

Branding Today: What Every Restaurant Owner Needs to Know

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Branding Today: What Every Restaurant Owner Needs To Know

In today's economy, it's imperative that you make the right choices when it comes to branding, marketing, and sales. Whether you're just getting started or you've been in the business for years, you can benefit from creating a unique brand for your product.

Our 12 branding tips are based on actual clients and experiences. At Custom Packaging & Products, we're happy to share these tips so that you can enjoy the same success as our clients!

Remember, success comes from being seen. If you aren't managing the visual impact of your brand, you're losing out on a key element of restaurant branding success.

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1: Fatburger

Timing is Everything. Three... two... one... and we're live! If you are ever so lucky to get product placement on a major television show, you have to be ready to go when they are.

One of our clients was fortunate enough to use CPP to meet a pressing deadline for national exposure!

Fatburger had been using a custom-printed burger wrapper from another provider. But then, they were rolling out a promotional campaign for Fox Sunday's Animation lineup. The show was called Bob's Burgers. Fatburger needed custom printed deli sheets for all 72 of their locations before for the roll out.

CPP was able to meet their turn-around time AND specially package each case for delivery to 72 different locations across the United States. In fact, Fatburger got their custom printed deli sheets within a week!

The Bob's Burgers and Fox logos were both prominently displayed on the sheets, and Fatburger reaped big rewards for their ability to turn on a dime.

Whether your business is big or small, sometimes you have to be able to act quickly. Having a vendor like CPP will allow you to do that – and take advantages of opportunities that may come once in a lifetime.



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2: The RedFrog Pub on Carnival Rebranding to Update Customers' Ideas on Tradition



Carnival Cruise lines added a new twist to a traditional idea. Their [RedFrog Pub](#) is a fun and funky pub with a Caribbean flare. Carnival knew that their customers were used to thinking of a pub in a dark, cozy, English/Irish setting. But the RedFrog Pub had to modify all those expectations.



Making a pub “Caribbean” involved many layers of [branding](#). For one, the space was updated with palm trees and Caribbean-themed signs. The artwork fell in line with the tropical motif, and the outdoor patio area even included swing seating! Instead of traditional English pub games, the [RedFrog Pub](#) added Caribbean themed games. The bar stocked a variety of rums and beers from the islands.



The RedFrog also updated their [deli paper with a CPP product](#) to reflect this new, tropical brand. By extending their efforts to include menu, décor and sandwich paper, they were successful in rebranding the idea of a traditional pub.

If you are considering a brand makeover for your business, then you absolutely have to read [Brand Turnaround by Karen Post](#). Using several real world examples, the book shows you how other companies managed their turnaround, step by step.

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3: The Office Achieving a High-End Restaurant Brand

One of the hip new ideas from the David Manero family of restaurants illustrates an upscale branding success story. Their new concept eatery, [The Office](#) is a high-end American Gastropub. You might be thinking, “How can a high-end restaurant get started or even survive in this tough economic climate?”

Many people are surprised to hear that luxury brands are thriving, despite a bad economy. Multiple studies have confirmed the irony; in a bad economy, upscale brands weather the storm better than their peers. [According to the Consumerist](#), brands like Tiffany, Porsche, Gucci, and Louis Vuitton have all reported strong sales recently, whereas middle-of-the-road retailers like Dillard’s and Sears are facing a slump.

Businesses that focus on the high end of the market are able to attract customers who equate quality with price. If they are successful, they have the ability to mark up, rather than discount, items in their restaurant. How can you position your brand as a luxury? By adding value with items like [custom deli sheet papers from CPP](#).

The Office restaurant is using this tactic to position themselves as an upscale Gastropub, in a marketplace full of average eateries. Could you do the same?

We’ve read [Buyology by Martin Lindstrom](#), and it’s packed full of ways that marketers have convinced buyers to choose particular (upscale) products through branding. It’s a fascinating look into the inner workings of the brain as consumers make purchases. Don’t miss chapter 3, titled “I’ll have what’s she’s having!”

When your business needs to position itself as upscale (or just in a better light than your competitors), consider extending your branding efforts to include custom deli paper with CPP.



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4: NYC Bagel Company Branding Means Being Seen by Everyone from Celebrities to Average Joe's



NYC Bagel Deli's [Custom Printed Food Service Bags](#)

Who's seeing your food and its packaging? It might very well be a celebrity. Branding impacts everyone that sees your product, so it's crucial to look good – at all times!

[NYC Bagel Deli](#) is based out of Chicago, Illinois. They've always been focused on branding, and their efforts keep positioning their bagels, bagel sandwiches, and pizza as the special food that it is. As a CPP customer, NYC Bagel Deli puts its brand front and center at every opportunity.

When NYC Bagel Deli is catering, their deli papers are being seen by professionals at Groupon, the Chicago Bulls, Pepsi, Boars Head, Tropicana, Wachovia, and many other A-list companies.



You just never know who is going to see your food. NYC Bagel Deli prepared an order of over 400 sandwiches that were delivered to the cast and crew of the Superman movie that was filming in downtown Chicago. Every single sandwich was wrapped in [branded paper from CPP!](#) Now, even Superman knows who made those delicious sandwiches.

The success of [NYC Bagel Deli's branding campaign](#) has allowed them to launch a successful box lunch program and to open three store locations.

If you want to dig further, there are some really interesting examples of how marketing experts can harness the power of celebrities and other power players in branding campaigns. Check out the book [Brandwashed by Martin Lindstrom](#) and don't miss our favorite chapter, #7: Marketers' Royal Flush.

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5: AJ Bombers Make Food Photography Work Double-time

Do you use photos of your food on your menu, take-out menu, website or other marketing materials? If so, using [custom deli paper](#) can do double duty!

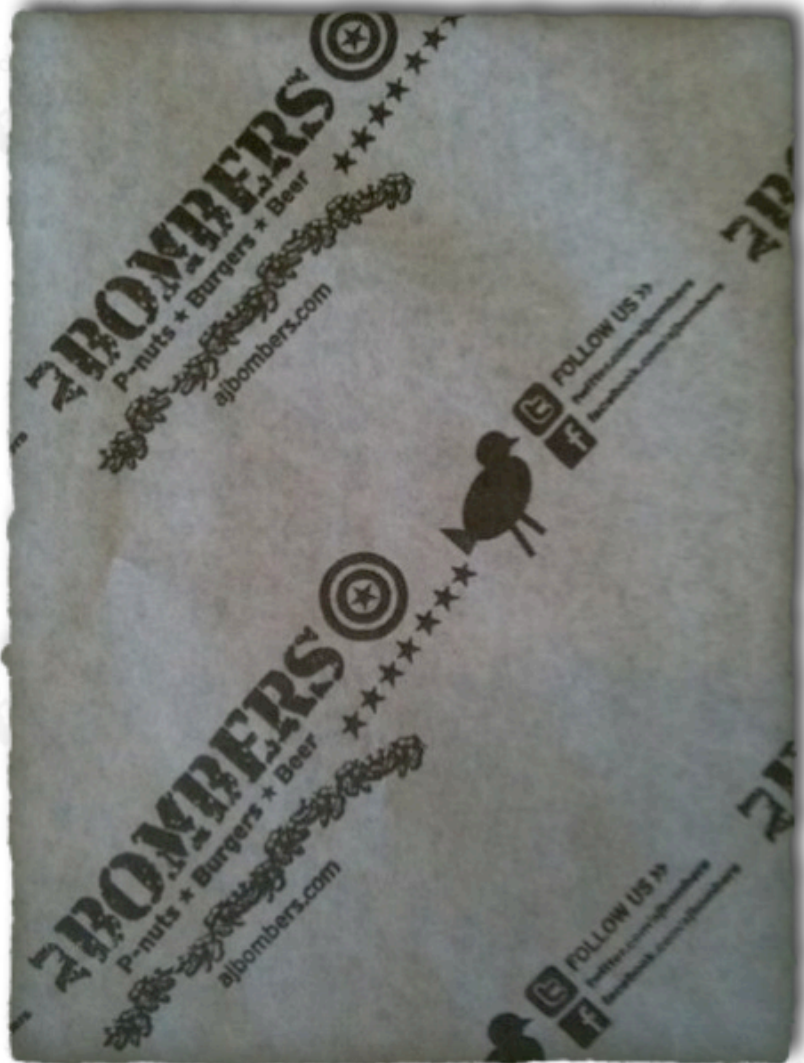
By putting special wraps on food in photos, you're putting your logo and brand in front of everyone who sees those photos, not just people who order your food. It's a great way to get more bang for your buck when you're advertising – either internally or externally.

Even if you don't use food photos, you can still leverage the power of this subtle [branding technique](#). How? Your customers are doing the work for you!

In today's hyper-connected world, everyone with a smartphone can instantly share pictures of their meals with their network of friends and family.

Imagine pictures of your food being uploaded to [Facebook](#) right now. Would anyone know where that delicious-looking meal came from? If you are using custom deli paper from CPP, it would be obvious!

Whether you use your own food photography, or if your customers are your *food paparazzi*, don't miss the opportunity to spread your brand through a visual medium just like [AJ Bombers in Milwaukee](#).



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6: Pinchers Crab Shack Using Color to Convey the Message



Have you ever heard the expression, “you eat with your eyes first”? It’s important that the food on your customers’ plates look appetizing, but you don’t have to limit yourself to the edible portion of the plate!

Tony Phelan of [Pinchers Crab Shack](#) is committed to keeping his brand looking good. From the eye-catching interior design to the Pinchers logo and food plating, a consistent and vivid color scheme dominates the customer’s visual space.

Tony’s dedication to branding means that all seven Pinchers Crab Shack restaurants are thriving, at a time when competitors are shutting their doors. From Sarasota to Naples, Pinchers is dominating the market for fresh, quality seafood.

At Pinchers, the bright red color suggests a fun, festive atmosphere, and hints at the red color of the crabs that made them famous. Tony uses [CPP deli papers](#) to reinforce this fun, festive image that is noticeable throughout the restaurants.

You can also benefit from the smart use of color in your branding. Remember,

[color influences the mood](#) and appetite of your customers! It’s best to use dark blues, deep purples and black in moderation. Bright colors, red in particular, have been shown to stimulate appetite (just ask Pinchers!). But remember; always keep your color choices consistent with your own brand. If you have a lounge or other adult space, the darker colors could still be appropriate for you.

After you’ve chosen a color scheme, the most important thing is to keep it consistent – in your logo, in your space, and in your deli paper!

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7: The Tavern Hospitality Group Branding Helps Segment Your Target Market

Have you ever seen a restaurant that tries to be everything to everyone? One that serves Chinese food, southern BBQ and maybe also has a special take-out menu for late night pizza? Chances are that restaurant is closed now.

In the food service industry, segmenting the market means figuring out exactly who your customers are... and going after them with gusto.

For example, if your restaurant is best known for being family-friendly with lots of menu choices for children, then having a fun, playful branding design makes a lot of sense. If your customers are more likely to be hip, 20-something socialites with lots of disposable income, then you should pursue a trendier image.

At [The Tavern Hospitality Group](#) in Colorado, the logo and branding are all crafted to suggest a modern and – dare we say? – sexy vibe. The logo is perfectly suited to their market segment, and they aren't afraid to use it.

At every chance, The Tavern reinforces its brand through the use of its well-designed logo. It's prominent on signage, on their website, and even on their [custom deli paper, designed by CPP](#).

If you've already researched and invested in a great logo design, don't forget to reinforce it with your customers. Get the bang for your buck! Remember, it has to be seen to have an impact. Consider using your logo on your custom deli paper today.



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8: Indiana Pork Stand Out in a Crowded Marketplace

If you have ever been to a food fair or trade show, you know how difficult it can be to stand out when you are surrounded by hundreds of rivals.

The [Indiana Pork Producers Association](#) needed a way to gain visibility and brand exposure when they went to fairs and trade-shows – serving their delicious pork sandwiches.

By using custom [deli paper](#) from CPP, Indiana Pork was able to promote their name and image on every sandwich!

Even if you aren't attending events with your rival food service professionals, you're still competing in the same marketplace. Your customers have a limited budget for eating out, so it's essential to keep your brand fresh in their mind, so they'll think of you first.

Building your [brand](#) is the first step, but you can't quit once you've reached that plateau. After your brand identity is established, you need to grow it and keep it going in perpetuity. By using cost-effective branding – like deli papers from CPP – you have a strategic edge on your competition.

If want to learn more, there are some great books on branding. Any restaurateur would be well-advised to read Brand Sense by Martin Lindstrom. This book talks extensively about creating “sensory” brands – using all of a customer's five senses to sell your product. His tips jive perfectly with food branding!



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9: Grindhouse Killer Burgers Leveraging a Memorable Name

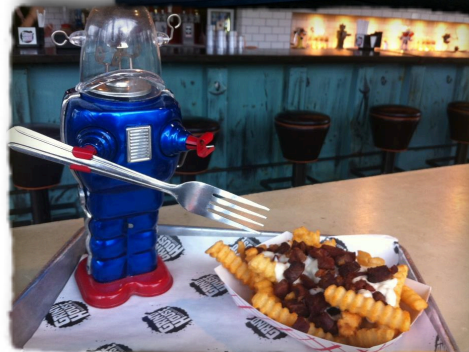
Do burgers taste better when they're wrapped and presented as beautifully as Grindhouse prepares them? We think so!

Not only are these [wrappers](#) making it easy to eat on the run (even one-handed), but they're also fulfilling a key branding strategy of [Grindhouse Killer Burgers](#). Whether it's from reading the napkins, coasters or food presentations liners, you won't be able to miss the fact that the mouth-watering burger you're about to eat is from Grindhouse.

With a name like Grindhouse, you can almost taste what the burger will be like without even putting it in your mouth! Having a catchy name is just one of many tactics to get foot traffic in your door. Of course, once you have them, it's important to fulfill the promise that your name implies. In the example of Grindhouse Burgers, it means giving customers a juicy, delectable, gourmet-tasting burger.

If you haven't named your business yet (or just need new names for certain foods or dishes), then you should really read Chapter 6 of [Brain Tattoos by Karen Post](#). There are 10 questions to ask yourself before you begin the naming process as well as great tips on avoiding bad names!

Remember, a catchy name will only get you so far. It's a "use it or lose it" game. Use your unique name to the greatest advantage by including it on [customized paper products](#). If you're not sure how you can do it, just ask CPP. We'll be happy to help you promote your great name!



All Photos Courtesy of Grindhouse Killer Burgers

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10: Jet Runway Café If You Don't Have Much Time to Convey The Brand



[The Jet Runway Café](#) in Fort Lauderdale, Florida is serving high-end, traditional American fare to busy travelers and professionals just outside the Fort Lauderdale Executive Airport. They have a clean and modern décor which reflects the essence of their contemporary brand.

As you can imagine, the to-go business is a very important segment for them, as they are so close to the airport. The Jet Runway Café uses CPP printed [deli paper](#) for wrapping their to-go orders and also for their [to-go bags](#).

Many businesses in the same position might mistakenly overlook the need for [branding](#), since you have very little exposure with your to-go customers. But the Jet Runway Café knew they could do it.

By using custom papers, they're able to get Jet brand in front of customers even though their time inside the store is incredibly short. It makes a great leave-behind that will allow the Jet brand to resonate with the customer at the same time that they're enjoying their delicious Jet Café meal.

If your restaurant or business offers to-go options for your customers, you should consider talking to CPP about your paper options. Together, we can create a memorable look that will keep your brand visible, even when time is of the essence.

11: Barclays Golf Tournament Sometimes Small Quantities are Right



Are you a small business or a large corporation? In our world, it doesn't matter! You don't have to have mega-bucks to take advantage of the branding opportunities inherent in CPP custom paper.

Barclay's Golf Tournament was a customer who didn't have an ongoing need for custom paper; they needed basket liners for the occasion. Their weekend-long event was branded, but extra large quantities just weren't appropriate in this circumstance.

CPP came to the rescue because we're able to offer small print runs. Unlike many marketing businesses today, you don't have to order in large volume to get great value. If you're looking for a small order of [custom paper](#), CPP is one of the few companies in North America who can offer that convenience.

How else can you take advantage of small print runs? When you think of branding, don't limit yourself. You can brand a company, an ingredient, a service, an event, and more. Read Chapter 1 of [Brain Tattoos by Karen Post](#) for inspiration!

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12: Six Feet Under Social Media – When Consumers Spread The Message

With the recent explosion of [social media](#) and online reviews, restaurants are rethinking their branding strategies.

Now, it's possible for customers to upload photos of their food to Facebook, Twitter, Flickr, or any one of dozens of social sites. Foursquare check-ins are almost always accompanied by a picture of the meal.

One of the best places for a restaurant to be seen on is a Web Site called Foodspotting. The site takes word of mouth advertising and puts it on steroids! In these examples, you can see how the patrons of [Six Feet Under](#) shared photos (and the brand) with their friends through the power of CPP [deli paper](#):

- <http://www.foodspotting.com/places/58134-six-feet-under-pub-fish-house-atlanta/items/6578-zucchini-fries>
- <http://www.foodspotting.com/reviews/593402>

Food presentation and photos are everything in the restaurant business. If your dishes are memorable enough to stand out, it's likely they will be shared. In the past, someone might have just passed along the recommendation to one or two friends.

But now, they're sending photos to everyone in their network. By having your logo and brand prominently displayed in those photos, you can really take advantage of positive word of mouth advertising!

Ready to use the tools you've learned to brand your own company? [Contact us online](#) or follow [CPP on Facebook](#)!

