

PEPPER MILL®

DRESSINGS & SAUCES

Positioning Statement:	The essence of fresh flavors.™
One Sentence Description:	Fresh-tasting salad dressings & sauces made with high-quality ingredients.
Brand Attributes:	<ul style="list-style-type: none">• Purest quality. Only the purest quality ingredients are chosen to create fresh-tasting products.• Convenient packaging. Pepper Mill products are available in bulk containers, single-serve pouches, and dipping cups.• Front-of-house value. Pepper Mill products are packed in consumer-friendly packaging and supported by a merchandise program.

Acceptable name representation:

First mention of brand name in text:

Pepper Mill®

Second and subsequent use:

Pepper Mill

Unacceptable name representation:

~~GFS Pepper Mill~~

~~Peppermill~~

~~Gordon Peppermill~~

~~PM~~

Brand Name Represented In Text

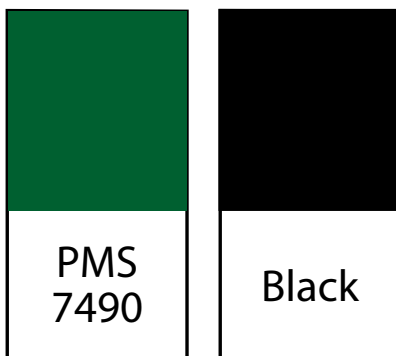
The registration symbol must appear with the first mention of the brand name in text. In a multipage piece, use of the brand name in text on the cover does not satisfy the requirement. The registration symbol must be included on the first text mention on an inside page.

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

Note: The registration symbol in the Pepper Mill 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 Pepper Mill logo.

The name Pepper Mill is the most prominent element in the logo. The bottom of the letters, green with black outlines, arc upwards while the top is predominantly straight.

The Pepper Mill logo should never be recreated. Electronic art files of the Premium Angus Beef logo are available in the following formats: .eps, .jpeg, or .wmf.

Tagline

When space permits, the tagline "The essence of fresh flavors.™" 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 Pepper Mill logo is made of PMS 7490 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 Pepper Mill 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 Pepper Mill logo that must remain free of type and “specific” graphic elements.

No type or “specific” graphic element is allowed to come within a specific distance of the Pepper Mill logo. This distance will vary proportionally based on the size of the logo.



Logo Registration Symbol

The Pepper Mill logo is a registered trademark. The registration symbol must always be used with the logo and in the location shown. The registration symbol should never be reduced to below 0.0625 inches in diameter due to minimum print requirements.

The color of the registration symbol is always black.

The registration symbol is first placed above the serif on the last “L” in “Pepper Mill”. The registration symbol is then moved to the right until the outside of the circle is even with the inside of the vertical line in the letter “R”.

Unacceptable element modifications:



Pepper Mill
Dressings & Sauces

Modifying elements or
type of the logo.



PEPPER MILL
DRESSINGS & SAUCES

Moving, resizing, or deleting
the registration symbol.



PEPPER MILL[®]
DRESSINGS & SAUCES

Stretching or condensing
the logo.

Unacceptable color modifications:



PEPPER MILL[®]
DRESSINGS & SAUCES

Misapplication of logo colors.



PEPPER MILL[®]
DRESSINGS & SAUCES

Reversing the colors.

Unacceptable logo applications:



NEW!
PEPPER MILL[®]
DRESSINGS & SAUCES

Allowing graphic elements to
cover or obstruct the logo.



PEPPER MILL[®]
DRESSINGS & SAUCES

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 Pepper Mill 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.

BickleyScriptPlain

Used for headers and main descriptions.

Gills Sans Bold

Used for headers and main descriptions.

ITC Garamond Bold

Used for headers and main descriptions.

Bembo Regular

Used for body copy.

Gills Sans Light

Used for body copy.

Garamond Regular

Used for body copy.

Approved Fonts

The fonts shown to the left are the only fonts to be used for Pepper Mill marketing materials.

Add Fonts:

Avenir 45 Book - Tagline/POS

Avenir 65 Medium - Tagline/POS

Front and Back Pages



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

An example of the standard Pepper Mill 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



Put your salads
on the *best-dressed* list



The *essence* of fresh flavors™

Pepper Mill® Dressings add a burst of fresh flavor wherever and however you serve them—as traditional dressings, marinades, dipping sauces, or spreads. Made with the finest natural ingredients and available in more than 20 delicious varieties, Pepper Mill will delight your customers with each serving.

For more information, contact your Gordon Food Service® Customer Development Specialist.

PEPPER MILL
DRESSINGS & SAUCES

Add a bit of *Asian* to your marinades



Integrate on-trend Asian flavors into your menu this summer. Try Pepper Mill® Thai Peanut Flavor Dressing in ethnic dishes like stir-fry or as a marinade for chicken satay kebabs—it's a current flavor that will attract customer attention. This Asian-inspired dressing provides smooth nutty flavor with a bit of heat. And since 70 percent of ACF chefs ranked regional ethnic cuisine as a hot trend for 2010*, Thai Peanut Flavor Dressing will satisfy your customers and elevate the status of your operation.

*Source: National Restaurant Association

For more information about Pepper Mill, contact your Gordon Food Service® Customer Development Specialist.

PEPPER MILL
DRESSINGS & SAUCES
The *essence* of fresh flavors.™

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 Gills Sans 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 Pepper Mill brand.

BODY COPY

- Font style, color, and size will vary depending on product type and message, but Gills Sans Bold 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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PEPPER MILL®
DRESSINGS & SAUCES

- Use as traditional dressings, marinades, dipping sauces, or spreads
- Deliciously flavored recipe blends for signature dressings
- Convenient open-and-pour ease for back-of-house use or salad bars and buffets

Offer valid on purchases made from November 2-December 2
Offer valid on new business only (Pepper Mill® Dressings not purchased with contract or special pricing on items listed are not eligible)
Maximum Refund: \$160.00

Reorder No.	Description	Case Pack	# of Cases
113413	Honey Mustard Dressing	6/5 gal.	
726087	Country Ranch Dressing	4/1 gal.	
726109	Parmesan Peppercom Dressing	4/1 gal.	
850942	Poppyseed Dressing	4/1 gal.	
850969	Mediterranean Feta Dressing	4/1 gal.	

Mail this form with proof of purchase to:
Pepper Mill Dressing, Mail Code 10011-4516, P.O. Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

Your Name _____
Business Name _____
Address _____
City _____
Telephone Number _____ E-mail Address _____
Gordon Food Service® Customer No. _____ CDS Name _____
How would you like to receive your refund? Check one: ☐ Credit my account

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 Month 00, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 00, 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.

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PEPPER MILL®
DRESSINGS & SAUCES
The essence of fresh flavors.™

266670 Blueberry Balsamic Dressing

Seasonal Dressings (Limited Time of Availability)

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
266665	Pear Vinaigrette	4/5 gal.		\$12.50	\$
266670	Blueberry Balsamic	4/5 gal.		\$12.50	\$
				Total Refund:	\$

Maximum Refund: \$100.00
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.
Mail this form with proof of purchase to:
Pepper Mill, Mail Code 13004-74504, P.O. 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 _____

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 Month 00, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 00, 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.

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Rebates

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

HEADER

- Gills Sans Bold

OFFER VALID DATES

- Gills Sans Light, 12.5 pt., 0.0625" paragraph space after.

PRODUCT ELIGIBILITY STATEMENT

- Gills Sans Light, 9 pt., 0.1875" paragraph space after.

MAXIMUM REFUND

- Gills Sans Light, 11 pt.

PRODUCT INFORMATION

- The subhead, product category, and table information is Gills Sans Light.
- 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. Gills Sans Bold, and the second line is 10 pt. Gills Sans Light, 0.1875" paragraph space after.

REBATE FORM

- The first line is 10 pt. Gills Sans Bold, and the second line is 10 pt. Gills Sans Light, 0.1875" paragraph space after.

REFUND OPTIONS

- Gills Sans Light, 11 pt., 0.125" paragraph space after.

LEGAL STATEMENT


- Gills Sans Light, 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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WARM UP YOUR HOLIDAY MENU
with *Hearthstone®*



516300 Roasted Chicken Gravy

Contact foods are made clean when you use Hearthstone Gravy to complement your meals. Our high-quality gravies are made with the drippings of real turkey, pork, chicken, and beef. An easy solution for topping meats and potatoes or creating soups and stews, these gravies are ready to heat and serve.

Visit www.gfs.com/hearthstonecoupons to view delicious recipes with holiday items.

Offer valid on purchases made from November 14, 2010-January 2, 2011.
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: \$200.00

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
516300	Roasted Chicken Gravy	4/5 gal.		\$12.50	\$
516300	Roasted Chicken Gravy	4/5 gal.		\$12.50	\$
				Total Refund:	\$

Mail this form with proof of purchase to:
Hearthstone, Mail Code 10000-4500, P.O. Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

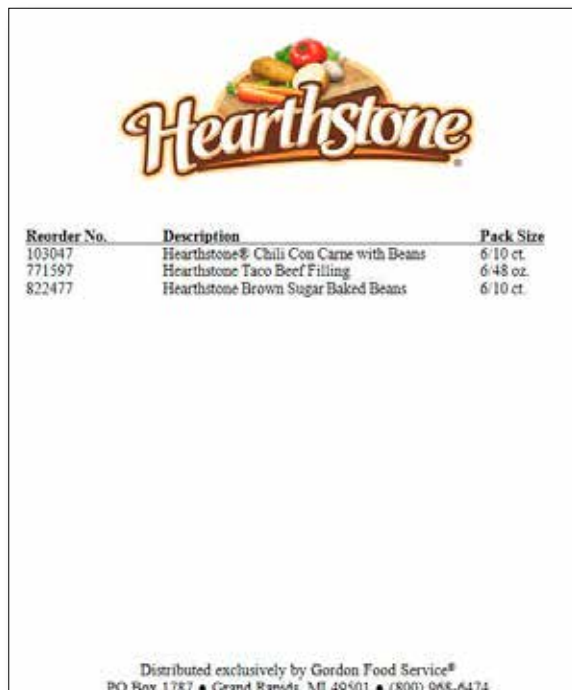
Your Name _____
Business Name _____
Address _____
City _____ State _____ ZIP _____
Telephone Number _____ E-mail Address _____
Gordon Food Service® Customer No. _____ CDS Name _____
How would you like to receive your refund? Check one: ☐ Credit my account

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 Month 00, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 00, 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.

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Legal Statement

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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 Pepper Mill 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 Pepper Mill brand.



RECIPE CARDS

Recipe cards must follow the example to the left. The Pepper Mill 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 PMS 3415.

All items listed must be stocked by Gordon Food Service® and must be active. Pepper Mill 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 Pepper Mill 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.

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 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. Pepper Mill products are shipped in an oyster white corrugate.

OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

MAIN DESCRIPTOR

- Gills Sans Bold
- Font sized 100%

SAFE HANDLING STATEMENT

- Gills Sans Light in all capital letters
- Font sized 50% of main descriptor

NET WT

- Gills Sans Light
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Gills Sans Light
- 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 Gills Sans Bold 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 Gills Sans Bold is typically used.

SAFE HANDLING STATEMENT

- Gills Sans Light in all capital letters
- Font sized 50% of main descriptor

CUSTOMER ADDRESS

- Gills Sans Light
- 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

- Gills Sans Light
- Font sized 33.3% of main descriptor

FOOTER

Distributed exclusively by Gordon Food Service®
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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 (3.4 LB) .56 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 (3.4 LB) .5 kg

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 Gills Sans Bold is typically used.

NOT LABELED FOR INDIVIDUAL RESALE

- Gills Sans Light
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

- Gills Sans Light in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS

- Gills Sans Light
- Font sized 50% of main descriptor

NET WT

- Gills Sans Light
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Gills Sans Light
- Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD

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

SAMPLE NUMBER

- Gills Sans Light
- 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

KEEP REFRIGERATED

PEPPER MILL®
DRESSINGS & SAUCES

MainDescriptorSample

NOT LABELED FOR INDIVIDUAL SALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

Reorder No. 123456

NET WT 12 OZ (3.4 LB) .56 kg

DISTRIBUTED BY GORDON FOOD SERVICE® GRAND RAPIDS, MI 49501
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

- Gills Sans Bold
- Font sized 100%

NOT LABELED FOR INDIVIDUAL RESALE

- Gills Sans Light
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

- Gills Sans Light in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS

- Gills Sans Light
- Font sized 50% of main descriptor

NET WT

- Gills Sans Light
- Font sized 75% of main descriptor

DISTRIBUTED BY

- Gills Sans Light
- Font sized 33.3% of main descriptor

ADDITIONAL INFORMATION

- Gills Sans Light
- Font sized 33.3% of main descriptor

FOOTER

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Photography Standards

Pepper Mill photography is key to conveying fresh-tasting dressings and sauces made with premium ingredients. Depending on the recipe, the dressings are drizzled onto salads or utilized in dipping cups. Dressings are never featured using a ladle of any type. The photography reflects the essence of fresh flavors and ingredients.

BACKGROUND & DINNERWARE

The product is shot on upscale, contemporary dinnerware and placed on light wood or white background. Wood dinnerware is never used. Solid napkins can also be added for color differentiation but must 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

Lighting is bright and airy, coming primarily from the left side with complementary lighting on the right side. The background is overexposed to a soft tone, but it does not appear too light.

INGREDIENTS & FRESH CUES

Pepper Mill photography features premium ingredients and fresh cues to capture the essence of product freshness. The application or recipe is unique, giving it a premium quality look. A salad shot is designed to be upscale and not shot as a traditional tossed salad. Fresh cues can be used in the background and are slightly out of focus. Elements such as spinach, grated garlic, cabbage, roma tomatoes, or fruit develop the message of fresh, high-quality ingredients. Fresh bean or alfalfa sprouts are never utilized in product photography.