Positioning Statement: Exceptional beef. Extraordinary flavor.™

One Sentence Description: The top of the line standards of Premium Angus Beef provide consistent tenderness and flavor that are simply unrivaled.

Brand Attributes:
- **The best cattle.** Only the finest corn-fed Angus cattle are selected, producing well marbled beef.
- **Exacting standards.** Graded USDA Choice or higher.
- **Exceptional preparation.** Premium Angus Beef is wet-aged for a minimum of 21 days to produce a truly tender cut.
- **Front-of-house value.** Premium Angus Beef products are packed in consumer-friendly packaging & supported by a merchandise program. Steaks are cut to your specifications.

Acceptable name representation:

First mention of brand name in text:

Premium Angus Beef®

Second and subsequent use:

Premium Angus Beef

Unacceptable name representation:

~~GFS Premium Angus~~

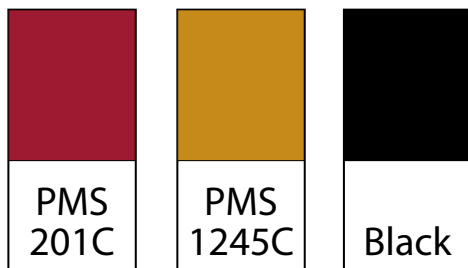~~PAB~~

~~PremiumAngus~~

~~Angus Beef~~

Brand Logo:

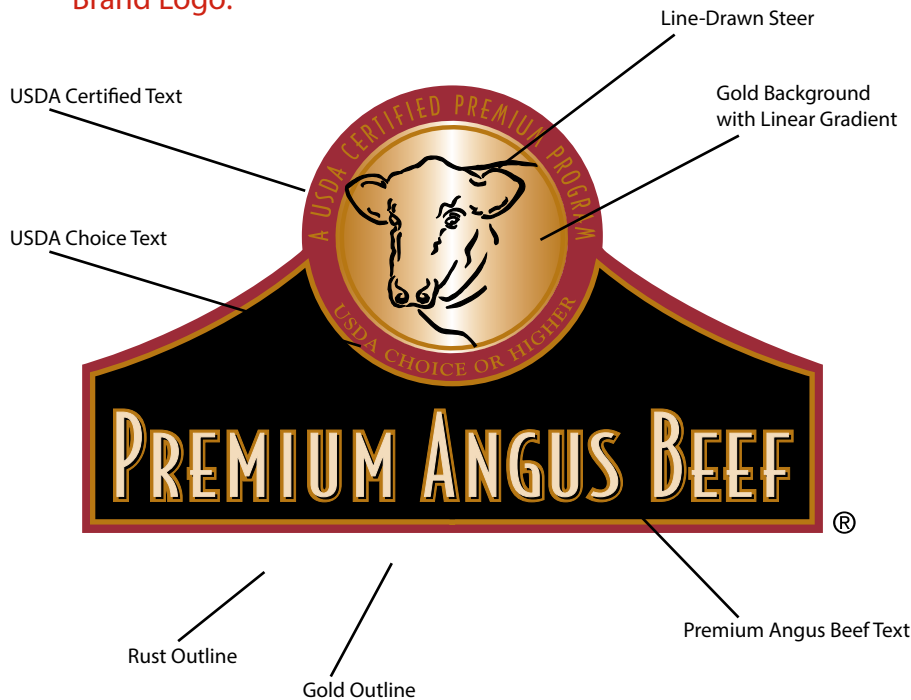Line-Drawn Steer

USDA Certified Text

Gold Background
with Linear Gradient

USDA Choice Text

A USDA CERTIFIED PREMIUM PROGRAM

USDA CHOICE OR HIGHER

PREMIUM ANGUS BEEF

®

Rust Outline

Premium Angus Beef Text

Gold Outline

PMS
201C

PMS
1245C

Black

Key Elements and Basic Physical Characteristics

Illustrated to the left are the key elements that make up the Premium Angus Beef logo.

The USDA Certified Text and the USDA Choice Text indicates that this line of beef is part of "A USDA Certified Premium Program" and that the beef is USDA grade choice. The USDA Certified Text is Arquitectura Regular font in all caps, and the USDA Choice Text is Goudy Bold in all caps.

The Gold Background is created by a series of horizontal lines placed within a circle. A combination of PMS 1245 and a white linear gradient effect is built into the circle.

The Steer is a line-drawn image of the head of a steer.

The "Premium Angus Beef" text is placed in a light yellow font with darker yellow and black drop shadows. Arquitectura Regular font is used, and the first letter of each word is increased by 25 percent. A 20 percent PMS 1245C is used for the top layer of the words "Premium Angus Beef".

The Rust Outline encapsulates the entire logo and pulls the graphics together. A gold outline is inset to provide contrast.

The Premium Angus Beef 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 "Exceptional Beef. Extraordinary Flavor.™" 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 Premium Angus Beef logo is made up of three spot colors: PMS 201C, PMS 1245C, and Black. The PMS colors shown to the left represent the process match in CMYK for each color.
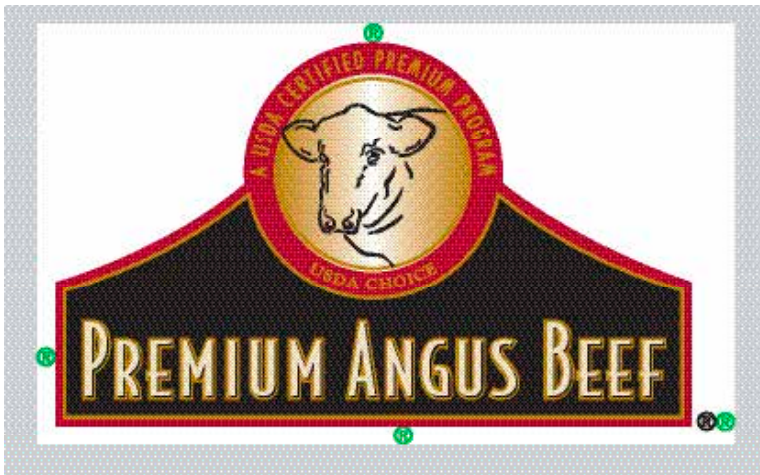
No substitutions are permitted.

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 Premium Angus Beef 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 Premium Angus Beef logo that must remain free of type and "specific" graphic elements.

The height or width of the registration symbol determines the measurement used on all four sides of the logo to create the clearance area. No competing background element is allowed to come within the equivalent of the height or width of the registration symbol.

The clearance area is indicated by the empty space around the logo.
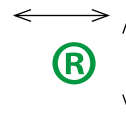
Logo Registration Symbol

The Premium Angus Beef logo is a registered trademark. The registration symbol must always be used with the logo and in the location shown, using the Helvetica Bold font.

The color of the registration symbol must always be black.

The "R" in the registration symbol is the width of the PMS 201C red outline in the background art.

The registration symbol is separated from the logo by a space equivalent to the distance of the letter "R" in the registration symbol.

The baseline of the "R" in the registration symbol is aligned to the lowest part of the PMS 201C red outline.

Unacceptable Logo Options

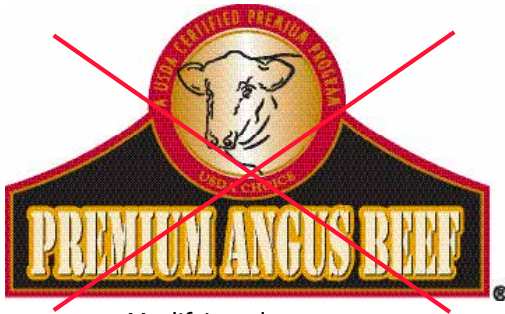For consistent communication and portrayal of the brand message, modification of the logo should be avoided. Use of any logo versions shown here, or components thereof, is prohibited. These examples represent potential logo abuses.

See Page 3 for the acceptable logo.
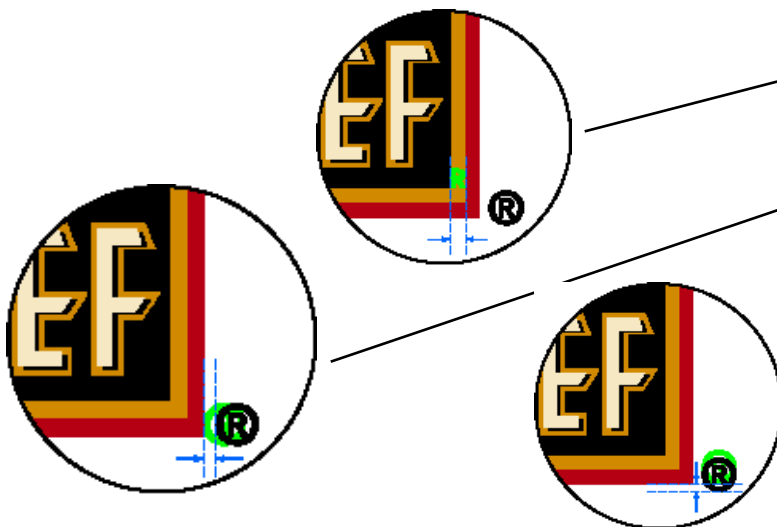
Unacceptable element modifications:

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.

The Premium Angus Beef 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.

Goudy Old Style Bold
Used for headers and main descriptors.

Goudy Old Style Italic
Used for headers and main descriptors.

Goudy Old Style Regular
Used for body copy.

Wanted LET Plain

Used for body copy.

Add Fonts:
P22 Corinthia Regular - Tagline/POS
Garamond Regular - POS

Approved Fonts

The fonts shown to the left are the only fonts to be used for Premium Angus Beef marketing materials.

Front & Back Pages

Brochures

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

An example of the standard Premium Angus Beef 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®
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Inside Spreads

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 Wanted LET Plain or Goudy Old Style 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 Premium Angus Beef brand.

BODY COPY

- Font style, color, and size will vary depending on product type and message, but Goudy Old Style 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.

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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 Wanted LET Plain or Goudy Old Style Bold is typically used.

OFFER VALID DATES

- Goudy Old Style Regular, 10 pt., 0.0625" paragraph space after.

PRODUCT ELIGIBILITY STATEMENT

- Goudy Old Style Regular, 10 pt., 0.1875" paragraph space after.

MAXIMUM REFUND

- Goudy Old Style Regular, 11 pt.

PRODUCT INFORMATION

- The subhead, product category, and table information are 10 pt. Goudy Old Style 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. Goudy Old Style Bold, and the second line is 10 pt. Goudy Old Style Regular, 0.1875" paragraph space after.

REBATE FORM

- The first line is 10 pt. Goudy Old Style Bold, and the second line is 10 pt. Goudy Old Style Regular, 0.1875" paragraph space after.

REFUND OPTIONS

- Goudy Old Style Regular, 11 pt., 0.125" paragraph space after.

LEGAL STATEMENT

- Goudy Old Style 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.

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
184039	Premium Angus Beef® Angus Ball Tip	2/25# avg.
639361	Premium Angus Beef Angus Round Top Inside	3/20# avg.
430241	Premium Angus Beef Porterhouse Steak	8/28 oz.

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

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 Premium Angus Beef 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 Premium Angus Beef brand.

Korean BBQ Burger
Yield: 1 serving

Reorder No.	Product Description	Quantity
841749	Premium Angus Beef® Fresh Patty, 8 oz.	1 each
513776	Trade East® White Ground Pepper	1/4 tsp.
424307	Kosher Salt	1/4 tsp.
271411	GFS® American Cheese, Sliced	2 eaches
710600	GFS Hamburger Bun with Seeds, 5", Thawed	1 each
114673	Korean BBQ Sauce	1 flz.
182570	Markon® Romaine Lettuce Hearts	1/2 oz
596973	GFS Jumbo Red Onions, sliced on a mandoline	1/10 oz.
199036	Markon Large Tomatoes, Sliced	2 slices

Preparation Instructions:
Wash hands. Wash all fresh, unpackaged produce under running water; drain well. Season a beef patty with salt and pepper. Place on a heated char grill or broiler. Grill on both sides until browned. Cook to desired doneness. CCP: Final internal cooking temperature must reach a minimum of 155°F, held for a minimum of 15 seconds. Place a slice of cheese on the burger. Place under a heated salamander or broiler until the cheese is warmed and melting. Toast the insides of the top and bottom halves of a bun under a heated salamander or broiler until golden-brown. Spread the bottom half of the bun with Korean BBQ sauce and top with grilled patty. Place lettuce, red onions, and tomatoes on top of the cheese. Slice in half. Place on a warmed serving plate.

RECIPE CARDS

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

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. Premium Angus Beef products are shipped in an oyster white corrugate.

OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

MAIN DESCRIPTOR

• Wanted LET Plain or Goudy Old Style Bold
• Font sized 100%

SAFE HANDLING STATEMENT

• Goudy Old Style Regular in all capital letters
• Font sized 50% of main descriptor

NET WT

• Goudy Old Style Regular
• Font sized 75% of main descriptor

DISTRIBUTED BY

• Goudy Old Style 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 Wanted LET Plain or Goudy Old Style Bold is typically used.

BAR CODE

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

FOOTER

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Delivery Method: CDS/Broker

Delivery Method: Distribution Centers

Delivery Method: USPS

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 Wanted LET Plain or Goudy Old Style Bold is typically used.

SAFE HANDLING STATEMENT

• Goudy Old Style Regular in all capital letters
• Font sized 50% of main descriptor

CUSTOMER ADDRESS

• Goudy Old Style 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

• Goudy Old Style Regular
• Font sized 33.3% of main descriptor

FOOTER

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Delivery Method: CDS/Broker

MainDescriptorSample

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

Sample Kits (continued)

OUTER LABELS, WITHOUT INNER PACKAGING

MAIN DESCRIPTOR

• Font style, color, and size will vary depending on product type and message, but Wanted LET Plain or Goudy Old Style Bold is typically used.

NOT LABELED FOR INDIVIDUAL RESALE

• Goudy Old Style Regular
• Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

• Goudy Old Style Regular in all capital letters
• Font sized 50% of main descriptor

PREPARATION/ALLERGENS

• Goudy Old Style Regular
• Font sized 50% of main descriptor

NET WT

• Goudy Old Style Regular
• Font sized 75% of main descriptor

DISTRIBUTED BY

• Goudy Old Style Regular
• Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD

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

SAMPLE NUMBER

• Wanted LET Plain or Goudy Old Style 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®
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Delivery Method: USPS, UPS, Distribution Centers, CDS/Broker

MainDescriptorSample

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

INNER LABELS

The following information must be included:

MAIN DESCRIPTOR

• Wanted LET Plain or Goudy Old Style Bold
• Font sized 100%

NOT LABELED FOR INDIVIDUAL RESALE

• Goudy Old Style Regular
• Font sized 75% of main descriptor

SAFE HANDLING STATEMENT

• Goudy Old Style Regular in all capital letters
• Font sized 50% of main descriptor

PREPARATION/ALLERGENS

• Goudy Old Style Regular
• Font sized 50% of main descriptor

NET WT

• Goudy Old Style Regular
• Font sized 75% of main descriptor

DISTRIBUTED BY

• Goudy Old Style Regular
• Font sized 33.3% of main descriptor

ADDITIONAL INFORMATION

• Goudy Old Style Regular
• Font sized 33.3% of main descriptor

FOOTER

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Photography Standards

Premium Angus Beef photography has the utmost quality look and feel. Color is used to differentiate the product and make it stand out. The lens of the shot is slanted and uses a shallow depth of field. Prepared product shots must focus on the meat – the cut, the grain, and the presentation. Meats must never be over-seasoned in prepared applications; they must appear as natural as possible. The angle of the shot may vary slightly, but the meat must fill a majority of the shot. The focal point of the shot is the primary product, while additional elements are in the back and slightly out of focus.

BACKGROUND & DINNERWARE

The product is shot on upscale, white or bold-colored dinnerware and placed on natural, warm, or classic backgrounds. Napkins are often used, but not required. Glassware is utilized in the background as an accent. Alcoholic beverages are not to be utilized unless it further supports the product application.

LIGHTING

Lighting is bright with the occasional burned out spot in the background.

INGREDIENTS & FRESH CUES

Product preparation is an essential aspect of the presentation. Premium Angus Beef photography rarely features product ingredients or fresh cues, but colorful complementary sides are used in the application to create sophisticated recipes. Examples include: grilled fruits and vegetables, sweet potatoes, or herbs and garnishes. Fresh bean or alfalfa sprouts are never utilized in product photography.