



# FOOD & BEVERAGE



Founded by Tim Girvin in 1976, GIRVIN has built a reputation of trust and excellence in our field.

We are a boutique creative agency with a talented team that applies unique skills and expertise to a sweeping array of capabilities:

- naming
- identity
- brand storytelling
- strategy
- websites
- environmental design
- messaging
- packaging
- print
- illustration
- type design
- social media
- marketing materials

## LET GIRVIN TELL YOUR STORY

At GIRVIN, we believe that every brand has a story, a soul—and our mission is to find that spark and coax it into brilliant life. That's why we'll do a deep dive into your brand—its past and your vision for its future—so we can focus on strategically building a unique creative direction that is meaningful to you, your audience, and your long-term market presence. For us, a successful brand is founded on a story that creates a powerful, memorable visual articulation and emotional connection transcending trends.

## METHODOLOGY & APPROACH

In our pursuit of embracing creative action and solutions for each client's unique needs, we have evolved proprietary processes for accelerated business results.

**BrandQuest®** A customized and collaborative team brainstorming workshop that builds consensus among executive team members regarding company vision, mission, values, positioning, and character. This assures a holistically framed team buy-in that allows for acceleration and effective integration into the next phase of brand evolution.

**Ideator®** Our proprietary naming process is a verbal exercise to define one of the most crucial elements of a strategically driven brand: the name. We use a highly collaborative and strategic approach to achieve the greatest creative potential when developing product names, brand names, and taglines.

**BrandSpirit®** Brands are created by humans, for humans. We find the emotional core and essence of the brand to serve as the source of strength for compelling marketing messages, striking visualizations, and captivating alignments for the brand's representations to market.

**BrandCode®** This organized approach to a brand's foundational touchpoints formalizes guest and consumer encounters with all that the brand story can offer its relationships. This "code" will be utilized to express the visual, verbal, audible, and tactile language of an individual brand for a coherent brand program.

**Transparent Design®** Our integrative service builds seamless communication of your brand's messaging across all media formats—from print and environmental to digital and broadcast platforms. This transparency of designed expression creates audience trust that there is a strategic and directorial focus on all aspects of branding implementation.

FOOD

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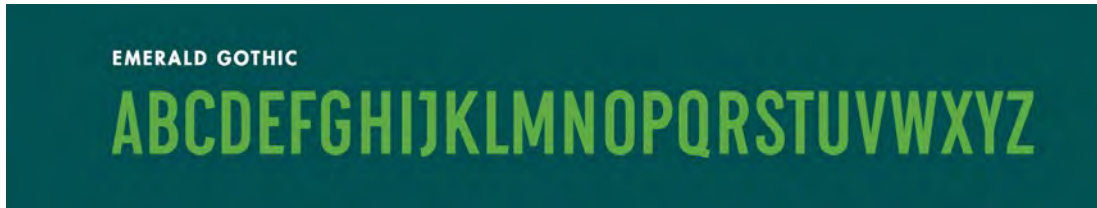
**GIRVIN**  
Strategic Branding & Design

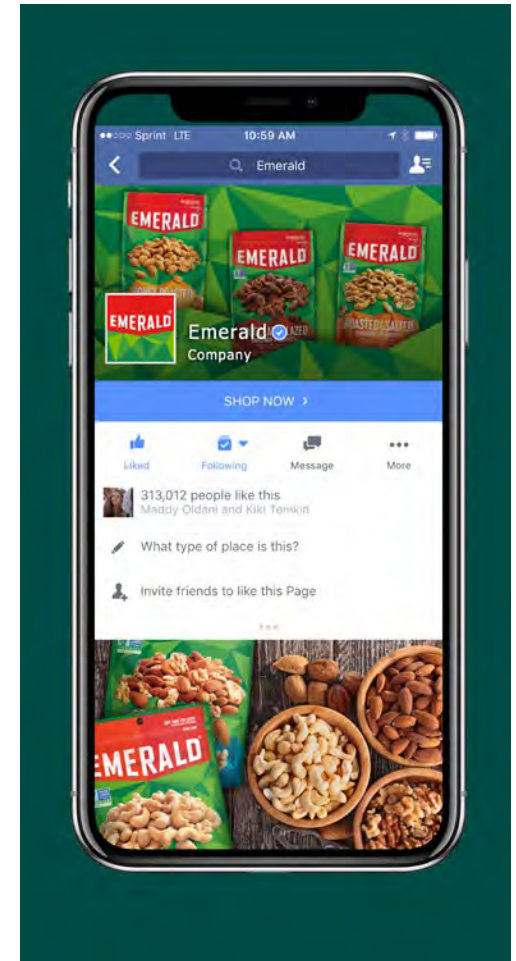


**CHALLENGE:** Emerald had become tired with a commodity-oriented positioning and came to GIRVIN with one goal in mind: create a brand strategy that's nuts and disruptive.

**SOLUTION:** We transformed their outdated vintage-automobile emblem into a bold and energetic brand mark, and expanded that look into a custom alphabet—Emerald Gothic—that would serve as a foundation for product names. We built out the brand language into patterning, illustrations, packaging, and refreshed social media and brand voice.

**RESULT:** Rebooting their positioning, packaging, and social to a more uplifting impression grew community engagement on Emerald social from under 50,000 to over 300,000.





**CLIENT PERSPECTIVE:** "The BrandQuest Summary books that you guys built for us are still our bibles. Pretty much all of our strategy is informed by that work that you guys did."

JENNIFER BAUER | CMO





**SANDERS®**

**CHALLENGE:** Kar's wanted to realign their position to communicate their authentic, all-natural roots and dedication to instinctively good snacking across all of their snack brands.

**SOLUTION:** For a more natural realignment and positioning, we helped Kar's shift their brand nomenclature so that their overarching brand became Second Nature Brands. We redefined the brand story, strategy, positioning, and created a new brand identity. From there, we focused on the flagship brand, Second Nature Snacks—updating their identity, packaging, messaging, illustration style, and color palette.

**RESULT:** The drive to BFY growth led a completely evolved corporate strategy, a new brand architecture, product tactics, innovations toward dramatically enlarged C-store sales, new wellness-oriented snack offerings, and sales improvements in all market geographies and product categories.





**CLIENT PERSPECTIVE:** "I've had a chance to circulate and share the brand guide with the team and we are extremely happy with where we netted out! We can update our brand messaging and standards and any new products we roll out!"

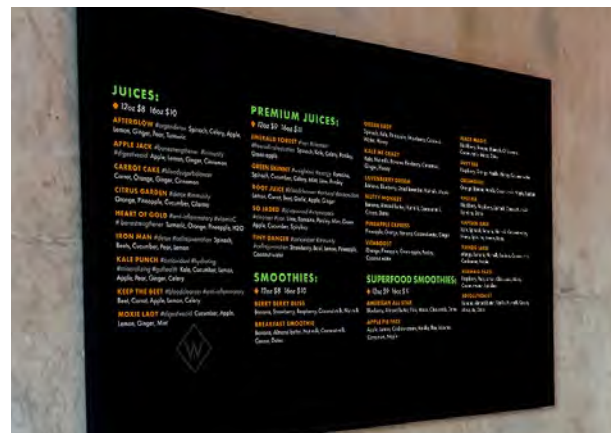
**RACHEL REIFKIND | SENIOR BRAND MARKETING AND PRODUCT MANAGER**



**CHALLENGE:** Wild Alchemy founder Colleen Morgan and partner Alison Davis wanted to bring the principal of alchemy—the power of change, balance, symmetry, and equality—to the forefront of their organic cafe. They envisioned a mystical amalgam of nutrition, thoughtful plant-based deliciousness, preventive support, and healing manifestation.

**SOLUTION:** After a visionary BrandQuest® session, GIRVIN built a unified solution that encompassed a naming strategy, identity, brand patterning, signage, and print—all for a transformative and cohesive look.

**RESULT:** The new integration of brand identity, disciplined visualizations and café interiors triggered a northeastern US evolution boosting the expansion of store locations. Consumer response has been phenomenal.



**CLIENT PERSPECTIVE:** "Yes, it's been a great success! Our customers love the new brand. And...there is so much more in store :) I believe in you and your team!"

**COLLEEN MORGAN | FOUNDER**



# minis

snack size

**CHALLENGE:** When Kind became aware that their consumers were seeking a smaller option that still delivered the same wholesome flavors and ingredients, they sought GIRVIN's strategic expertise.

**SOLUTION:** We designed a strategic packaging plan that built off of their current product line and brand standards.

**RESULT:** Our solution effectively introduced Kind Mini Bars to the Kind snacks line.

mini DARK CHOCOLATE NUTS & SEA SALT

mini Caramel Almond & SEA SALT

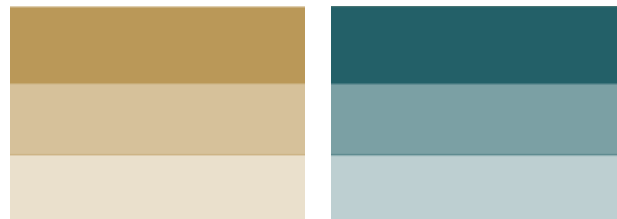
**KIND**  
minis  
FLAVOR DUO

LOW GLYCEMIC INDEX  
NO SUGAR ALCOHOLS  
DAIRY FREE  
NO GENETICALLY ENGINEERED INGREDIENTS  
LOW SODIUM  
0g TRANS FAT

SEE NUTRITION PANEL FOR FAT CONTENT

INGREDIENTS YOU CAN SEE & PRONOUNCE<sup>®</sup> | GLUTEN FREE | 6g PROTEIN

10 - 0.85 OZ (24g) BARS  
NET WT. 8.5 OZ (241g)



mini DARK CHOCOLATE NUTS & SEA SALT

mini Caramel Almond & SEA SALT

**KIND**  
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**CHALLENGE:** As a small farmer co-op, Idahoan needed to position their product against larger competitors as a premium alternative at a lower price.

**SOLUTION:** Because a connection to Idaho and potato farms was essential, we repositioned “Idahoan Real” as the premium product within an existing product line. We developed a new brand identity to communicate fresh, from-the-farm 100% Idaho potatoes—the blockprint-style illustration communicates a trustworthy, down-to-earth promise of real, simple, delicious potatoes. Further visual representation of a “Real” and “Best Tasting” premise was achieved through high-quality food photography and transitioning the whole potatoes into appetizing mashed potatoes on the packaging.

**RESULT:** The detailed and timeless identity is still in use today, continuing the Idahoan legacy and building trust with the consumer.



# METRO DELI™

**CHALLENGE:** Executives at US Foods in Chicago approached GIRVIN to create a new restaurant concept based on a comprehensive offering of all-natural delicatessen-style foods—to be located at the San Diego Chargers stadium.

**SOLUTION:** We strategized the place, assessed the possible optimization of the guest service journey, and created a detailed graphical program. In support of the art direction and production design to frame out the emotional storytelling, we also built out the concept with all food services, preparation amenities, and furniture sourcing.

**RESULT:** The robustly successful opening for US Foods was the beginning of a national roll-out of in-store service offerings for its relationships throughout the United States.





**CLIENT PERSPECTIVE:** "Yes I was there and all the 300 attendees were blown away!!!! I will reach out to our corporate photographer and have him forward to you the pictures. It was a pleasure working with you and your company, you are a top notch professional."

**MATT GREEN | DIVISION CHEF, SAN DIEGO OFFICE**



# BEVERAGES

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# BAD ASS COFFEE OF HAWAII

GIRVIN



**CHALLENGE:** Bad Ass approached GIRVIN with a highly unique but dated brand identity that was sorely in need of revitalization to better communicate their philosophy, legacy, and aloha spirit. And because their brand wasn't clearly defined, each location was left to their own interpretation, leaving no two stores alike.

**SOLUTION:** We started with a BrandQuest® workshop that laid the foundation for creating a whole new approach to their brand story, messaging, identity, packaging, merchandise, and a fully rethought set of interior and environmental standards for the stores.

**RESULT:** Rollout brought a new wave of enthusiastic investors, new and existing franchise owners ready to buy-in to the new brand look, interiors, and positioning with revitalized cafés and new locations rolling-out aggressively across the country. Each remodeled store experienced a huge leap in sales. For example, the Naples, Florida location saw a 154% revenue increase after their renovation.





**CLIENT PERSPECTIVE:** "Your team has been the most significant accomplishment in the early development of this new company. The level of thinking, persistence and focus on an integrated solution has delivered a truly game-changing brand identity, packaging and store design."

**SCOTT SNYDER | CEO**

**CLIENT PERSPECTIVE:** "The first "Girvin designed" store has been warmly received. It is beautiful. The numbers are holding and we have done Social Media marketing and old fashioned guerilla marketing to help introduce the community to our new brand and your design. Many customers have commented on the difference between the old and the new and definitely LOVE the "New Bad Ass Coffee". Come and visit West Jordan, Utah!"

**CONNIE ALEXAKOS | VP OF FRANCHISE OPERATIONS**



**CHALLENGE:** Cheerwine wanted an updated look while retaining some of their brand legacy.

**SOLUTION:** Retaining some elements of their past, like the classic elliptical containment, GIRVIN evolved the brand to fit the “effervescent” territory and created a variety of product offerings.

**RESULT:** With renewed support of Cheerwine’s roots—its historical foundation imbedded with a livelier, modernist vigor—this century-old brand burst into completely unforeseen locations, states, and venues. Following our development of the integrative theme of “Legend Since 1917”, the drink was newly embraced and held high in the legacy of its provenance in the American Southeast.



**CLIENT PERSPECTIVE:** “When I think of GIRVIN the first words that come to mind are “inquisitive” and “finding meaning.” Not commonly used terms for a design firm, I do not consider GIRVIN simply a design “shop”. It is the thinking, it is clear, rich, deep and always evocative meaning it translates to brand storytelling, through strategy, insights and design that has kept me a client now for over 25 years across 3 different organizations. If you are truly committed to liberating your brand make your first thought GIRVIN.”

**TOM BARBITTA | SENIOR VICE PRESIDENT OF MARKETING**





**CHALLENGE:** Ennoble Beverage Brands approached GIRVIN to redesign a to-go cocktail offering founded on TGI Fridays' classic Long Island Iced Tea and Moscow Mule.

**SOLUTION:** Partnering with Ennoble and Canterbury Investment Group, we designed specialized illustrations and packaging for maximized shelf presence, accentuated restaurant franchise branding and in-house, at-table restaurant sales with table cards and on-premise sales tools.

**RESULT:** Our efforts generated more interest in TGIF's to-go cocktail offerings, growing their audience and creating more sales.





**CHALLENGE:** Hell's Gate Brewing sought GIRVIN for packaging design evolutions.

**SOLUTION:** Along with a redesign of their existing product offering—cans, six packs, shippers—we coordinated the development of a new campaign strategy: copy writing, graphics programs, merchandising, marketing and sales materials, and truck graphics.

**RESULT:** The launching of one of the first integrated promotional media campaigns for BC's Mark Anthony brands—including app development, mobile, digital and print advertisements, in-store storytelling and packaging, shelf-talkers and shopper merchandising—resulted in the full launch of the brand that, earlier, was nearly abandoned by the brand owners. Tens of thousands of cases were sold at site, on premise and throughout the Canadian provinces.





**CLIENT PERSPECTIVE:** "I think you've nailed it! I am really pleased with the outcome and a special thanks to you and your team for being so diligent and open to keep working on further strengthening the concept. Excellent work!"

ANTHONY VON MANDL | CEO & FOUNDER

# FRANK'S RED HOT CAESAR

GIRVIN

## FRANK'S RedHot CAESAR!



**CHALLENGE:** Canada-based Foundry Brands reached out to GIRVIN to support the branding of a new drink offering combining the spiced-flavor message of Frank's with vodka for a twist on the classic Bloody Mary.

**SOLUTION:** We began with consumer research, audience testing, then launched into the identity and package design of the Red Hot Caesar, supporting the release of multiple SKUs in Canada and then in the US.

**RESULT:** This program required an innovation in formulation, as well as positioning to build and align a new product linked to a recognized brand presence. The packaging boost and launch resulted in enthusiastic buy-in for their Canadian and US audiences.



**CLIENT PERSPECTIVE:** "Have to say an enormous thank you to the GIRVIN team for the art direction and that the choice of photographer was excellent. Looking forward to the roll out."

**CHRIS PFEIFER | FOUNDER**

# BLACK BIRD CIDER WORKS

GIRVIN



**CHALLENGE:** A Rochester, NY investor and brand dreamer reached out to GIRVIN to brand her cidery.

**SOLUTION:** We built a core identity and packaging for the cidery and hospitality facility.

**RESULT:** Black Bird Cider Works became a much-loved local cider brand, still producing high quality cider near Lake Ontario.



# 50<sup>TH</sup> PARALLEL ESTATE WINERY

GIRVIN



**CHALLENGE:** Curtis Krouzel had a deeply held dream to create a world-class winery. He and his wife Sheri-Lee took over an abandoned vineyard near Okanagan Lake with sweeping scenic vistas, and named it 50<sup>th</sup> Parallel to represent its unique physical location.

**SOLUTION:** The Krouzels engaged GIRVIN to create an overall brand strategy, beginning with a comprehensive BrandQuest® workshop. From there, we developed the logo, illustration, and wine labels. The couple's architect also found ways to incorporate the landmark into the developing structure.

**RESULT:** Today, Curtis and Sheri-Lee's dream has expanded to include not only a winery and tasting room, but a destination facility with events center, restaurant, and therapy spa—a favorite Canadian destination place.





**CLIENT PERSPECTIVE:** "The one stop international shop for the best in industry creative brand and marketing skillset is cultured from GIRVIN design in Seattle, Washington, USA. Tim Girvin leads the team enriched and delivers a flare and holistic grace to every element that will be the essence of 50<sup>th</sup> Parallel Estate."

**SHERI-LEE & CURTIS KROUZEL | FOUNDERS**



# REYNVAAN FAMILY VINEYARDS

GIRVIN

Reynvaan

**CHALLENGE:** Reynvaan is a small family-owned winery in the Walla Walla Valley. They have a rich history and were looking for someone to help tell their story.

**SOLUTION:** We worked with the Reynvaans not only to establish their story, but play out key elements of the identity including the signature logo and color palette. What started out as an initial two-label set grew to encompass five color variations for a family of at least 10 award-winning wines.

**RESULT:** A successfully integrated identity and signature labels generated more interest from purchasers and created enough revenue to expand into new lines and labels.



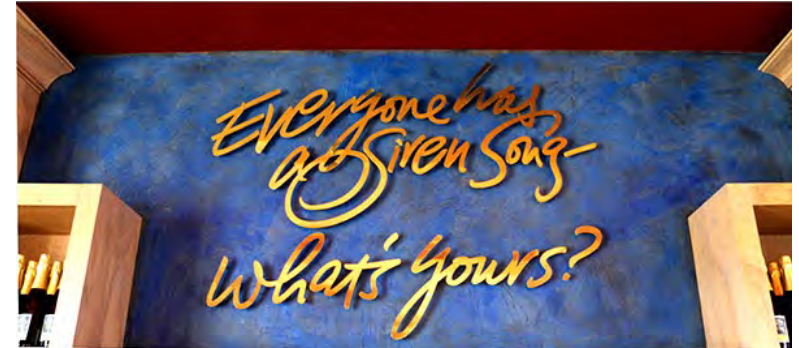




**CLIENT PERSPECTIVE:** "Thank you for all of your great work with us, we really appreciate it."

*You get tons of compliments about our labels and we explain the process with you guys and how great you are."*

**GALE REYNVAAN | FOUNDER**



**CHALLENGE:** The founders of Siren Song were inspired by southern France, coastal living, vibrant interiors, and exquisite experiences—and enlisted GIRVIN to build that dream from the ground up for their Chelan, WA location.

**SOLUTION:** Beginning with a visionary workshop, we built the foundations for the brand strategy, identity, and guest experience. We then oversaw everything from interior design and furnishings to wayfinding and wine labels.

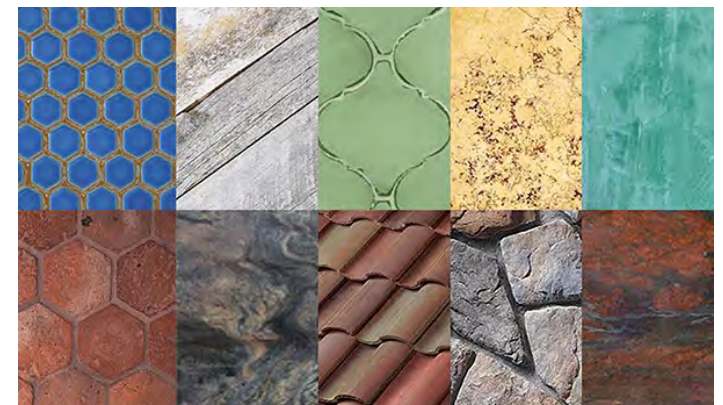
**RESULT:** Every color and texture, every step of the guest journey, is holistically integrated. Siren Song has emerged as one of the top wine-touring and culinary destinations of the Manson, Lake Chelan County viticultural areas of Washington State—with tours, cooking classes, tasting flights, and detailed tiers of experiences that attract tourists from around the world. Customer response has been widely celebrated and documented in awards, social media, and published journalism.





**CLIENT PERSPECTIVE:** "Thanks and gratitude go out to the GIRVIN strategic branding team for their stellar work rebranding Siren Song. Tim and team developed a comprehensive brand strategy and palette to encompass Siren Song wines, as well as the 'place' experience for our new Vineyard Estate and Winery. We are **THRILLED** with the work and their commitment to helping us refine and extend the brand. It reflects our irresistible attraction to European food and wine influences juxtaposed against the deep blue gem that is Lake Chelan! Tim's hand drawn logo and siren graphic artifacts connote the artistry and musicality that also inspire the winemaker."

**HOLLY & KEVIN BROWN | FOUNDERS**





THANK YOU

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