

Client Spotlight: Gordon Food Service

What is a brand? It's a promise to a customer. It's creating an expectation of a unique experience with the product. The chessboard of brand management is not just for the companies with household names. Felder's client, Gordon Food Service, while not a household name, is certainly well known in the restaurant trade. GFS is one of the nation's leading food distributors who turned to Felder to assist them in creating proprietary brands in several strategic food categories.



GFS customers are the restaurant owners, chefs and cooks who make decisions about what to cook and what ingredients to use. They are the toughest, most demanding audience, because unlike the home cook, their reputations are on the line every time they cook a meal. Like all of us, they choose brands they trust. It was Felder's responsibility to persuade them to trust GFS proprietary brands.

How many ways can you slice it?

GFS provides a broad range of steak choices to meet the needs of their restaurant customer base. GFS sells some of the most delicious steaks that can be served at the finest restaurants. They also sell the best-value, juiciest, super-sized steak line to the mom-and-pop restaurant trade. Felder's job was to add value through targeted brand creation. At the bottom end, Cattleman's Reserve was positioned as a consistent promise of a thick juicy steak, while premium Black Angus Beef was a taste celebration, the uncompromising steak experience. Having a choice between these two proprietary brands has kept their restaurant customers happy. And GFS is happy because they have two logically positioned brands instead of a missed opportunity. Felder used a unique process of brand imaging to identify the appropriate audiences and use occasions for both brands, as well as identify their unique and distinguishing brand traits.



Ribeye

Black Angus Beef Ribeye Steaks provide an exceptional level of tenderness that will please even the most discerning guests.

An excellent cut for an array of menu options, these steaks have demonstrated proven versatility. They are an outstanding choice for creating dramatic presentations that will enhance any dining experience.

Black Angus Beef Ribeye Steaks provide flavorful taste and excellent plate coverage that are unequaled. In addition, the quality of this cut and its demand among patrons ensure greater profitability for your establishment.



The uncompromising steak experience.



Smashburger

Meat from both USDA Choice certified ground chuck, Black Angus Beef hamburger is great choice for a variety of menu and sandwich ideas.

Black Angus Beef hamburger provides a tender, juicy taste. Use it to create sandwiches and burgers or create a meal that will become your signature dish. Its preference will increase over time, bringing you a repeat theme from the back that will please your guests and allow you to address menu changes in response. The versatility of ground chuck offers excellent profit potential as well.



The uncompromising steak experience.



Bull Tip (Bottom Sirloin)

This premium portion cut is ideal for more casual steak presentations, as well as creating sandwiches and more.

The tenderly sliced Black Angus Beef Bull Tip Steak provides opportunities to satisfy those guests who desire a meal or a less traditional steak course. In addition to being great beef from the Bull Tip Steak also accepts marinades and seasonings exceptionally well. Once marinated, you can grill, broiler or broil them, make it delicious and flavorful menu options. Another serving option is to cut the bull tip into smaller pieces for your hot dishes.




The uncompromising steak experience.

Black Angus Beef product literature kit

Cattleman's Reserve product literature kit

**BIG OL' STEAK
BIG OL' FLAVOR
BIG OL' VALUE**



**CATTLEMAN'S
RESERVE**

Great-tastin' steak. Honest value.

**THE
MOST WANTED
BURGERS IN
THESE PARTS.**

A plump, juicy burger is all it takes to make some folks hunger. "Specialty" when the burger is a Cattleman's Reserve® burger — loaded with choice and hand-cut all that delicious, tender and flavorful. Because, naturally, "best" burgers like these can be tough to come by. So make these burgers your own and get in some right now served with Cattleman's Reserve beef patties. That is, you might just want to request that patty for!

— — — — —

Mighty juicy burgers make an exceptional centerpiece.
The patties are just what you need on the grill.
There are many ways to serve them, but we're proud to
— — — — —
Mighty juicy burgers make an exceptional centerpiece.
The patties are just what you need on the grill.
There are many ways to serve them, but we're proud to
— — — — —
Cook to grill these and hold for extended periods.
Keep in your freezer and use as needed.



**CATTLEMAN'S
RESERVE**

Great-tastin' steak. Honest value.

**THESE ARE
MIGHTY FINE
STEAKS,
NEIGHBOR.**

Cattleman's Reserve® steaks are just what brings folks excitement from a kitchen. So that's why our chef can't wait for your business when you get a hold of all these steaks.

— — — — —

The consistent quality and best cuts mean
Because our chef can't wait for the right evening and your time
To get the steaks done, they're available in all our stores.
Cook up the steaks in any degree of doneness.
Mighty steaks, as you can see, are just what you need for
Easy delivery and use as needed.

— — — — —

Always order. Always enjoy. Always a great value. There are many ways to
be mighty proud to serve. And Cattleman's Reserve offers you the most
satisfying and delicious results.

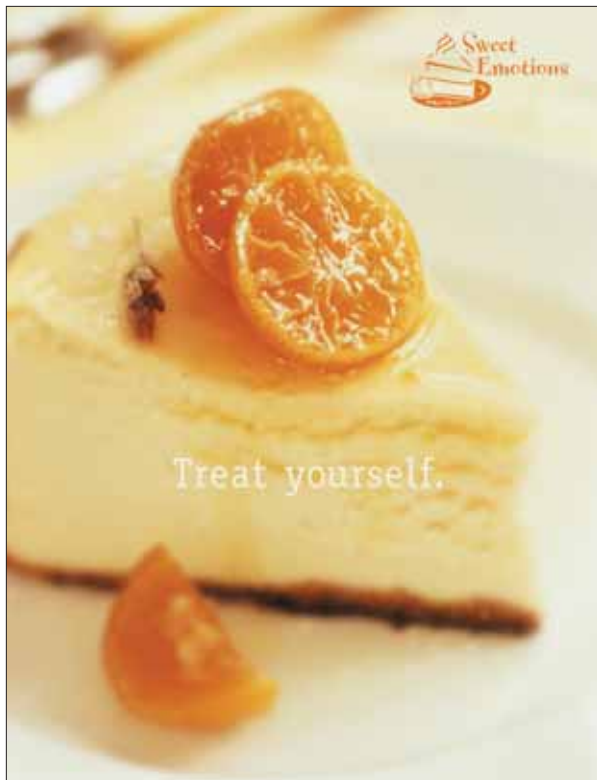


**CATTLEMAN'S
RESERVE**

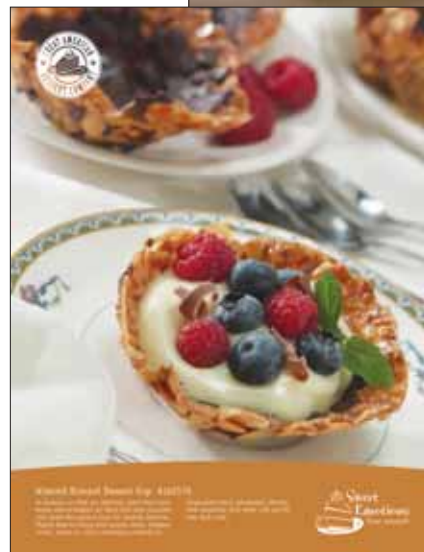
Great-tastin' steak. Honest value.

Branding on another level

If you are looking to distinguish your brand. If you're looking to create higher perceived value for your brand. If you're looking for ways to achieve greater customer loyalty. Look up. Felder Communications Group.



Sweet Emotions Dessert program literature kit



Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Or visit us at www.felder.com to see more examples of our brand-building successes.



Felder Communications Group 50 Louis NW 600 Trade Center Grand Rapids, MI 49503-2633
p. 616.459.1200 f. 616.459.2080 www.felder.com

Felder