



follow

Case Study

Shucks

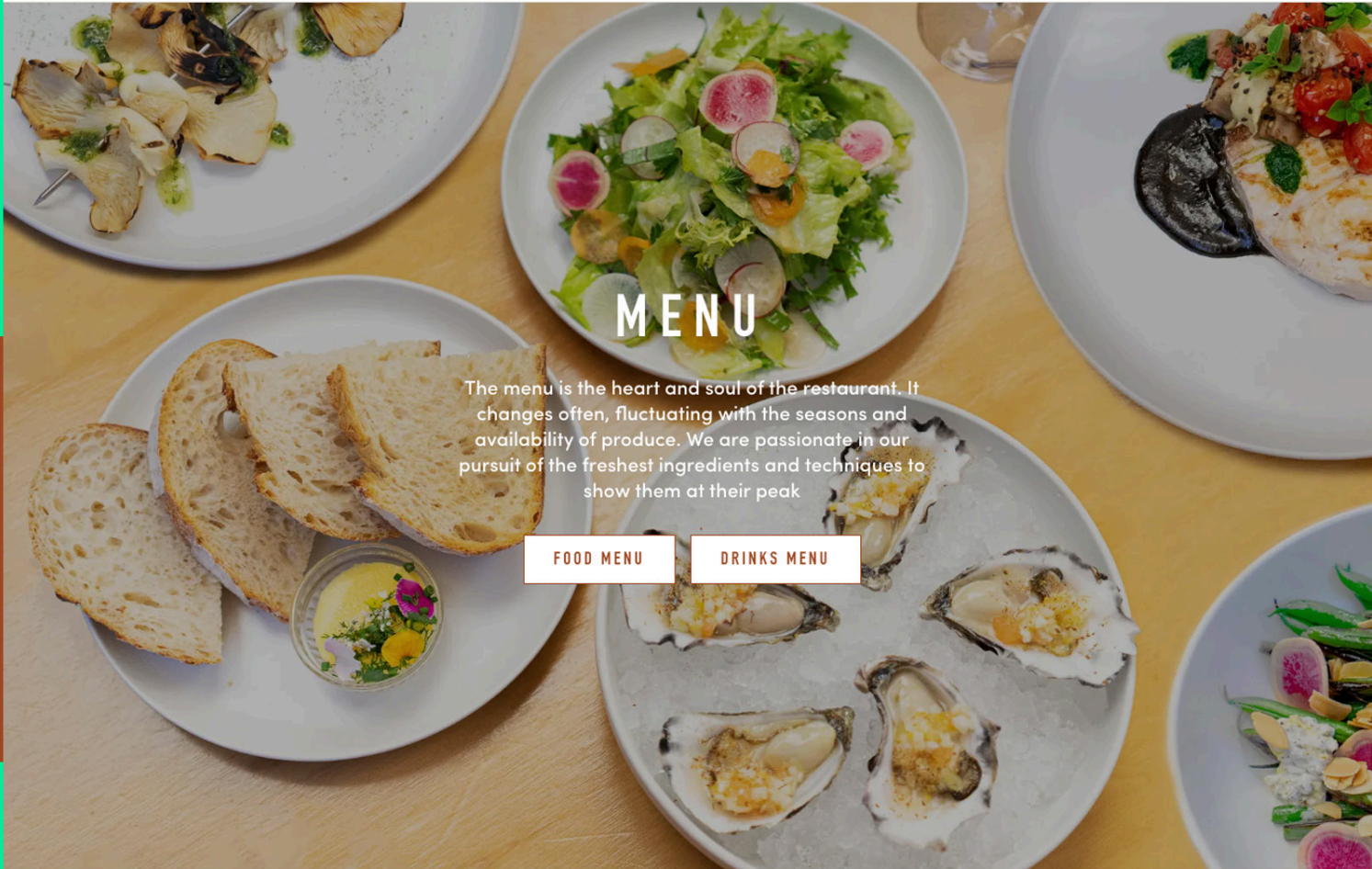
Website Design and Development

Shucks

Follow was engaged by local oyster-shucking legends, Shucks®, to reinvent their online presence. Having launched their seafood restaurant in Brisbane's beautiful Manly Harbour Village together with their own website three years ago, the Shucks team wanted to design a user experience more in keeping with their growing business and reputation.

Online hospitality is a dynamic and challenging niche, and we worked with the venue to identify unique offerings and uncover their great imagery capturing some of the food and wine experiences available in their oyster-bar styled restaurant.





MENU

The menu is the heart and soul of the restaurant. It changes often, fluctuating with the seasons and availability of produce. We are passionate in our pursuit of the freshest ingredients and techniques to show them at their peak

FOOD MENU

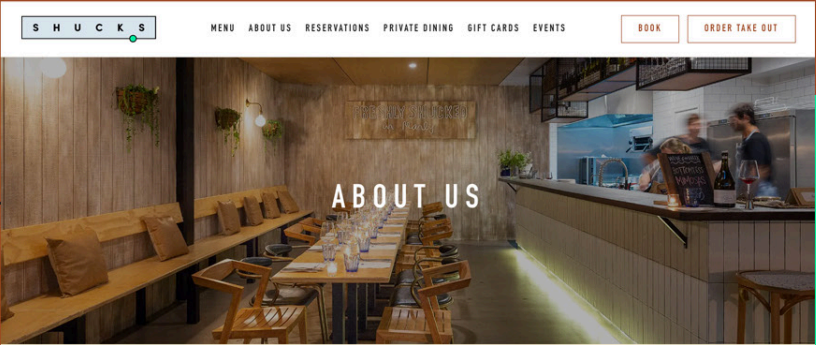
DRINKS MENU



"While food and hospitality are my passions, I have a design background, so Follow's creative and fresh approach to designing our new online look was hugely appreciated. Everything is so FAST! And the backend is so easy to use and manage compared to what we had been working with. Everything delivered has a real world class feel to it, which is the image we're trying to convey inhouse and online. Thank you for a wonderful, smooth-running and impactful project, guys!"

- Belinda Ho, Director | Shucks®





S H U C K S

MENU ABOUT US RESERVATIONS PRIVATE DINING GIFT CARDS EVENTS

BOOK ORDER TAKE OUT

ABOUT US

THE RESTAURANT

In 2017, Belinda and Michelle began with a simple philosophy that holds true today: serve honest, local ingredients, with informed service, in a comfortable setting. Shucks is the celebration of oysters and sustainable seafood. The team is passionate and friendly. The room is simple and modern. The menu is creative and seasonal.



THE FOOD

The menu is the heart and soul of the restaurant. It changes often, fluctuating with the seasons and availability of produce. We are passionate in our pursuit of the freshest ingredients and techniques to show them at their peak.

THE DRINKS

Our wine and beverage program is thoughtful and innovative. The wine list is focused on relevance and quality rather than depth or quantity. We seek out low intervention labels with an emphasis on playfulness and drinkability.



OYSTERS

Our approach to serving oysters is simple - flavour always comes first. We source our oysters whole, which means they're still alive; and kept in the right environment, they hold onto their liquor where most of their flavour is stored.

Oysters have a uniquely delicate flavour. The term 'merroir' [pronounced 'mare • wah'] describes how an oyster's taste reflects the waters where it was raised.



LOCATION

We are located in Manly, a short drive from Brisbane City along the Southern Moreton Bay Tourist Drive, overlooking one of Queensland's largest boat harbours.

VENUE

Bayside breezes flow through a light modern-minimalist space, combining weathered timber cladding, raw ply, mottled concrete and black steel. The deliberate design of an open kitchen allows guests to watch their oysters being shucked.



DELICIOUS NEWS

Sign up to Shucks Bar newsletter for everything you need to know about oysters, wine, recipes and events. Trust us, it's delicious.

SUBSCRIBE

S H U
C K S

ADDRESS

459 Esplanade, Manly QLD 4179
View on Google Maps

f @

CONTACT

Call (07) 3148 8867
Email eat@shucksbar.com

HOURS

Lunch
Friday - Sunday 12 - 3pm
Dinner
Thursday - Saturday 5 - 9pm

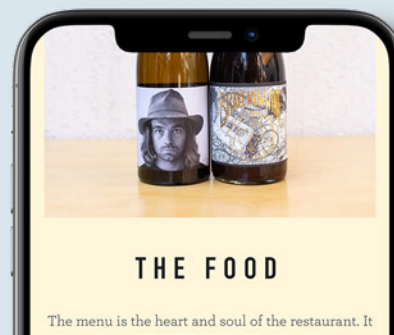
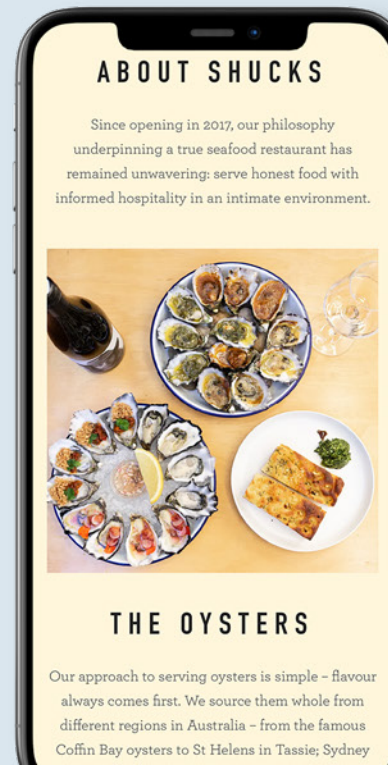
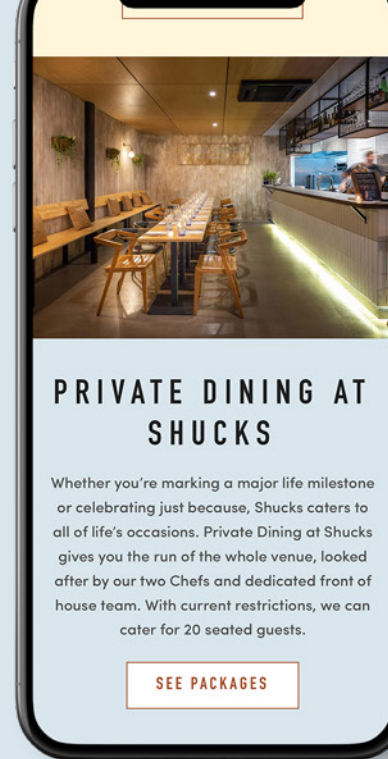
LINKS

[Subscribe to our newsletter](#)
[Terms of use](#)
[Privacy policy](#)

Copyright © 2020 Shucks®, All rights reserved. Site by Follow



The new site was launched following the worst impacts of the pandemic period and just in time for the 2020 festive season. In addition to an enterprise-class implementation of WordPress on a clean codebase with a custom theme, the site integrates important third party reservations and transaction providers who help deliver Shucks' services to customers. In addition, the original site has been labouring under the weight of many plugins and the bloat of typical off-the-shelf WordPress themes, and it now performs efficiently with lazy loading of heavy content and some smart coding to make the website run as smoothly as this amazing restaurant!



follow 

People first.
Results **follow.**

For additional information or queries relating to information contained in this document, please contact Follow.

Phone +617 3394 8440 **Email** create@follow.com.au **The Bower** 433 Logan Road, Stones Corner QLD 4120

follow.com.au