



Positioning Statement:	A premium sandwich experience.™
One Sentence Description:	Premium-quality, bold-flavored meats, cheeses, and other complementary, front-of-house products that create & enhance a sandwich experience.
Brand Attributes:	<ul style="list-style-type: none">• Premium quality. Crafted using time-honored techniques, clean labels (ingredient statements), and natural cheeses.• Bold, distinctive flavor. Strong, robust flavors that are distinct from the bread to help create a sandwich experience packed with flavor.• Operator friendly. Product features that help make it easier for operators, including:<ul style="list-style-type: none">- Pack sizes that work for operations of all sizes.- Meat shapes that enable maximum yields.- Cheeses with pre-sliced options and resealable packaging.• Front-of-house value. Brickman's products are packed in consumer-friendly packaging and supported by a merchandise program.

Acceptable name representation:

First mention of brand name in text:

Brickman's®

Second and subsequent use:

Brickman's

Unacceptable name representation:

~~GFS Brickman's~~

~~Brickman~~

~~Gordon Brickman's~~

~~Brickmans'~~

Brand Name Represented In Text

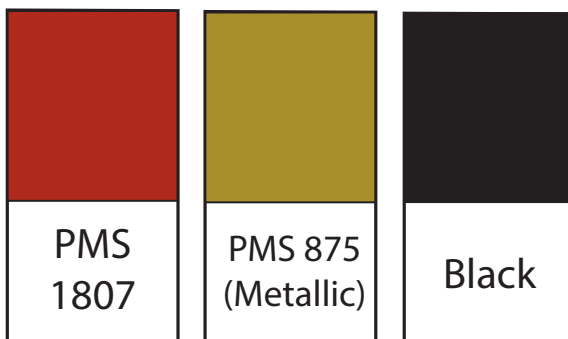
The registration symbol must appear with the first mention of the brand name in text. In a multipage piece, use of the brand name in text on the cover does not satisfy the requirement. The registration symbol must be included on the first text mention on an inside page.

All subsequent text instances in the same document must appear without the registration symbol.

Note: The registration symbol in the Brickman's logo does not satisfy the requirement to use the symbol in the first text instance.

Examples of acceptable and unacceptable name representations are shown to the left.

Brand Logo:



Key Elements and Basic Physical Characteristics

Illustrated to the left are the key elements that make up the Brickman's logo.

The name Brickman's is bold and distinct, offering a strong clear image. It is set in white with a black drop shadow.

The diamond-shaped background behind the Brickman's name is black with an overlay of PMS 1807 Red. In between the two shapes is a line of either PMS 875 with enlarged "circular-shaped anchors" on each point.

The Brickman's logo should never be recreated. Electronic art files of the Brickman's logo are available in the following formats: .eps, .jpeg, or .wmf.

Tagline

When space permits, the tagline "A premium sandwich experience.™" should accompany the logo to further drive the brand message. This is an overarching message and applies to print and electronic applications or instances where there is more than one use of the logo.

Specifying Color

The Brickman's logo is made up of three spot colors: PMS 1807, PMS 875, and Black.

No substitutions are permitted.



Logo Safety Net

The safety net is defined as an offset white halo used to isolate the logo from "general" elements that would compete or detract from the best representation of the logo.

The Brickman's logo does not require a safety net and can be placed on a variety of backgrounds.



.125 inch clearance area

Logo Clearance Area

The logo clearance area is the area around the Brickman's logo that must remain free of type and "specific" graphic elements.

No type or "specific" graphic element is allowed to come within 0.125 inches of the Brickman's logo.

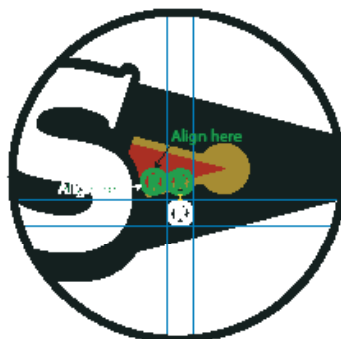


The Brickman's logo is a registered trademark. The registration symbol must always be used with the logo and in the location shown.

The color of the symbol is always white.

The width of the registration symbol is approximately the width of the apostrophe in the word "Brickman's".

The registration symbol is one width to the right of the "S" and down the width of the full circle plus the width of the line of the circle.



Unacceptable element modifications:



Modifying elements or
type of the logo.



Moving, resizing, or deleting
the registration symbol.



Stretching or condensing
the logo.

Unacceptable color modifications:



Misapplication of logo colors.



Reversing the colors.

Unacceptable logo applications:



Allowing graphic elements to
cover or obstruct the logo.



Placing a shape around the logo.

Unacceptable Logo Options

For consistent communication and portrayal of the brand message, modification of the logo should be avoided. Use of any logo versions shown here, or components thereof, is prohibited. These examples represent potential logo abuses.

See Page 3 for the acceptable logo.



Acceptable Logo Backgrounds

The Brickman's logo is generally placed directly on the brochure background. The framed edges of the logo allow it to stand out on a variety of backgrounds.

Approved Fonts

The fonts shown to the left are the only fonts to be used for Brickman's marketing materials.

Runic MT Condensed Regular

Used for headers and main descriptions.

PoeticaChancerylRegular

Used for headers and main descriptions.

Avenir

Used for body copy.

Add Fonts:

Garamond Pro Regular/Bold - POS

Goudy Oldstyle Small Caps/Reg/Bold - POS

Goudy Bold Italic - Tagline

Front and Back Pages



All brochures must be approved by the Brand Team prior to printing or distributing.

An example of the standard Brickman's brochure is shown to the left. All brochures must be printed on 100 lb. Flo Dull text-weight stock containing a minimum of 10 percent post-consumer waste fiber.

FOOTER

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Inside Spread





Unique
flavors for ultimate
combinations

BRICKMAN'S

The bold, hearty tastes of Brickman's® perfectly complement each other to create a complete sandwich experience. From the savory flavor of our meats to our premier cheese profiles, be prepared for a flavor explosion when you combine these tasty products. Add a side of crunchy Mesquite Kettle Crunch™ Chips, and one of our new seasonal salads like Tomato Basil Couscous to round out the meal. Go ahead. Give those tastebuds what they deserve.



Experience
perfection
in new ways

BRICKMAN'S

ARTISAN CHEESE

BEEF & HAM

CHICKEN & TURKEY

KETTLE CRUNCH™ POTATO CHIPS

Discover Brickman's® –
A premium sandwich experience

With new, bold-flavored chicken and turkey breast meats, and artisan cheeses made by Master Cheesemakers, Brickman's offers exactly what you need to create an exceptional sandwich. We also offer a wide selection of beef and ham, along with a variety of Kettle Crunch Potato Chips, to help you elevate an ordinary sandwich to a premium sandwich experience.

For product information, please see page XX. Distributed exclusively by Gordon Food Service®

Advertisements

All advertisements must be approved by the Brand Team prior to printing or distributing.

LOGO

- The logo can be placed at the top or the bottom of the ad, left-aligned at the top or bottom of the ad, or right-aligned at the top or bottom of the ad.

HEADER

- The header must appear either over the image at the top of the ad or in the body copy area at the bottom of the ad.
- Font style, color, and size will vary depending on product type and message, but Runic MT Condensed is typically used.

COPY BOX

- The copy box can be placed on the left or right column of the ad, or centered across the top or bottom of the ad.
- If left- or right-aligned, the copy box will run approximately 3/4" width of the ad.
- If centered, the copy box will run the entire width of the ad.
- The color of the background will complement the overall page design or photo color scheme and align with the standard colors of the Brickman's brand.

BODY COPY

- Font style, color, and size will vary depending on product type and message, but Avenir is typically used.

IMAGERY AND GRAPHICS

- One main photo is used in the top two-thirds of the ad, and smaller supporting images may be inset as needed.

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Rebates







Jalapeño Reduced Fat

Looking to expand your chip selection for a larger market segment? Add some zip and zest to your menu with Brickman's® Kettle Crunch™ Potato Chips, now available in Jalapeño and Reduced Fat options. The crispy-crunchy sensation of Kettle Crunch chips meets a bite of chile and a healthier option to satisfy the salty snack craving.

Offer valid on purchases made from December 22, 2008-January 31, 2009.

Offer valid on new business only (products not purchased in the previous six weeks). Customers with contract or special pricing on the items listed below are not eligible.

Maximum refund: \$250.00

REORDER NO.	PRODUCT DESCRIPTION	CASE PACK	# OF CASES PURCHASED	REFUND AMOUNT	TOTAL
229938	Original Kettle Crunch Potato Chips	5/16 oz.		x \$2.50 =	
421390	Original Kettle Crunch Potato Chips	60/1.375 oz.		x \$2.50 =	
699670	Reduced Fat Original Kettle Crunch Potato Chips	60/1.375 oz.		x \$2.50 =	
229911	Mesquite Kettle Crunch Potato Chips	5/16 oz.		x \$2.50 =	
421400	Mesquite Kettle Crunch Potato Chips	60/1.375 oz.		x \$2.50 =	
421380	Salt & Pepper Kettle Crunch Potato Chips	5/16 oz.		x \$2.50 =	
663310	Salt & Pepper Kettle Crunch Potato Chips	60/1.375 oz.		x \$2.50 =	
699660	Jalapeño Kettle Crunch Potato Chips	60/1.375 oz.		x \$2.50 =	
Total Refund:					

Mail this form with proof of purchase to:
Brickman's, Mail Code 10011-4049, PO Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

Your Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____ E-mail Address _____

Gordon Food Service® Customer No. _____

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon and be postmarked by February 6, 2009. Any other use constitutes fraud. Limit one per location. Refund will be in the form of a credit to your account. All refunds will be fulfilled in February 2009. Offer does not apply to bid or contract accounts.

©2008 Gordon Food Service

All rebates must be approved by the Brand Team prior to printing or distributing.

HEADER

- Runic MT Condensed

OFFER VALID DATES

- Avenir, 12.5 pt., 0.0625" paragraph space after.

PRODUCT ELIGIBILITY STATEMENT

- Avenir, 9 pt., 0.1875" paragraph space after.

MAXIMUM REFUND

- Avenir, 11 pt.

PRODUCT INFORMATION

- The subhead, product category, and table information is Avenir.
- In order LEFT to RIGHT: Reorder No., Product Description, Case Pack, # of Cases Purchased, Refund Amount, Total.

PROOF OF PURCHASE ADDRESS

- The first line and second lines are 10 pt. Avenir, 0.1875" paragraph space after.

REBATE FORM

- The first line is 10 pt. Runic MT Condensed, and the second line is 10 pt. Avenir, 0.1875" paragraph space after.

REFUND OPTIONS

- Avenir, 11 pt., 0.125" paragraph space after.

LEGAL STATEMENT

- Avenir 7 pt., 0.125" paragraph space after.
- Postmarked date must be 30 days after promotion ends.
- Fulfilled date must be the month after postmarked date.

FOOTER

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Save big on your sandwich and burger offering when you choose high-quality Brickman's® Kettle Crunch™ Potato Chips. Also try our convenient single-serve bags for your catering and outdoor grilling events this summer. With varieties like Mesquite, Salt and Pepper, and Jalapeño, you'll find great flavor with a crunchy bite.




Receive up to \$250 back!

Offer valid on specific items listed on purchases made from May 30-July 24, 2010.

Offer valid on new business only (products not purchased in the previous six weeks). Customers with contract or special pricing on items listed are not eligible.

Maximum refund: \$250.00

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
421390	Original Kettle Crunch Chips	60/1.375 oz.		x \$2.50 =	
421400	Mesquite Kettle Crunch Chips	60/1.375 oz.		x \$2.50 =	
663310	Salt & Pepper Kettle Crunch Chips	60/1.375 oz.		x \$2.50 =	
699670	Reduced Fat Original Kettle Crunch Chips	60/1.375 oz.		x \$2.50 =	
699660	Jalapeño Kettle Crunch Chips	60/1.375 oz.		x \$2.50 =	
229911	Original Kettle Crunch Chips	5/16 oz.		x \$2.50 =	
421380	Salt & Pepper Kettle Crunch Chips	5/16 oz.		x \$2.50 =	
229938	Mesquite Kettle Crunch Chips	5/16 oz.		x \$2.50 =	
290620	Reduced Fat Original Kettle Crunch Chips	5/16 oz.		x \$2.50 =	
Total Refund:					

Mail this form with proof of purchase to:
Brickman's Chips, Mail Code 10011-4004, PO Box 1787, Grand Rapids, MI 49501-1787

Your Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____ E-mail Address _____

Gordon Food Service® Customer No. _____


Please check one of the following refund options: _____ Credit my account _____ Send a refund check

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by August 20, 2010. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by September 2010. Offer does not apply to bid or contract accounts.

©2010 Gordon Food Service

Legal Statement

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by Month 00, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 2013. Offer does not apply to bid or contract accounts that have special pricing for these items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

		
Reorder No.	Description	Pack/Size
153921	Brickman's® Rio Barley Salad	2/3 lb.
837810	Brickman's Jalapeno Kettle Crunch Potato Chips	5/16 oz.
130036	Brickman's Honey Cured Boneless Ham	2/8 lb.

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Food Shows

All food show collateral must be approved by the Brand Team prior to printing or distributing.

PRODUCT LISTING

Product listings must follow the example to the left. The Brickman's logo is always placed in the center top. The table lists Reorder No., Product Description, and Pack/Size in order from LEFT to RIGHT. The "Distributed Exclusively By" statement is always located at the center bottom of the page.

A product listing can be used as a reference for a specific group of items or the full list of offerings in the Brickman's brand.

		
Buffalo Bleu Chicken Baguette Buffalo-style chicken with a with the smoky heat of chipotle jack cheese and a hearty blend of peppers and onions topped with a bleu cheese sauce on a mini baguette.		
Reorder No.	Product Description	Quantity
512551	Sienna Bakery™ Mini Baguette, toasted	1 ct.
610030	Brickman's® Buffalo-Style Chicken, warmed	5 oz.
695290	Brickman's® Chipotle Jack Cheese	1 slice
605565	Markon® Fajita Vegetable Mix, warmed	2 oz.
242489	Markon® Shredded Taco Lettuce, 1/8" cut	1.5 oz.
451350	Pepper Mill® Refrigerated Bleu Cheese Dressing	.25 oz. (2 tbsp.)

1. Slice baguette.
2. Place the chicken on the bottom half of the baguette.
3. Place cheese on the top of the chicken and melt it under a broiler or salamander.
4. Layer the fajita vegetables and shredded lettuce on top of the cheese.
5. Spread the Bleu Cheese dressing on the top half of the baguette and place it on the sandwich.
6. Cut in half and place on a warm serving plate.

RECIPE CARDS

Recipe cards must follow the example to the left. The Brickman's logo is always placed in the top left corner. The recipe title text is 22 pt. Times New Roman Bold Italic. The Header text is 12 pt. Times New Roman Bold, and the body text is 12 pt. Times New Roman. The border is Black.

All items listed must be stocked by Gordon Food Service® and must be active. Brickman's items must be included, and the use of other private branded products is encouraged. Ingredients are listed in the order they are prepared.

	
Oven Roasted Turkey Breasts <i>848786 - 2/8 lb. avg.</i>	

PRODUCT ID CARDS

Product ID cards must follow the example to the left. The Brickman's logo is always placed in the center top, follow by the Product Description, Reorder No., and Case Pack information. All text is 12 pt. Adobe Garamond Pro Bold. Product ID cards must be 4"W x 6"H, then folded to 4"W x 3" H.

Delivery Method: CDS/Broker



Delivery Method: Distribution Centers



Sample Kits

All sample kit contents and materials must be approved by the Brand Team prior to printing or distributing.

SUBSTRATES

Samples are packed in the same substrate as what product is shipped, whether they are being shipped via U.S. Mail or the distribution center. Brickman's products are shipped in an oyster white corrugate.

OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

MAIN DESCRIPTOR

- Runic MT Condensed
- Font sized 100%

SAFE HANDLING STATEMENT

- Avenir in all capital letters
- Font sized 50% of main descriptor

NET WT

- Avenir
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Avenir
- Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD

The following information must be included, along with the above:

MAIN DESCRIPTOR

- Font style, color, and size will vary depending on product type and message, but Runic MT Condensed is typically used.

BAR CODE

- Only required when product is being shipped through a D.C.

FOOTER

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Delivery Method: USPS



Delivery Method: UPS



Sample Kits
(continued)

OUTER LABELS,
WITH INNER PACKAGING
USPS DELIVERY METHOD

The following information must be included:

MAIN DESCRIPTOR

- Font style, color, and size will vary depending on product type and message, but Runic MT Condensed is typically used.

SAFE HANDLING STATEMENT

- Avenir in all capital letters
- Font sized 50% of main descriptor

CUSTOMER ADDRESS

- Avenir
- Font sized 100%

RETURN ADDRESS

- Gordon Food Service
P.O. Box 1787
Grand Rapids, MI 49501

POSTAGE

- Permit number from mailing company

UPS DELIVERY METHOD

The following information must be included:

DISTRIBUTED BY

- Avenir
- Font sized 33.3% of main descriptor

FOOTER

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Delivery Method: CDS/Broker



KEEP REFRIGERATED

Main Descriptor Sample


NOT LABELED FOR INDIVIDUAL SALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34.56 LB) 7.8 kg

DISTRIBUTED BY GORDON FOOD SERVICE®
GRAND RAPIDS, MI 49501

Delivery Method: Distribution Centers



KEEP REFRIGERATED

Main Descriptor Sample


NOT LABELED FOR INDIVIDUAL SALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34.56 LB) 7kg

DISTRIBUTED BY GORDON FOOD SERVICE®
GRAND RAPIDS, MI 49501

Sample No. 123456



Sample Kits (continued)

OUTER LABELS, WITHOUT INNER PACKAGING

MAIN DESCRIPTOR

- Font style, color, and size will vary depending on product type and message, but Runic MT Condensed is typically used.

NOT LABELED FOR INDIVIDUAL RESALE

- Avenir
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

- Avenir in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS

- Avenir
- Font sized 50% of main descriptor

NET WT

- Avenir
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Avenir
- Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD

The following information must be included, along with the above:

SAMPLE NUMBER

- Avenir
- Font sized 75% of main descriptor

BAR CODE

- Only required when product is being shipped through a D.C.

FOOTER

Distributed exclusively by Gordon Food Service®
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Delivery Method: USPS, UPS, Distribution Centers, CDS/Broker



KEEP REFRIGERATED

Main Descriptor Sample

NOT LABELED FOR INDIVIDUAL SALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

Reorder No. 123456

NET WT 12 OZ (34.56 LB) 7.8 kg

DISTRIBUTED BY GORDON FOOD SERVICE® GRAND RAPIDS, MI 49501
ADDITIONAL INFORMATION IS AVAILABLE BY CALLING GFS CUSTOMER SERVICE 800-
www.gfs.com

Sample Kits (continued)

INNER LABELS

The following information must be included:

MAIN DESCRIPTOR

- Runic MT Condensed
- Font sized 100%

NOT LABELED FOR INDIVIDUAL RESALE

- Avenir
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

- Avenir in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS

- Avenir
- Font sized 50% of main descriptor

NET WT

- Avenir
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Avenir
- Font sized 33.3% of main descriptor

ADDITIONAL INFORMATION

- Avenir
- Font sized 33.3% of main descriptor

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Photography Standards

Brickman's photography reflects its brand image, a premium sandwich experience. The focal point of the shot is the primary product, while elements in the background are slightly out of focus. Each product within a family is shot in a similar fashion.

BACKGROUND & DINNERWARE

The product is shot on unique, white or black dinnerware and is placed on dark wood or tile background to portray the feeling of premium quality. In some instances, a light wood cutting board or other solid, bold-colored dinnerware is utilized. Solid napkins can also be added for color differentiation but will reflect different napkins than those represented in GFS® Brand photography. Alcoholic beverages are not to be utilized unless it further supports the product application.

LIGHTING

The lighting is clean and comes from above, and the focus of the lighting is on the product, not the background. The background lighting is darker than the lighting in the foreground.

For product imagery that is meant to be outlined, the product is shot on a white background with lighting from above.

INGREDIENTS & FRESH CUES

Using complementary, front-of-house products from the Brickman's brand, such as meats, cheeses, pickles, chips, and salads, help convey a complete sandwich offering. In a sandwich application, the image also includes Sienna Bakery® artisan breads. Fresh cues, such as key product ingredients or fresh sides, are shown in the background to enhance product quality and brand image. Fresh bean or alfalfa sprouts are never utilized in product photography.