



Whiskey Cake Kitchen & Bar

THE WOODLANDS, TX



Owner

Whiskey Cake

Contract Type

Signs

Architect

Civitarese Morgan
Architecture

General Contractor

John King,
JMK Development

SIGNS CASE STUDY

FSG Signs Provides Signage for Whiskey Cake Kitchen & Bar's Distinctive Design

Challenge

The innovative Front Burner Dining Group often relied on FSG for lighting and electrical needs for their restaurants. When they launched a new farm-to-table concept, Whiskey Cake Kitchen & Bar, FSG Signs came on board to ensure the visibility of their distinctive brand. We worked directly with the owners on the multi-site development plan and rollout for each location.

Each restaurant has a rustic warehouse look with a Chicago prohibition-style feel, and FSG faced the challenge of imparting a "vintage" appearance to brand new construction and signage.

Solution

The customer desired signage that resembled neon, without the headaches of maintaining neon, so FSG Signs fabricated customized illuminated channel letters that mimic a neon glow.

Antique lighting and hand-painted messaging and artwork with a distressed appearance on the brick facades ties in with the overall theme.

The exterior signage design - channel letters mounted to industrial style frames - add to the authenticity of the "warehouse" look and feel. Utilizing I-beams and other rustic materials for the roadside pole sign ensures continuity with the warehouse appearance.

Adapting the industrial style metal framework to meet city codes proved challenging, but the FSG Signs art and sales teams worked to ensure codes were met while still maintaining the integrity of the client's vision.





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SIGNS CASE STUDY

The Whiskey Cake concept was a success and rapidly expanded in Texas and Florida. FSG Signs participated in site planning prior to execution of leases, ensuring approval of signage concepts, incorporation into pre-development, and compliance with city codes, thus giving the customer a real edge.

The FSG Signs team's artistic ingenuity, attention to every detail from planning to installation, and superior quality signage, ensured the visual appeal of each Whiskey Cake location.

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