pepper / Light
- 24 ARTENOM FISH Earthy / Smoke / Pineapple
- 25 CASA DRAGONES Herbaceous / Citrus / Bright
- 26 CLASE AZUL PLATA Bright / Lemongrass / Guava
- 27 CASA DRAGONES JOVEN Vanilla / Spice / Clean Finish

MEZCAL

- 13 DEL MAGLEY VIDA Aromatic / Ginger / Soft Finish
- 14 MONTELOBOS Baked Apple / Citrus / Honey
- 15 BOSSCAL Orange / Floral / Balanced
- 16 DOS HOMERES Apple / Mango / Sweet Smoke
- 17 CASAMIGOS Sweet / Minty / Smooth
- 18 LEGAL REPOSADO Bitter-Orange / Smooth Smoke
- 19 MARCA NEGRA Ripe / Rich / Clean
- 20 CHICHICAPA Citrus / Mint / Chocolate
- 21 CLASE AZUL Agave / Smoke / Smooth

GRAPES

BUBBLES

- 13 CAVA BRUT Compañia D.O., Catalunya, Spain
- 14 CHAMPAGNE BRUT Veuve Clicquot Reims, France
- 15 ROSÉ LOS DOS Aragón, Spain, 21
- 16 HAMPTONS WATER Provence, France, 21

HOPS

- 13 MONOPOLIO LAGER
- 14 CORDONA EXTRA
- 15 PACIFICO LAGER
- 16 MONOPOLIO IPA

BBMT

Beer, Bloody Maria, Tequila \$12

- 8 MODELO ESPECIAL Athletic Cerveza N/A
- 8 ATHLETIC-CERVEZA N/A
- 8 MONTAUK SEASONAL
- 8 MONTAUK WATERMELON
- 8 PEAK ORGANIC

SODA & AGUA

- 8 LIME JARRITOS
- 8 MANDARIN JARRITOS
- 8 PINEAPPLE JARRITOS

FROZEN

- 15 FROZEN-RITA Campo Bravo, Naranja, Line & Agave
- 20 Flavors #1 - Prickly Pear, Strawberries, Passion Fruit
- 18 Flavors #6 - Chamipak, Vioza, Mozart, Malibu

REPOSADO

- 13 TEREMANA Papaya / Butter / Citrus
- 14 PARTIDA Full Bodied / Nutty / Smooth
- 15 DE NADA Agave / Oak / Cinnamon
- 16 EL TEQUILENO Caramel / Chocolate / Pepper
- 17 MLENTA Banana / Oak / Cinnamon
- 18 OCHO Agave / Spicy Pepper / Oak
- 19 RIAZUL Agave / Pineapple / Citrus
- 20 SIETE LEGUAS Oak / Citrus / Black Pepper
- 21 CASAMIGOS Caramel / Dried Fruits / Spicy Oak
- 22 CALLE 23 Agave / Allspice / Cherry
- 23 DON FULANO Black Pepper / Vanilla / Orange
- 24 FORTALEZA Vanilla / Papaya / Butter
- 25 EL TESORO Fruit / Herbaceous / Pepper
- 26 ARTENOM 414 Vanilla / Caramel / Oak
- 35 CLASE AZUL Woody / Smooth / Rich

FLIGHTS - 3 TASTERS

- TEREMANA Blanco / Repo / Anejo
- CLEAN SIPS Teqozan Blanco / De-Nada Repo / Don Fulano
- SAG STYLE Dragones Blanco / Clase Azul Repo / 1942 Anejo
- CONDESA PRICKLY PEAR (Gin) 14
- CONDESA CLASSICO (Gin) 14
- CHARANDA URUAPAN (Rum) 13
- ABASOLO (Whiskey) 14

OTHER GOOD SH*T

- 24 CONDESA PRICKLY PEAR (Gin) 14
- 25 CONDESA CLASSICO (Gin) 14
- 35 CHARANDA URUAPAN (Rum) 13
- 14 ABASOLO (Whiskey) 14

COCKTAILS

- 15 HOT ANEJO CIDER Anejo Tequila, Warm Apple Cider
- KP'S FAMOUS HORCHATA Beardi, Captain Morgan, Coconut, Cinnamon
- LACED SPA WATER Grey Goose Essence, Strawberry, Lime

ANEJO

- 16 TEREMANA Vanilla, Caramel, Lemongrass
- 15 CASAMIGOS soft Caramel / Balanced Sweet / Spice
- 16 FORTALEZA Oak / Vanilla / Caramel
- 17 DON FULANO Honey / Oak / Anise
- 18 ARTENOM 1146 Whiskey / Pepper / Cinnamon
- 19 EL TESORO Citrus / Butterscotch / Nutmeg
- 20 KOMOS Butterscotch / Lavender / Pear
- 21 CASA DRAGONES BARREL BLEND Floral / Nutmeg / Round

EXTRAS & ULTRAS

- 16 G4 Floral / Light Smoke / Vanilla
- 17 EL TERORO Chocolate / Coffee / Almonds
- 18 TAPATIO EXCELENCIA Agave / Vanilla / Citrus
- 19 DON JULIO 1942 Chocolate / Warm Oak / Rich Vanilla
- 20 TEARS OF LALLORNA Oak / Smoke / Butterscotch
- 21 CLASE AZUL ULTRA Wood / Sherry / Full Flavored

WHAT'S UP SAUCY

Love our Hot Sauce? Take some home With you \$8



RED

- 11 45 PINOT NOIR, Prisma Casablanca Valley, Chile, 21
- 12 52 3404 SOMONTANO TINTO Bodega Pineros Somontano, Spain, 19
- 56 MALBEC Terroir Unico Zora Mendota, Argentina, 20
- 64 CABERNET FRANC, Onabay Long Island, NY, USA 20
- 8 RIOJA, RESERVA Vina Real Alava, Spain, 21

BRING YOUR OWN! \$30 CORKAGE

TACOS & TOASTS

AVOCADO TOAST ^{KP*} 16
Smashed avocado, shaved radish, cilantro, & poached eggs

MUSHROOM TOAST 15
Epazote mushrooms, cashew crema, garlic breadcrumbs

MIGUEL'S BREAKFAST TACO ^{KP} 6
Scrambled eggs, tortillas, feta, avocado & KP Jaii Jam

SLOPPY RIZO TACO ^{KP} 6
Impossible chorizo, pickled red onions, radish

BOWLS & PLATES

BREKKIE BOWL* 15
Quinoa, black beans, halloumi, roasted tomatoes, poached eggs & pepitas

SAG HASH* 15
Tater tots, poached eggs, green beans, tomato, corn & crispy shallots

HUEVOS RANCHEROS ^{KP*} 17
Poached eggs, black beans, corn tortilla, salsa verde & feta cheese

STEAK AND EGGS* 22
Grilled steak, scrambled eggs, toast & pipian verde

KHILAQUILES ^{KP} 16
Poached eggs, avocado, tortilla, corn, pickled onion, & awesome salsa
+ Shrimp 7
+ Steak 6
+ Impossible chorizo 6

BREAKFAST QUESADILLA ^{KP} 12
Cheesy eggs & black beans
+ Impossible chorizo 6
+ Sliced avocado 5
+ Steak 6

EXTRA & SIDES

+ BACON	5	+ POACHED EGG	3
+ IMPOSSIBLE CHORIZO	6	+ COCONUT BLACK BEANS	5
+ ROASTED TOMATOES	4	+ SLICED AVOCADO	5
+ SHRIMP	7	+ GREEN RICE	5
+ HALLOUMI	6	+ TATER TOTS	6

*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness. Before placing your order, please inform your server if anyone in your party has a food allergy.
FYI - Our black beans are vegan! Slowly cooked in coconut milk, herbs and spices.
^{KP} Chefs signature dishes, a must try!

SCRAMBLE ^{KP}

Whole eggs or just whites + 2 15
Served with toast & coconut black beans

CHOOSE TWO

Corn	Shrimp
Cheese	Bacon
Rice	Impossible chorizo
Pickled red onion	Roasted tomatoes
Avocado	Feta cheese
Green beans	Epazote mushroom

FRUITS, SEEDS N OATS

COCONUT POWER OATS 11
Steel cuts oats, coconut milk, dried apricots, chia seeds & mango salsa

FRESH FRUIT BOWL ^{KP} 9
+ Greek yogurt 4
+ House granola 4

TREATS

B'BREAD ^{KP} 10
Toasted spelt, banana & coconut bread, almond butter, fresh bananas & honey

PANCAKES 13
Chocolate chip pancakes, maple syrup

FRENCH TOAST 13
Brioche French toast, strawberries & honey butter

FLAN MEXICANO 13
Toasted almonds

TRES LECHES ^{KP} 13
Warm chocolate tres leches cake

JUICES

KILLER OJ 6
Freshly squeezed orange juice

GREEN-J 7
Celery, cucumber, cilantro, mint, apple

BEET-IT 7
Beet, carrot, orange, lemon, ginger, sea salt

K-SMOOTH-E 7
Blueberries, lime, chia seeds, almond milk

LOAD IT +8
Shot of Tequila 818 Blanco



COFFEE

ESPRESSO 3

CAPPUCCINO 4

HOUSE BREWED 3



WAKE THE DEAD SHOT

10

Espresso, 818 blanco, coffee liqueur



TEA

ENGLISH BREAKFAST 3

CHAMOMILE 3

GREEN 3

MINT 3

GINGER 3

ROOIBOS 3

EARL GREY 3



CHOCOLATE

MOMMA'S HOT CHOCOLATE 5
just deliciously simple hot chocolate

SPICY SALTED HOT CHOCOLATE 5
cinnamon, nutmeg, cayenne, dulce de leche
+ Spike it up with Baileys +6



MARGARITAS

PASA-RITA 15
Campo Bravo Blanco, Naranja, Lime & Agave

SPICY-RITA 15
Jalapeño-Infused Campo Bravo Blanco, Togarashi Rim

FROZEN-RITA 15
Pueblo Viejo Blanco, Naranja, Lime & Agave
Flavors +1
- Prickly Pear, Strawberry, Passion fruit, Mango
Floaters +5
- Giffard Apricot, Vida Mezcal, 818 Blanco



START THE DAY RIGHT

BLOODY MARY 14

BLOODY MARIA 14

MICHELADA 12

CORONA 7

MIMOSA 12
Flavors +1
- Prickly Pear, Strawberry, Passion fruit, Mango



YOU WILL LOVE THIS SAUCE AS MUCH AS WE DO... & WE PUT IT EVERYTHING!

SMALL BATCH CRAFTED WITH THE HIGHEST QUALITY INGREDIENTS
 CREATED BY NEW YORK'S FINEST CHEF
 INTENSELY BOLD AND BALANCED

WHAT'S UP SAUCY!

TO ORDER: whatsupsaucy.com
chat@whatsupsaucy.com

OG HOT SAUCE

What's up Saucy?

K PASA

What's up Saucy?
 2 Main St
 Sag Harbor
 NY, 11963
 1-800-Taco.com

5oz Woozy Bottles
 12 Bottles per case
 Case size: 8" L x 6" W x 7" H
 Weight: 7lbs 9oz
 Pallet: 6 layers with 216 cases

Nutrition Facts	
Per Serving (1 oz)	
% Daily Value*	
Calories	0
Total Fat	0g
Total Sugar	0g
Total Sodium	0g
Total Protein	0g
Total Fiber	0g
Total Carbohydrate	0g
Total Fat	0g
Total Sugar	0g
Total Sodium	0g
Total Protein	0g
Total Fiber	0g
Total Carbohydrate	0g

0 51497 25037 2













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