



Positioning Statement:	The perfect way to crown your meal.™
One Sentence Description:	Classic condiments for the front-of-house that offer quality & value with complementary back-of-house pack sizes.
Brand Attributes:	<ul style="list-style-type: none">• Value. Crown Collection offers a better value than the national brand.• Versatile. Crown Collection offers consistency from front-of-house to back-of-house.• Savory. Crown Collection condiments' savory, full flavor allows customers to enhance their meal.• Front-of-house value. Crown Collection is packed in consumer-friendly packaging.

Acceptable name representation:

First mention of brand name in text:

Crown Collection®

Second and subsequent use:

Crown Collection

Unacceptable name representation:

~~GFS Crown Collection~~

~~Crown~~

~~CC~~

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.

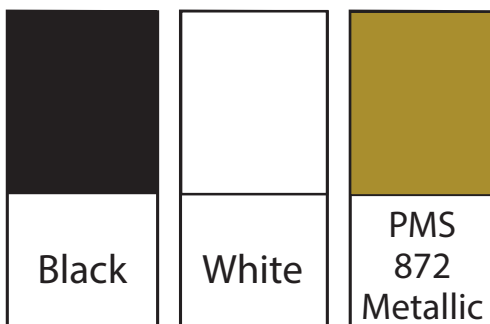
Note: The registration symbol in the Crown Collection logo does not satisfy the requirement to use the symbol in the first text instance.

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

Brand Logo:



The perfect way to crown your meal.™



Key Elements and Basic Physical Characteristics

Illustrated to the left are the key elements that make up the Crown Collection logo.

The name "Crown Collection" is bold and distinct, offering a strong clear image. The word "Crown" is set in white with a metallic gold border. The word "Collection" is set in a solid metallic gold and matches the contour of the oval border.

The Decorative Tiara Design above the "Crown Collection" name is a set of five white diamond bursts with gold borders. Curved gold shapes on each end anchor the design and tie the logo together.

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

Tagline

When space permits, the tagline "The perfect way to crown your meal.™" 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 Crown Collection logo is made up of three spot colors: PMS 872 (Metallic), Black, and White.

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 Crown Collection logo does not require a safety net and can be placed on a variety of backgrounds.



Logo Clearance Area

The logo clearance area is the area around the Crown Collection 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 Crown Collection logo.

0.125 inch clearance



Logo Registration Symbol

The Crown Collection logo is a registered trademark. The registration symbol must always be used with the logo and in the location shown.

The color of the registration symbol must always be black.

The width of the registration symbol is approximately the width of the diamond on the far right of the tiara design.

The left side of the registration symbol lines up with the far right white baseline of the "N" in "Crown". The registration symbol is then brought down one "T-height" from the edge of the gold edging.



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.

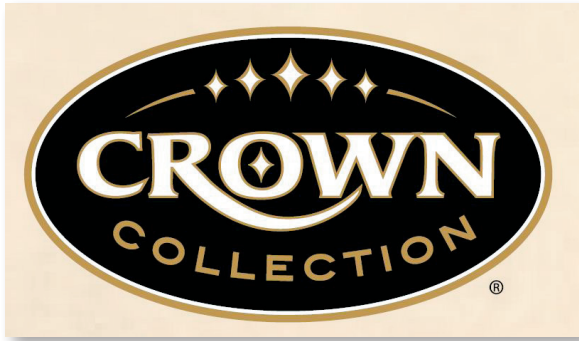


Placing a shape around the logo.

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 Crown Collection 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.

Warnock Pro Semibold

Used for headers and main descriptors.

Warnock Pro Semibold Italic

Used for headers and main descriptors.

ITC Clearface LT Bold

Used for headers and main descriptors.

ITC Clearface LT Regular

Used for body copy.

Add Fonts:

Warnock Pro Regular - Tagline/POS

Warnock Pro Light - Tagline/POS

Warnock Pro Light Italic - Tagline/POS

Warnock Pro Bold - Tagline/POS

Warnock Pro Semibold Italic - Tagline/POS

Approved Fonts

The fonts shown to the left are the only fonts to be used for Crown Collection marketing materials.

Front and Back Pages



Brochures

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

An example of the standard Crown Collection 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

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

Inside Spread

Front-of-house appeal...



The perfect blend of quality, value, and consistency

A condiment has the power to be more than just a dab of ketchup or mustard. It can say just a little more about your house specialties as well as how you treat your customers. It's one more reason to enjoy a burger, a steak, a side of fries—one more reason for your customers to come back.

Crown Collection™ is tailor-made for modern foodservice applications. Our recipes provide exceptional quality and practical value throughout the entire offering. Consistent color, texture, and taste allow you to use these products with confidence in your favorite recipes, and with the attractive, classic packaging, you can be proud to put them on your tabletop.



Back-of-house value

Crown Collection features a family of favorites—fancy tomato ketchup, yellow mustard, savory steak sauce, and spicy Hot Sauce. Each carries a classic flavor and offers a wide range of application possibilities.

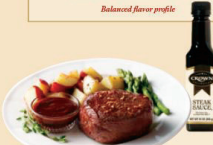
★ **Fancy Tomato Ketchup.** A savory, rich flavor and hearty texture that make it ideal for back-of-house uses such as a marinade base, when combined with Worcestershire sauce; a ham or meatloaf glaze, when combined with honey; or a tangy accent to soups, rice dishes, stew, and salads.

A 33% fancy ketchup
A thick, rich tomato ketchup flavor



★ **Cayenne Pepper Hot Sauce.** A spicy sauce that balances both heat and flavor. Use it to create a signature buffalo or chicken wing sauce, as an ingredient for dips, or as a condiment on the side. Our formula is composed of all-natural ingredients, which consumers prefer.

Made with aged cayenne pepper
Balanced flavor profile



★ **Yellow Mustard.** A golden blend with a classic, fresh flavor. Use it with honey to create a glaze for ham, with mayonnaise for a unique dipping sauce, on its own to give a boost to scrambled eggs, or mixed with more exotic ingredients, such as curry, to create one-of-a-kind sauces.

Rich, golden color enhances appeal
Classic flavor profile



★ **Steak Sauce.** A savory sauce sure to quickly become a customer favorite. Made for steaks, this flavorful blend also brings burgers to life. In fact, it can be used to enhance any meat dish. It also makes an excellent base for dipping sauce recipes.

Premium blend with unique flavor profile
Great accompaniment for steaks and burgers



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 Warnock Pro Semibold or ITC Clearface LT Bold 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 Crown Collection brand.

BODY COPY

- Font style, color, and size will vary depending on product type and message, but ITC Clearface LT Regular 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.

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

The perfect blend of quality, value, and consistency

A condiment has the power to be more than just a dab of ketchup or mustard. It can say just a little more about your house specialties as well as how you treat your customers. It's one more reason to enjoy a burger, a steak, a side of fries—one more reason for your customers to come back.

264471 Cayenne Pepper Hot Sauce

Offer valid on purchases made from March 17–April 27, 2013.
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: \$75.00

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
264471	Cayenne Pepper Hot Sauce	4/1 gal.		x \$1.00 = \$	
100129	Crown Collection Ketchup, can	6/#10 can		x \$1.00 = \$	
129660	Crown Collection Ketchup, bag in box	1/3 gal.		x \$1.00 = \$	
452801*	Crown Collection Ketchup, pouch	2/1.5 gal.		x \$1.00 = \$	
574860	Crown Collection Steak Sauce	12/10 oz.		x \$1.00 = \$	
860221	Crown Collection Yellow Mustard	40/1 gal.		x \$1.00 = \$	
576130	Crown Collection Yellow Mustard, Squeeze	12/9 oz.		x \$1.00 = \$	
				Total Refund: \$	

*Not available in all areas. Check with your Gordon Food Service® Customer Development Specialist for availability.

Mail this form with proof of purchase to:
Crown Collection Mail Code 13004-74464, PO Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

Contact Name _____
Business Name _____
Address _____
City _____ State _____ ZIP _____
Telephone Number _____ Email Address _____
Gordon Food Service Customer No. _____ CDS Name _____

Please check one of the following refund options: _____ Credit my account _____ Send a GFS Marketplace® Gift Card

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 May 31, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in June 2013. Offer does not apply to bid or contract accounts that have special pricing for the items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

©2013 Gordon Food Service

A Finishing Touch for Every Meal

CROWN COLLECTION

The perfect way to crown your meal.™

Crown Collection® features a family of favorites—fancy tomato ketchup, yellow mustard, savory steak sauce, and spicy hot sauce. Each carries a classic flavor and offers a wide range of application possibilities.

Offer valid on purchases made from March 20–May 20, 2013.
Offer valid on new business only (Crown Collection sauce not purchased in the previous six weeks). Customers with contract or special pricing on items listed are not eligible. Cannot be used with other Crown Collection rebate offers.

Maximum Refund: \$150.00

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount
264471	Cayenne Pepper Hot Sauce	4/1 gal.		x \$2.00
571681	Fancy Tomato Ketchup	12/14 oz.		x \$2.00
571690	Fancy Tomato Ketchup	12/20 oz.		x \$2.00
129660	Fancy Tomato Ketchup	1/3 gal.		x \$2.00
100129	Fancy Tomato Ketchup	6/10 ct.		x \$2.00
571720	Fancy Tomato Ketchup	1,000/9 g.		x \$2.00
576130	Yellow Mustard	12/9 oz.		x \$2.00
860221	Yellow Mustard	4/1 gal.		x \$2.00
574860	Steak Sauce	12/10 flz.		x \$2.00
574880	Steak Sauce	2/1 gal.		x \$2.00
				Total Refund:

Mail this form with proof of purchase to:
Crown Collection, Mail Code 10011-4518, P.O. 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. _____ CDS Name _____

Please check one of the following refund options: _____ Credit my account _____ Send a GFS Marketplace® Gift Card

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 June 30, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in July, 2013. Offer does not apply to bid or contract accounts that have special pricing for these items listed.

©2013 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.

Rebates

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

HEADER

- Font style, color, and size will vary depending on product type and message, but Warnock Pro Semibold or ITC Clearface LT Bold is typically used.

OFFER VALID DATES

- ITC Clearface LT Regular, 10 pt., 0.0625" paragraph space after.

PRODUCT ELIGIBILITY STATEMENT

- ITC Clearface LT Regular, 10 pt., 0.1875" paragraph space after.

MAXIMUM REFUND

- ITC Clearface LT Regular, 11 pt.

PRODUCT INFORMATION

- The subhead, product category, and table information are 10 pt. ITC Clearface LT Regular.
- In order LEFT to RIGHT: Reorder No., Product Description, Case Pack, # of Cases Purchased, Refund Amount, Total.

PROOF OF PURCHASE ADDRESS

- The first line is 10 pt. ITC Clearface LT Bold, and the second line is 10 pt. ITC Clearface LT Regular, 0.1875" paragraph space after.

REBATE FORM

- The first line is 10 pt. ITC Clearface LT Bold, and the second line is 10 pt. ITC Clearface LT Regular, 0.1875" paragraph space after.

REFUND OPTIONS

- ITC Clearface LT Regular, 11 pt., 0.125" paragraph space after.

LEGAL STATEMENT

- ITC Clearface LT Regular, 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.

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 Crown Collection 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 Crown Collection brand.


RECIPE CARDS

Recipe cards must follow the example to the left. The Crown Collection 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. Crown Collection items must be included, and the use of other private branded products is encouraged. Ingredients are listed in the order they are prepared.


PRODUCT ID CARDS

Product ID cards must follow the example to the left. The Crown Collection logo is always placed in the center top, followed 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.



Reorder No.	Description	Pack Size
571720	Crown Collection® Ketchup Packets	100.9 gm.
264471	Crown Collection Cayenne Pepper Hot Sauce	4.1 gal.
576130	Crown Collection Yellow Mustard	12.9 oz.

Distributed exclusively by Gordon Food Service®
PO Box 1787 • Grand Rapids, MI 49501 • (800) 968-6474
©2013 • Gordon Food Service® • gfs.com



Cayenne Pepper Buffalo Wings

Reorder No.	Product Description	Quantity
264471	Crown Collection® Ketchup	1/2 cup
114461	GFS Chicken Wings	2 1/2 lb.
113271	GFS Butter	1/3 cup

Preparation Instructions:
Wash Hands. Preheat oil to 375°F. Place wings in oil, and fry for 10-12 minutes or until fully cooked. Melt butter and whisk in Cayenne Pepper Hot Sauce. Toss wings with Cayenne Pepper Hot Sauce and butter mixture. Let stand for 1-2 minutes, then serve.



Fancy Ketchup Can, #10

100129 - 6 ct.

Delivery Method: CDS/Broker



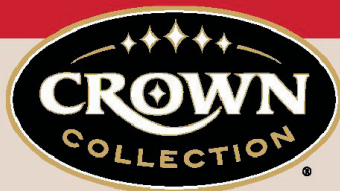
Main Descriptor Sample

Sub Descriptor Sample

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Delivery Method: Distribution Centers



"The perfect way to crown your meal."

The savory flavor and hearty texture of Crown Collection® Ketchup is the perfect accompaniment to GFS Fries. Serve a unique, deliciously flavored side to your customers!



Free samples inside!

Sample No.: 123456



DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®
GRAND RAPIDS, MI 49501

Sample Kits

All sample kit contents and materials must be approved by the Brand Team prior to printing and 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. Crown Collection products are shipped in an oyster white corrugate.

OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

MAIN DESCRIPTOR

- Warnock Pro Semibold or ITC Clearface LT Bold
- Font sized 100%

SAFE HANDLING STATEMENT

- ITC Clearface LT Regular in all capital letters
- Font sized 50% of main descriptor

NET WT

- ITC Clearface LT Regular
- Font sized 75% of main descriptor

DISTRIBUTED BY

- ITC Clearface LT Regular
- 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 Warnock Pro Semibold or ITC Clearface LT Bold is typically used.

BAR CODE

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

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

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 Warnock Pro Semibold or ITC Clearface LT Bold is typically used.

SAFE HANDLING STATEMENT

- ITC Clearface LT Regular in all capital letters
- Font sized 50% of main descriptor

CUSTOMER ADDRESS

- ITC Clearface LT Regular
- 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

- ITC Clearface LT Regular
- Font sized 33.3% of main descriptor

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

Delivery Method: CDS/Broker



Main Descriptor Sample

NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Delivery Method: Distribution Centers



Main Descriptor Sample

NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Sample No. 123456



0 0 0 9 3 9 0 1 1 2 3 4 5 6

Sample Kits (continued)

OUTER LABELS, WITHOUT INNER PACKAGING

MAIN DESCRIPTOR

- Font style, color, and size will vary depending on product type and message, but Warnock Pro Semibold or ITC Clearface LT Bold is typically used.

NOT LABELED FOR INDIVIDUAL RESALE

- ITC Clearface LT Regular
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

- ITC Clearface LT Regular in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS

- ITC Clearface LT Regular
- Font sized 50% of main descriptor

NET WT

- ITC Clearface LT Regular
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Omni Regular
- Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD

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

SAMPLE NUMBER

- ITC Clearface LT Regular
- 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®
©Gordon Food Service • (800) 968-6474 • gfs.com

Delivery Method: USPS, UPS, Distribution Centers, CDS/Broker



Main Descriptor Sample

NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

Reorder No. 123456

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548
ADDITIONAL INFORMATION IS AVAILABLE BY CALLING GFS CUSTOMER SERVICE 800-968-6474.
www.gfs.com

Sample Kits (continued)

INNER LABELS

The following information must be included:

MAIN DESCRIPTOR

- Warnock Pro Semibold or ITC Clearface LT Bold
- Font sized 100%

NOT LABELED FOR INDIVIDUAL RESALE

- ITC Clearface LT Regular
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

- ITC Clearface LT Regular in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS

- ITC Clearface LT Regular
- Font sized 50% of main descriptor

NET WT

- ITC Clearface LT Regular
- Font sized 75% of main descriptor

DISTRIBUTED BY

- ITC Clearface LT Regular
- Font sized 33.3% of main descriptor

ADDITIONAL INFORMATION

- ITC Clearface LT Regular
- Font sized 33.3% of main descriptor

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com



Photography Standards

Crown Collection photography portrays the exceptional and upscale quality of the products. The focal point of the shot is the primary product, while additional elements are in the back and slightly out of focus. Images may be shot on location, but the focus is on the shot with a very small depth of field.

BACKGROUND & DINNERWARE

The product is featured in an application shot on mid- to upper-scale dinnerware and placed on a variety of non-white backgrounds based on the product type or application. Alcoholic beverages are not to be utilized unless it further supports the product application.

LIGHTING

The lighting is very clean without harsh shadows and is directional from the left.

INGREDIENTS & FRESH CUES

Crown Collection photography rarely features product ingredients and fresh cues of the product, but complementary sides are used to complete the meal and better illustrate the application. Applications are mid-to-upper-scale and consist of a variety of recipes based on the product type or application. Examples of complementary ingredients include potatoes or vegetables. Fresh bean or alfalfa sprouts are never utilized in product photography.