



江南道
JIANGNAN ROAD

海鲜自助烤肉

烤肉 × 原本的样子

BARBECUE AS IT SHOULD BE

IT'S THE SAME FAMILIAR SMELL

AND THE GUY YOU'RE HAVING THE BARBECUE WITH



● ● BARBECUE AS IT SHOULD BE



烤肉的发展历史

在街头巷尾吃烧烤

绝对不是为了填饱肚子那么简单
七荤八素已不能满足当代食客的口腹之欲

烧烤夜宵的本质

是要吃得有情趣、有回味、有声响

想要体会唇齿留香的感觉

不仅要满足胃

更要满足舌尖的快感

“华灯初上，夜色渐浓

从传统小串到街边烤肉

是市井人生平凡与热辣交织的旅程

也是烤肉和食客永恒的默契

烧烤夜宵，长夜未央.....今宵酒醒何处？

炭火边，烟火有度，只做江湖自在人”

THE NATURE OF BARBECUE SUPPERS
IS TO EAT INTERESTING AND HAVE A AFTERTASTE SOUND
YOU WANT TO FEEL THE SCENT ON YOUR LIPS AND TEETH
NOT JUST TO SATISFY THE STOMACH
BUT EVEN MORE SATISFYING IS THE PLEASURE OF THE TEETH."

JND | 江南道



JIANG
N A N
D A O

PURE,
NOT JUST BARBECUE

我是谁

在街头巷尾吃烧烤，绝对不是为了填饱肚子那么简单

对早就超越了果腹这种低级趣味的吃货来说，烧烤的本质

是要吃得有情趣、有回味、有声响

如何保证食客在原材料的口味满足？

如何把烧烤变成一种对于生活的致敬？

如何打造一个有品质，小资氛围的**就餐环境**？

2013年，江南道带着自己的使命应运而生.....

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海鲜
SEAFOOD



牛排
THE STEAK



鲜货
THE FRESH



饮品
DRINK



甜品
DESSERT

海 鲜 自 助 烤 肉



GREETINGS FROM 30,000 KILOMETERS DEEP

来自三万公里的深海问候——海鲜品类

SEAFOOD

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生蚝 RAW OYSTERS



梭子蟹 SWIMMING CRAB



皮皮虾 PIPI SHRIMP



GREETINGS FROM 30,000 KILOMETERS DEEP

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JIANG
N A N
D A O

THE UNENDING HEAT OF THE AUSTRALIAN STEPPE

澳洲草原奔腾不息的热烈——牛肉牛排品类

BEEF

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肥牛肉
BEEF FAT



香烤牛里脊
Roast beef tenderloin



美味牛排
DELICIOUS STEAK



THE UNENDING HEAT OF THE AUSTRALIAN STEPPE

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TEN YEARS AS A DAY TO ADHERE TO THE FRESH FOOD ETHICS

十年如一日坚持新鲜的餐饮人操守——各种新鲜肉类、瓜果蔬菜类

FRESH

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FRESH | 各种新鲜肉类、瓜果蔬菜类



毛肚 MAO'S BELLY



鸡翅 Chicken wings



水果 FRUIT



蔬菜 VEGETABLES



TEN YEARS AS A DAY TO ADHERE TO THE FRESH FOOD ETHICS

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江南道



JIANG
NAN
DAO

THE TANTALIZING TIP OF THE TONGUE

沉浸于中的舌尖挑逗——鲜啤、鲜榨果汁、鸡尾酒类

DRINKS

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鲜榨 Chicken wings



鲜啤 THE STREAKY



鸡尾酒 DUCK INTESTINE



THE TANTALIZING TIP OF THE TONGUE

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JND | 江南道



JIANG
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A FINE TUNE BEFORE AND AFTER A MEAL

餐前饭后的精致小调——甜点品类

DESSERT

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A FINE TUNE BEFORE AND AFTER A MEAL

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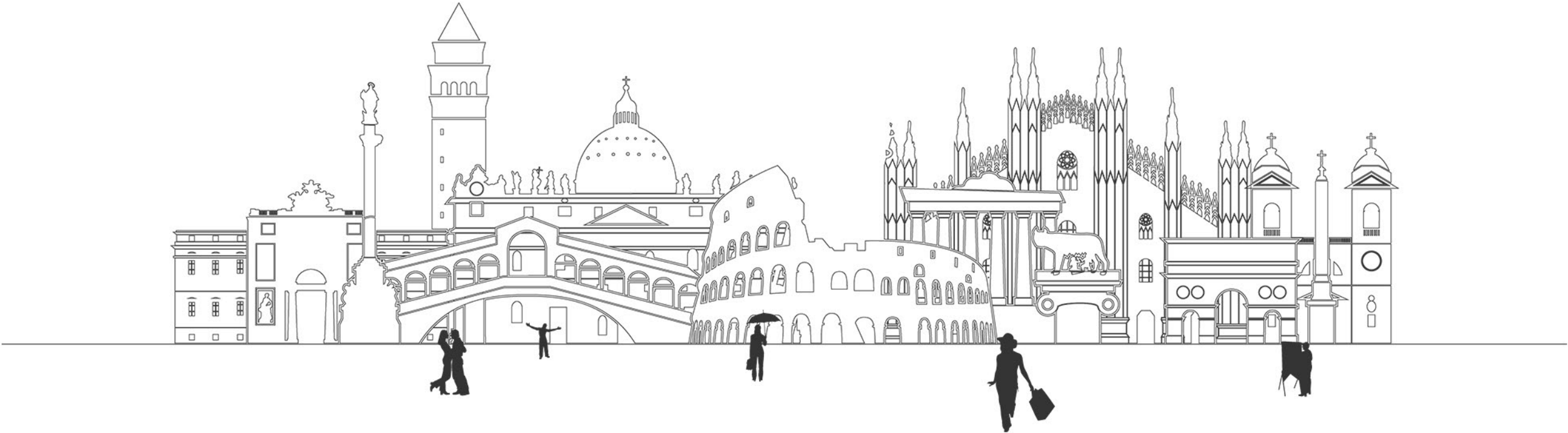


JIANG N A N D A O 山川异域，风月同天

THE MOUNTAINS AND THE FOREIGN
ROMANTIC DAY

友人曾说，山河湖海，日月星辰，却囿于昼夜厨房与爱

WHILE MOUNTAINS AND RIVERS SEPARATE US, WE ENJOY THE SAME MOONLIGHT UNDER THE SAME SKY.
FRIENDS ONCE SAID, MOUNTAINS, RIVERS, LAKES AND SEAS, THE SUN, THE MOON AND STARS, BUT CONFINED TO THE KITCHEN AND LOVE DAY AND NIGHT



一个有爱的地方，自然有属于他的故事

WHERE THERE IS LOVE,
THERE IS A STORY THAT BELONGS TO HIM

致敬都市，致敬生活

JIANG
NAN
DAO

店面设计理念 | 设计元素

DESIGN CONCEPT
DESIGN ELEMENTS

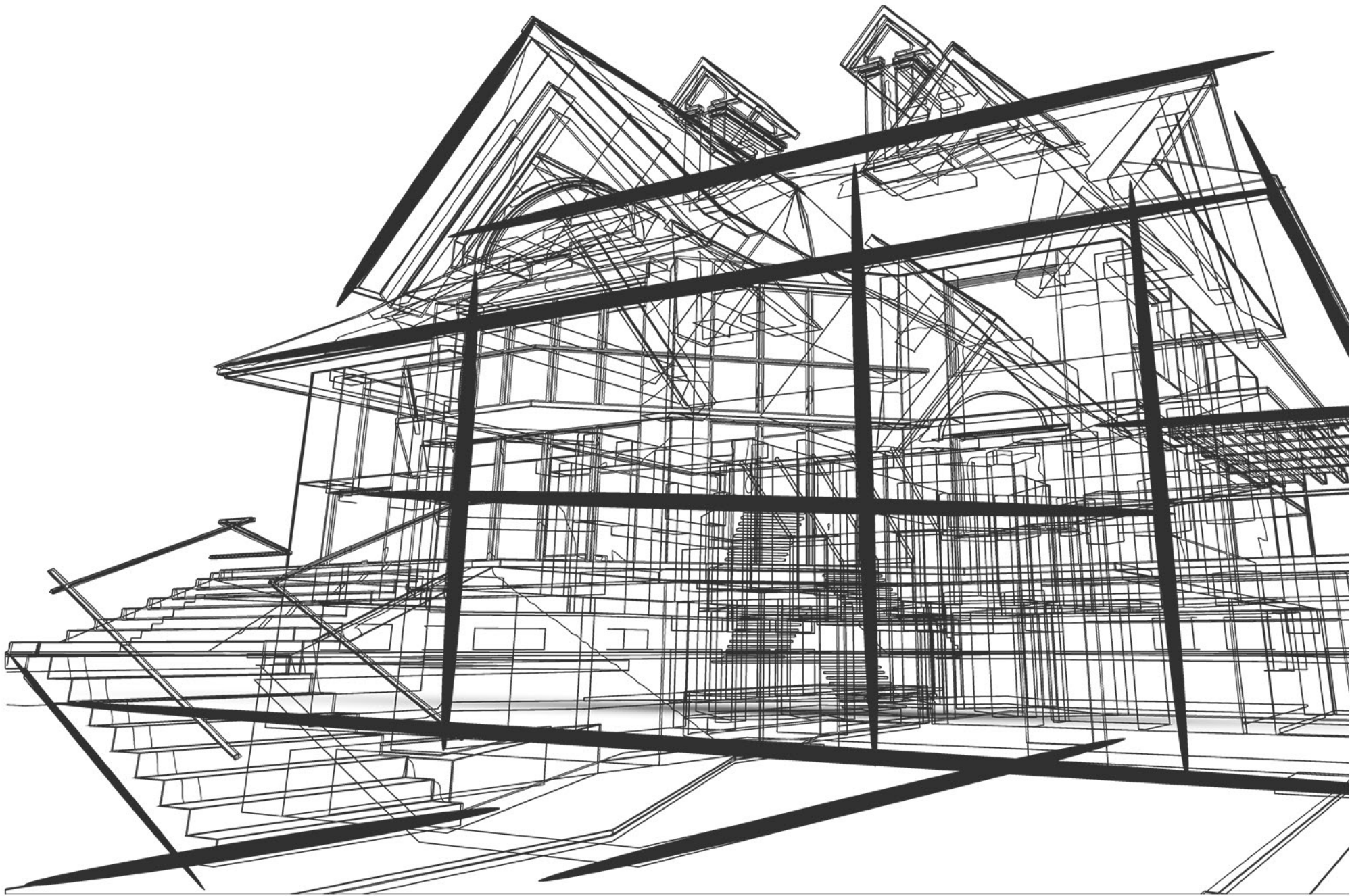
关键词：轻奢，小资情调

理念：高端、品质、轻奢级的酒店式体验

从整体硬装风格到软装的搭配，都透漏着都市人对于生活的向往和致敬；

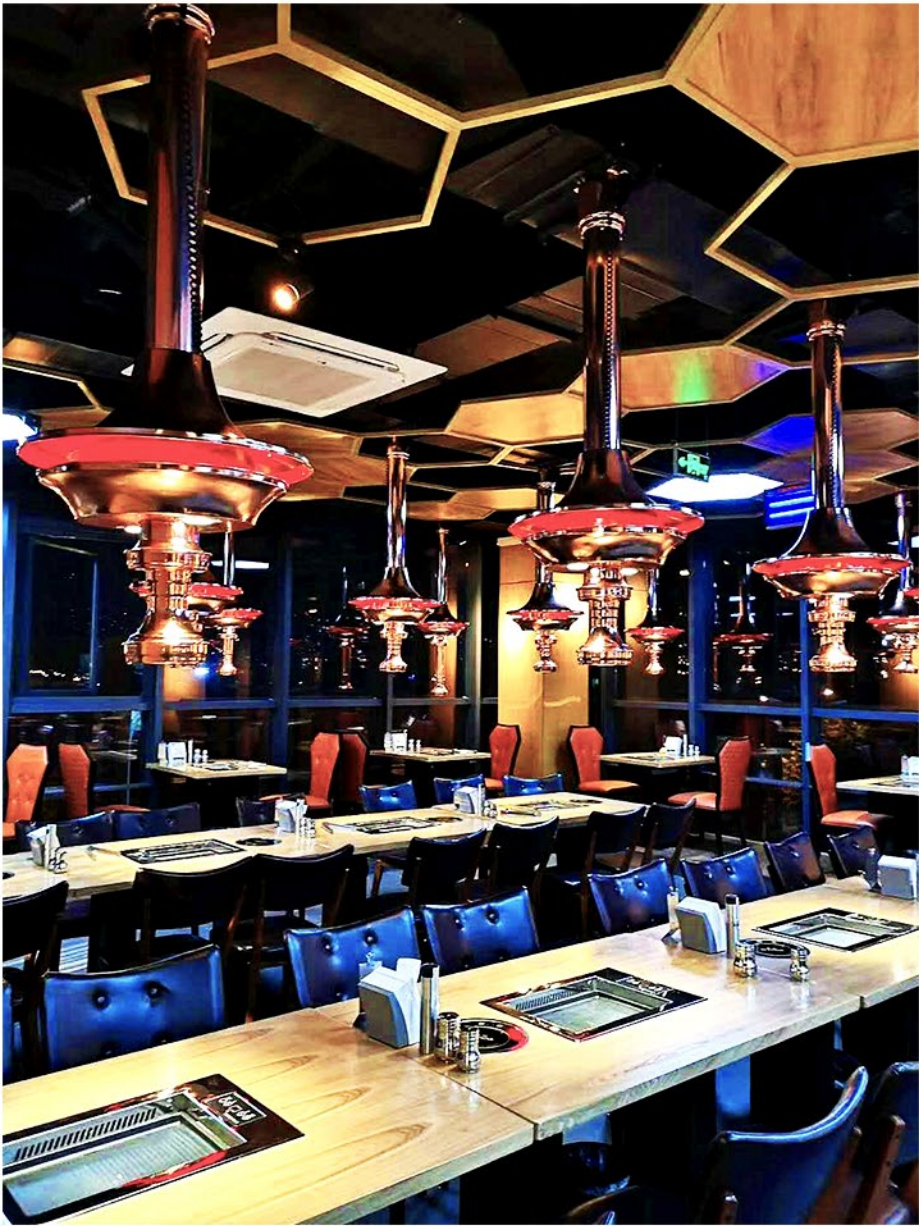
足够氛围的小资情调和轻奢级配套给自助餐的就餐氛围增添了浓墨重彩的一笔；

吧台暖色调和亮色的灯光搭配，又极大程度突出了食材本身的品质，增添了消费者对于美食的追求和欲望



都市繁华中的小资情调

THE SMALL ENDOWMENT SENTIMENT IN METROPOLIS FLOURISHING



星火璀璨中的人间烟火

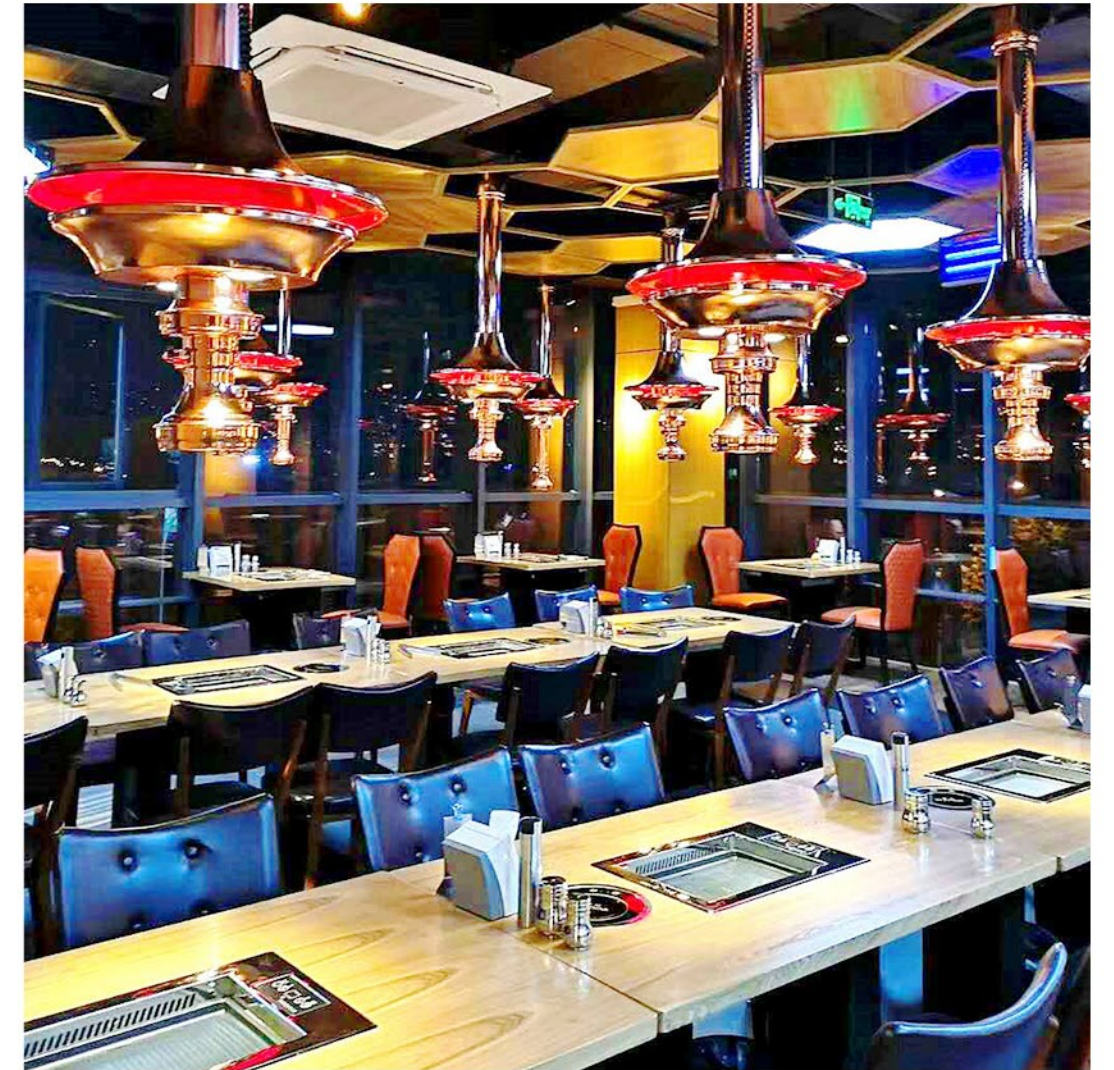
THE FIREWORKS OF THE WORLD



JIANG
NAN
DAO

以年轻和热血致敬生活，用美食和精致致敬真我

SALUTING LIFE WITH YOUTH AND BLOOD, TRUE SELF WITH FOOD AND DELICACY





我们准备好了酒和肉
也留了一个可以诉说的角落

A CORNER TO TELL

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其实
精致还有很多.....

EXQUISITE AND MANY MORE



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写在前面
致敬生活

PAY TRIBUTE TO LIFE

我是一个匆忙的人

享受繁华，喝彩和CBD的明夜

我是一个俗气的人

戴名表，抽好烟，住好房，开好车

我是一个浮躁的人

一局酒算计一个机会

但我更是一个充满向往的人

我渴望一处角落，香烟馥郁，灯火盈门，笙歌迭奏

我渴望一个味道，闻之生香，食后不忘

也渴望一种生活，以肉当歌，酒伴身侧

.....

但凡是渴望，是向往，便会有人实现



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品牌理念——匠心、初心及传承

BRAND CONCEPT

以非凡敬不凡

江南道一直坚持对于食材本身原材料的严苛把控，为了每一位食客吃到新鲜，健康的食材而数十年如一日的餐饮人匠心的坚守，打破了消费者对于自助餐的固有认知，不一样的食材带来了江南道区别于同品类自助餐的非凡品质

以品味敬真我

小资情调，轻奢级就餐环境，无限拔高了食客对于自助的认知，一局酒，一场故事，一餐肉，一段人生。江南道以最高级的格调献礼真我

以匠心敬生活

绝不因为自助烤肉而降低对于口味的追求，几代人精心打磨的古法配方绝不因把控成本而偷工减料，口味的饱满和差异，仍是江南道的第一追求



江南道是什么

是 角 落 JIAO LUO 是 生 活 SHENG HUO 是 烟 火 YAN HUO



更是

是 企 业 QI YE 是 平 台 PING TAI 是 桥 梁 QIAO LIANG 是 系 统 XI TONG

是一种可以传承和延续的**投资模式**

JND | 江南道

○ ● BARBECUE AS IT SHOULD BE

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PRINCIPLE

一个江湖，必然有属于他的规则——
企业管理原则

PRINCIPLES OF BUSINESS MANAGEMENT

江南道

——是岁月静坐的角落

一缕烟火起，十万里山野市集人人纷至

同样的角落，同样的身影

刹那，永恒，勾勒人生得意

江南道

——是闲情有趣的生活

一口色香味，四季里一日三餐舌尖逍遥

三两烤肉，乐尽天真

掌控人生火候，描摹烟火底色

人情滋长，都在江南道里





经营理念 CONCEPT

企业管理原则

企业第一，以人为本

企业管理方针

以人为本，追求卓越

经营宗旨

品质、服务、清洁和物有所值

标准化的核心理念——QSCV

Q 品质、质量

原料验收标准，物料库存数量控制标准及方法，产品加工标准。

S 服务

努力营造欢乐温馨的气氛；
尽量避免喧哗；
以顾客优先为原则！

四大要求

方便快捷的服务；正确、精准；
亲切友好的服务；体贴入微的关怀；

C 清洁卫生

杜绝脏、乱、差！
整洁优雅，窗明几净，
仪表整齐划一。

V 价值

价格合理，物有所值！

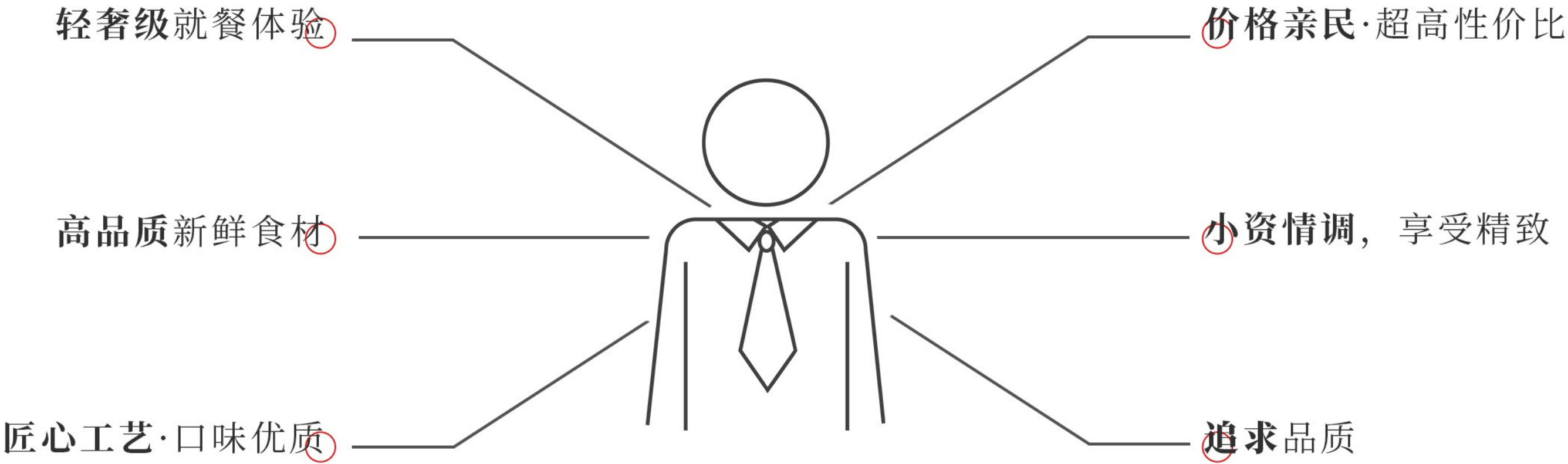
员工行为规范

行为规范基本要素

克己奉公，注重团队目标
遵守法律，敬业爱岗
日常行事，亲切自然，真诚
有做人的本分，做事的规范
善于自我反思，积极进取
齐心协力，团结互助



经营理念
CONCEPT



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开宗立派 不忘初心的行者——江南道人

STAY TRUE TO THE MISSION

说起成立江南道之因，其实普普通通
皆因一口烟火滋味，诱惑难挡
2013年，凭借胸腔中一股热爱，于蓉城一市井路边开设了第一家门店
虽然没有多少经验，但是一腔热血足矣
也算是我第一次成为餐饮人的放纵，所行即所爱
以肉当歌，初时心满意足
但随之，也为拍脑袋就行动吃了苦果
食客渐渐开始不满足简单的口腹之欲、七荤八素
我也开始思忖如何突破新的味觉享受、新的就餐环境
江南道又该有怎样的使命？
几年来日日夜夜寻觅突破之法，穿梭黑夜白天
出入高级酒楼饭馆，历遍街头巷尾
我一一映照与体悟烤肉与其他餐饮的区别，终于有了一些收获
烤肉始于市井小巷，若是离开那里的人与物，便没了烟火气，没了味
而烟火，需要慢慢磨，这是几年来我总结出来的宝贵心得
不是让喜欢热爱的烤肉脱胎换骨，而是坚守本质
扎根于市井小巷，吃过街边苦，才有烟火味
那里有平凡而又不同的生命，有人人永远喜欢的味道
这也是最初我进入这行的初心，始于小巷一缕烟火
2019开始，江南道遍地花开，让每一个角落都能留住自己的故事



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HONOR

盈而不满，正是江南道的品格——
品牌荣誉

IT IS ITS CHARACTER TO BE FULL AND DISCONTENTED

OUR STORY

属于我们的故事还有很多.....





品牌发展轨迹

BRAND DEVELOPMENT TRACK

2013年 大湾区柳南六路 第一家门店

2019年 大新尚天地 江南道2.0版本门店

2020年 洲际亚洲弯 江南道3.0版本门店

2020年 郫县、龙泉驿、绵阳.....

时光总是悄悄走过，
属于江南道的江湖，刚刚开始
.....

