



Positioning Statement:

A celebration of taste and tradition.™

One Sentence Description:

A family of authentic Hispanic/Latin products that celebrate a love for food, blended with a sense of tradition.

Brand Attributes:

- **Authentic.** Gran Sazón products are made with true Hispanic flavors & recipes for an authentic dining experience.
- **Value-added.** From shelf-stable tortillas to marinated meats, Gran Sazón products make creating authentic dishes easier.
- **Peak of freshness.** From vine-ripened tomatoes to mouth-watering spices, Gran Sazón products are made using the freshest ingredients.

**Acceptable name representation:**

First mention of brand name in text:

Gran Sazón®

Second and subsequent use:

Gran Sazón

**Unacceptable name representation:**

~~GFS Gran Sazón~~

~~Gransazon~~

~~Gordon Gran Sazón~~

~~GS~~

**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 Gran Sazón 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 Gran Sazón logo.

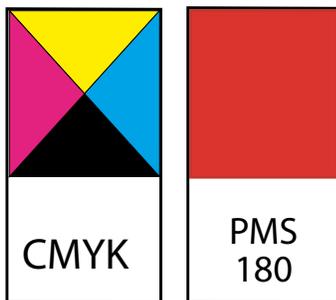
The Gran Sazón logo stands for authenticity. The logo is reminiscent of a painted desert and features 3 basic equity elements: Gran Sazón typography, vegetable icon, and background arch shape.

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



### Tagline

When space permits, the tagline "The taste of tradition.™" 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 Gran Sazón logo is made up of CMYK and one spot color: PMS 180.

#### Process orange:

C=3 M=92 Y=84 K=12

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 Gran Sazón 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 Gran Sazón logo that must remain free of type and “specific” graphic elements.

The height of the letter “R” in Gran is used to determine the clearance area on all sides of the logo.

### Logo Registration Symbol



The Gran Sazón 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.

On the four-color logo, the color of the symbol will be 100% black. The symbol on the one-color logo is PMS180.

The size of the registered trademark symbol stays proportional, and the symbol is placed away from the box at a distance of half the width of the outside rules. The baseline of the symbol is lined up with the baseline of the background shape.



### 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.

## Acceptable Logo Backgrounds



The background follows the Gran Sazón brand architecture. This architecture consists of 4 bands:

1. Identity band
2. Primary variant band
3. Secondary variant band
4. Photo band

The identity band is the key element of brand expression. The Gran Sazón logo must be centered here. It is the adobe color that anchors the Gran Sazón identity. The framed edges of the logo allow it to stand out on this background.

## Approved Fonts

# Caslon Antique

Used for headers and main descriptions.

# Univers 59 Ultra Condensed

Used for body copy.

# Helvetica Bold Condensed

Used for body copy.

# Dax

Used for body copy.

### Add Fonts:

Ancient Normal - POS

FG Jason Regular - Tagline/POS

Myriad Pro Regular - POS

Myriad Pro Bold - POS

Myriad Pro Light Italic - POS

Front and Back Pages



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

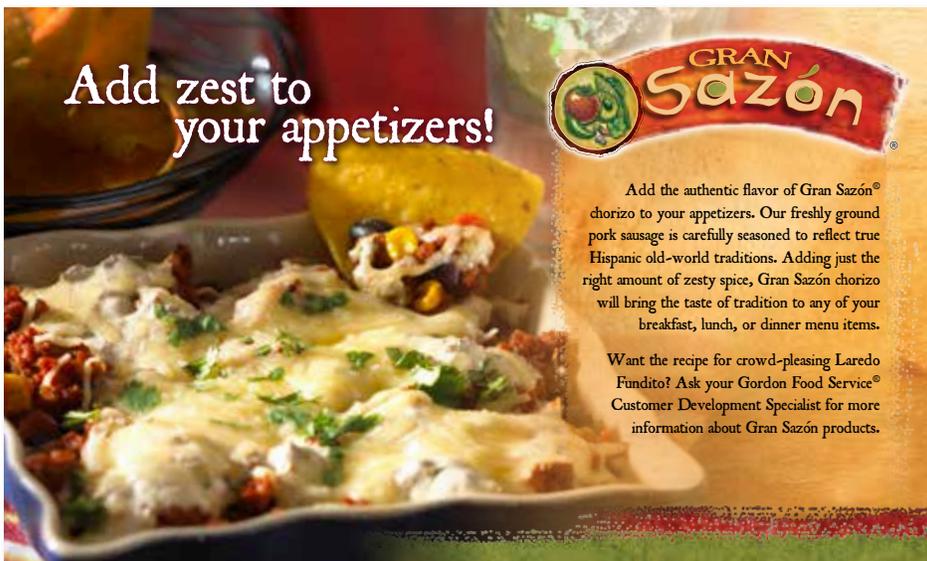
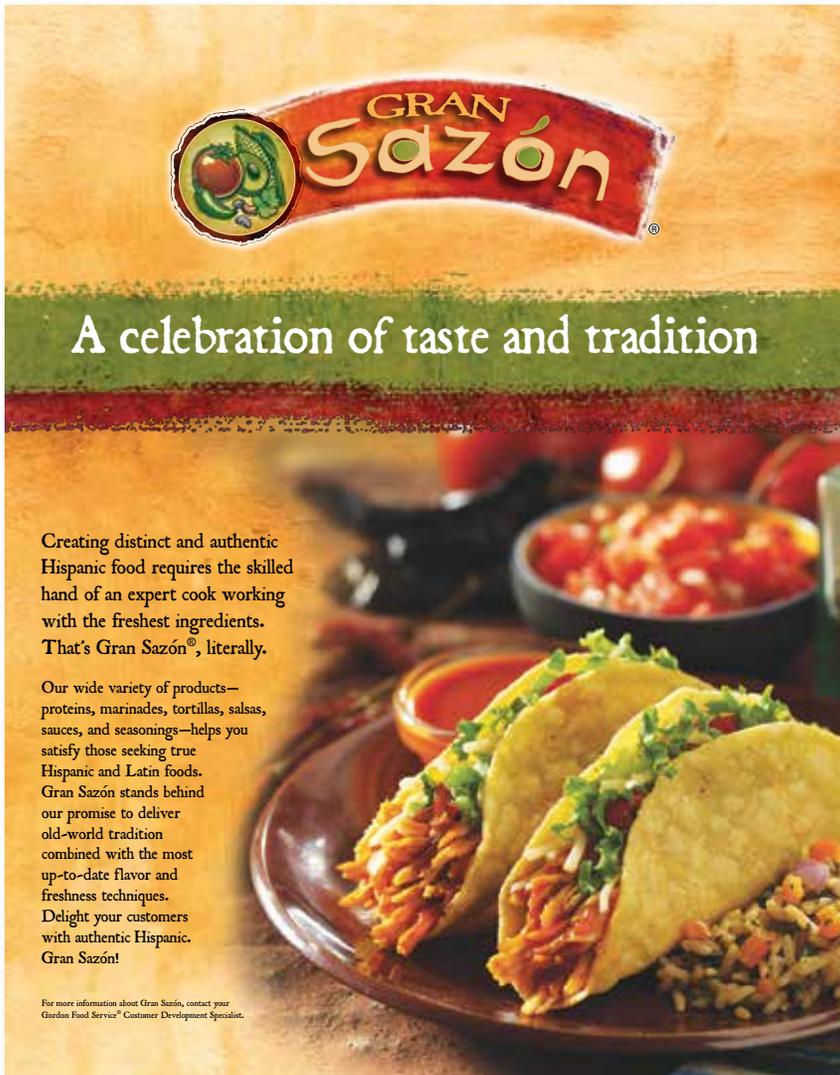
An example of the standard Gran Sazón brochure is shown to the left. All brochures must be printed on 100 lb. Flo Dull text-weight stock containing a minimum of 10 percent post-consumer waste fiber.

FOOTER

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Inside Spread





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 Caslon Antique 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 Gran Sazón brand.

**BODY COPY**

- Font style, color, and size will vary depending on product type and message, but Dax 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**

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**Great offer on new Empanadas and Flavored Tortillas!**

*Offer valid on purchases made from July 3–August 27, 2011.*

Customers with contract or special pricing on items listed are not eligible.

**Maximum Refund: \$150.00**

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
117971	Ground Beef Empanada, 3 oz.	5/10 ct.		x \$6.00 = \$	
117971	Spinach and Cheese Empanada, 3 oz.	5/10 ct.		x \$6.00 = \$	
117881	Shredded Chicken Empanada, 3 oz.	5/10 ct.		x \$6.00 = \$	
116701	Honey Wheat Tortilla, 12"	6/12 ct.		x \$3.00 = \$	
116691	Sun-Dried Tomato Basil Tortilla, 12"	6/12 ct.		x \$3.00 = \$	
116691	Jalapeño Cheese Tortilla, 12"	6/12 ct.		x \$3.00 = \$	
<b>Various</b>				<b>Order one case of Empanadas and one case of Flavored Tortillas</b>	<b>x \$10.00 total = \$</b>
				(not per case)	<b>Total Refund: \$</b>

Mail this form with proof of purchase to:  
Gran Sazón®, Mail Code 13004-4512, 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 \_\_\_\_\_

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 September 27, 2011. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by October 30, 2011. 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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062001376179



**A celebration of taste and tradition.™**

**Save up to \$150 on Gran Sazón® Tortillas**

A great fresh tortilla is cooked to perfection, has great flavor and is soft and pliable for a wide variety of uses. You'll find these attributes in Gran Sazón tortillas. They are made by expert cooks with a long-standing tradition of producing the finest tortillas. Best of all, they can be stored at room temperature, so they don't require valuable cooler or freezer space. Order a case today and bring a fiesta of authentic flavor to your menu!

Buy 1 case get 1 case free (up to 3 free cases). Get a \$3.00/case credit up to \$150 on qualifying purchases made from September 18–October 29, 2011.

Reorder No.	Description	Case Pack	# of Cases Purchased
116681	Sun-Dried Tomato Basil Tortillas, 12"	6/12 ct.	
116691	Jalapeño Cheese Tortillas, 12"	6/12 ct.	
116701	Honey Wheat Tortillas, 12"	6/12 ct.	
			<b>Total</b>

Mail this form with copies of invoices as proof of purchase to:  
Gran Sazón Tortilla Offer, Mail Code 10011-4518, 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 \_\_\_\_\_

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 November 29, 2011. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by December 2011. 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.

062001341214

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

### HEADER

- Caslon Antique

### OFFER VALID DATES

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

### PRODUCT ELIGIBILITY STATEMENT

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

### MAXIMUM REFUND

- Dax, 11 pt.

### PRODUCT INFORMATION

- The subhead, product category, and table information is Dax.

- 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 line are 10 pt. Dax, 0.1875" paragraph space after.

### REBATE FORM

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

### REFUND OPTIONS

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

### LEGAL STATEMENT

- Dax, 7 pt., 0.125" paragraph space after.

- Postmarked date must be 30 days after promotion ends.

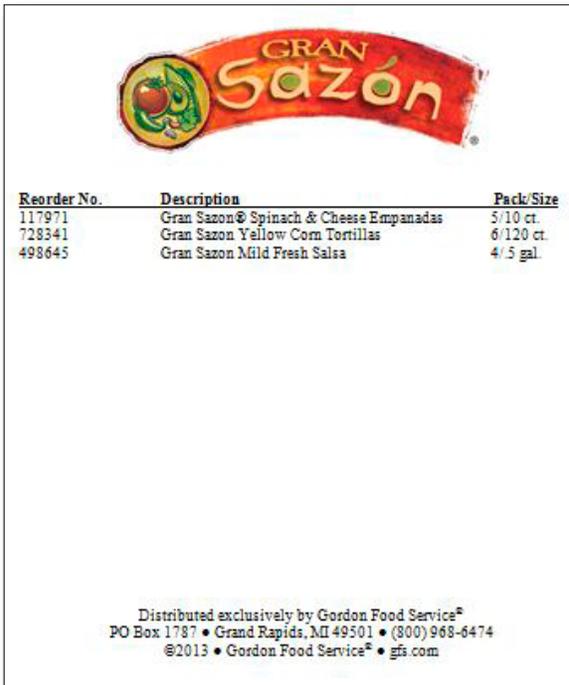
- Fulfilled date must be the month after postmarked date.

### FOOTER

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### 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.



## 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 Gran Sazón 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 Gran Sazón brand.

**Spicy Chicken Fajita**  
Serves 1

Reorder No.	Product Description	Quantity
767020	Gran Sazon® Beef Fajita Steak Strips 1/4"	4 oz.
767050	Gran Sazon Fajita Chicken Breast Strips	
847208	Roasted Peppers & Onions	3 oz.
786543	Diced Roma Tomato	1/4 cup
499943	Sliced Jalapeno	1 tbsp.
405170	Cooking Spray	
713320	Flour Tortillas	713320
285218	GFS® Sour Cream	1/4 cup

**Preparation Instructions:**

- Coat skillet in cooking spray. On medium heat, add peppers and onions to the skillet. Saute until the peppers have softened.
- Add the minced garlic and diced tomato. While ingredients are cooking, add chicken/beef to the skillet.
- Add jalapenos and stir.
- Set aside the cooked fajita filling in a covered bowl.
- Heat the flour tortillas. Place fajita filling in the middle of your warm tortillas and serve topped with sour cream.

### RECIPE CARDS

Recipe cards must follow the example to the left. The Gran Sazón 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 368.

All items listed must be stocked by Gordon Food Service® and must be active. Gran Sazón 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 Gran Sazón 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



KEEP REFRIGERATED

# Main Descriptor Sample

NET WT 12 OZ (3.4 LB) .56 kg

DISTRIBUTED BY GORDON FOOD SERVICE®  
GRAND RAPIDS, MI 49501

Delivery Method: Distribution Centers



## Enjoy these FREE samples!

Reorder No. 123456



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

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. Gran Sazón products are shipped in an oyster white corrugate.

### OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

#### MAIN DESCRIPTOR

- Caslon Antique
- Font sized 100%

#### SAFE HANDLING STATEMENT

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

#### NET WT

- Dax
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- Dax
- 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 Caslon Antique is typically used.

#### BAR CODE

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

#### FOOTER

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Delivery Method: USPS



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

**GRAN Sazón**

**Fresh ideas  
for your  
salsa bowl**

Gordon Food Service® is privileged to serve you with authentic foods that honor heritage. Gran Sazón salsas offer two styles and three great flavor options. Look inside for your exclusive rebate on these products.

**PRIVATE. STD. U.S. POSTAGE PAID GRAND RAPIDS, MI PERMIT NO. 657**

Jane Doe  
1234 Street  
City, State 45678

Delivery Method: UPS



**GRAN Sazón**

[\$\$Customer Name.]

**Fresh ideas  
for your  
salsa bowl**

**Save up to \$20**  
(see back for details)

from Gordon Food Service®

**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 Caslon Antique is typically used.

**SAFE HANDLING STATEMENT**

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

**CUSTOMER ADDRESS**

- Dax
- 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**

- Dax
- 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



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



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



**OUTER LABELS,  
WITHOUT INNER PACKAGING**

**MAIN DESCRIPTOR**

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

**NOT LABELED FOR INDIVIDUAL RESALE**

- Dax
- Font sized 75% of main descriptor

**SAFE HANDLING STATEMENT**

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

**PREPARATION/ALLERGENS**

- Dax
- Font sized 50% of main descriptor

**NET WT**

- Dax
- Font sized 75% of main descriptor

**DISTRIBUTED BY**

- Dax
- Font sized 33.3% of main descriptor

**D.C. DELIVERY METHOD**

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

**SAMPLE NUMBER**

- Dax
- 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

REFRIGERATED



# Main Descriptor Sample

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

- Caslon Antique
- Font sized 100%

#### NOT LABELED FOR INDIVIDUAL RESALE

- Dax
- Font sized 75% of main descriptor

#### SAFE HANDLING STATEMENT

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

#### PREPARATION/ALLERGENS

- Dax
- Font sized 50% of main descriptor

#### NET WT

- Dax
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- Dax
- Font sized 33.3% of main descriptor

#### ADDITIONAL INFORMATION

- Dax
- Font sized 33.3% of main descriptor

#### FOOTER

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## Photography Standards

Gran Sazón photography is key to conveying the traditional Hispanic brand promise. Photography will be indicative of traditionally-made Hispanic foods. 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 bold-colored dinnerware, similar to Fiestaware, and placed on backgrounds that evoke an authentic feel. Backgrounds are typically darker in color but not too dark. Some examples include: tile, wood, ceramics, and bricks. Cutting boards, placements, and other unique dishes can be used to convey the Hispanic heritage. Unique, bold-colored or patterned napkins are often used to complement the product type and further promote the traditional Hispanic brand promise. Alcoholic beverages are not to be utilized unless it further supports the product application.

### LIGHTING

Lighting is natural but not too bright, and shadows can be utilized to provide depth in the shot.

### INGREDIENTS & FRESH CUES

Gran Sazón photography features premium ingredients and fresh cues. The application features traditional Hispanic recipes. Key ingredients of the main product are used as fresh cues that appear either on the plate or in the background of the shot; examples often include fresh vegetables or spices. If no key ingredients can be used as fresh cues, other complementary items, such as chips, salsas, tortillas, or refried beans, are used. Fresh bean or alfalfa sprouts are never utilized in product photography.