



Positioning Statement:	Italian from the heart.™
One Sentence Description:	A versatile line of premium Italian ingredients that create memorable dishes true to the flavors of Italian cuisine.
Brand Attributes:	<ul style="list-style-type: none"><li>• <b>Premium ingredients.</b> The finest materials are used to create Primo Gusto, such as 100% Select durum wheat, hand-picked California tomatoes, &amp; extra-lean meats.</li><li>• <b>True Italian flavors.</b> Primo Gusto creates dining experiences consistent with the tastes of Italy.</li></ul>

## Acceptable name representation:

First mention of brand name in text:

Primo Gusto®

Second and subsequent use:

Primo Gusto

## Unacceptable name representation:

~~GFS Primo Gusto~~

~~PrimoGusto~~

~~Primogusto~~

~~PG~~

## Brand Name Represented In Text

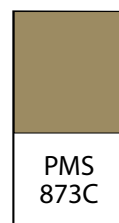
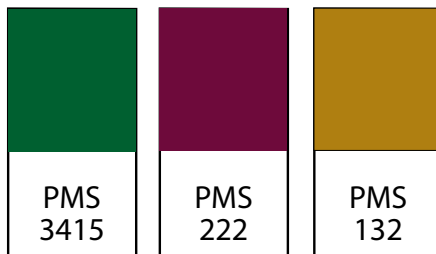
The registration symbol must appear with the first mention of the brand name in text. In a multipage piece, use of the brand name in text on the cover does not satisfy the requirement. The registration symbol must be included on the first text mention on an inside page.

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

**Note:** The registration symbol in the Primo Gusto 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 Primo Gusto logo.

The name Primo Gusto is bold and distinct, offering an elegant image.

The "leaf ornament" underneath the Primo Gusto name is PMS 132 for the 3-color logo or PMS 873 for the 1-color logo. The keylines below the Primo Gusto name ties the name "PRIMO GUSTO" and the "leaf ornament" together.

The Primo Gusto 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 "Italian from the heart.™" 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 Primo Gusto logo is made up of three spot colors: PMS 3415, PMS 222, and PMS 132. The one-color logo is made up of PMS 873, also shown to the left.

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

### Logo Clearance Area



0.125-inch clear-

The logo clearance area is the area around the Primo Gusto 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 Primo Gusto logo.



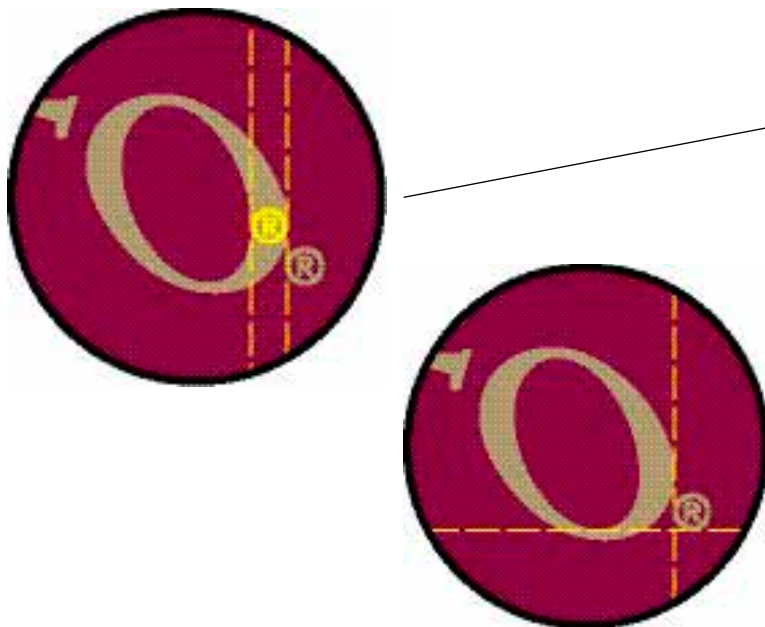
### Logo Registration Symbol

The Primo Gusto 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 symbol is PMS 132 for the three-color logo and PMS 873 on the one-color logo.

The width of the registration symbol is approximately the width of the widest area of the "O" in "Gusto".

The left edge of the registration symbol is flush with the right edge of the "O" in "Gusto". The base of the registration symbol is flush with the bottom on the inner oval of the "O" in "Gusto".



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 Primo Gusto logo is generally placed directly on the brochure background, either a PMS 222 background or a texturized CMYK background. The framed edges and the dropshadow behind 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 Primo Gusto marketing materials.

*ITC Isadora*

Used for headers and main descriptions.

Legacy Serif Book

Used for headers, main descriptions, or body copy.

Berkeley Old Style Medium

Used for body copy.

### Add Fonts:

ITC Isadora Bold - POS

Caslon Pro Regular - POS

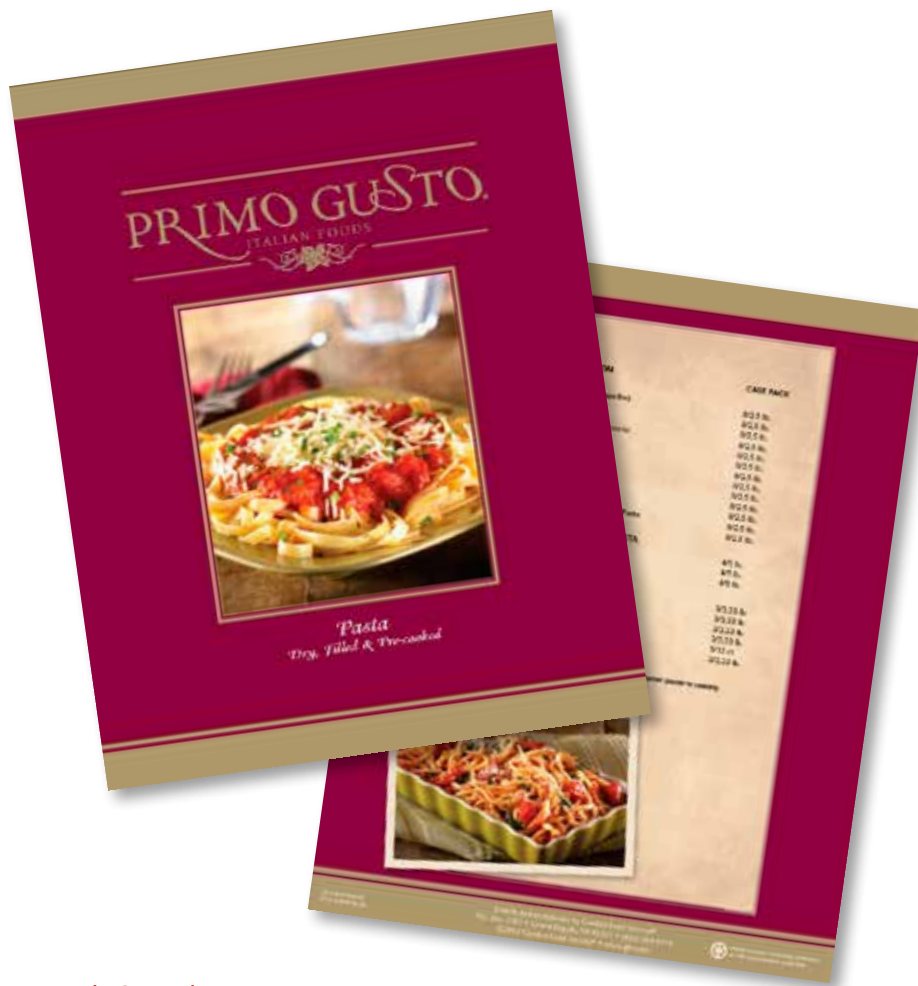
Caslon Pro Bold - POS

Avenir 55 Roman - POS

Avenir 95 Black - POS



## Front and Back Pages



## Inside Spread



## Brochures

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

An example of the standard Primo Gusto 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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**PRIMO GUSTO**  
ITALIAN FOODS

*Share the love of Primo Gusto®*

Two of today's hottest menu trends are sharing plates and boldly flavored variations of traditional comfort foods. Primo Gusto products help you capitalize on these sales-building opportunities. From a salumi plate featuring our Italian-Style Deli Meats or an Orecchiette Pasta tossed with our new Sun-Dried Tomato Pesto to our Meatballs served atop cheesy polenta and drizzled with hearty Marinara, Primo Gusto provides all of the components you need to easily create on-trend dishes featuring exciting tastes in shareable sizes.

For more information about our Primo Gusto products, contact your Gordon Food Service® Customer Development Specialist.

Premium Pastas   California Tomatoes & Sauces   Artisan Cheeses   Traditional Meats   Pre-Formed Doughs   Hand-Formed Crusts   Extra Virgin Olive Oil   Italian-Style Deli Meats

*Everything you need to build a perfect pizza*



With Primo Gusto® products, you'll find everything you need to make your pizza true to the flavors of Italian cuisine. Only the finest ingredients are used to make our high-gluten flour, par-baked crusts, and dough balls are ready for you to build the perfect foundation for your pizza. Choose from sauces made with hand-picked tomatoes, quality blends of fine cheeses, and extra-lean meat toppings in a variety of flavors and cuts.



*Bring the tastes of Italy to your kitchen with Primo Gusto.*

**PRIMO GUSTO**  
ITALIAN FOODS

## 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 ITC Isadora 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 Primo Gusto brand.

### BODY COPY

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

- ITC Isadora

### OFFER VALID DATES

- Berkeley Old Style Medium, 12.5 pt., 0.0625" paragraph space after.

### PRODUCT ELIGIBILITY STATEMENT

- Berkeley Old Style Medium, 9 pt., 0.1875" paragraph space after.

### MAXIMUM REFUND

- Berkeley Old Style Medium, 11 pt.

### PRODUCT INFORMATION

- The subhead, product category, and table information is Berkeley Old Style Medium.

- 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. Berkeley Old Style Bold, and the second line is 10 pt. Berkeley Old Style Medium, 0.1875" paragraph space after.

### REBATE FORM

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

### REFUND OPTIONS

- Berkeley Old Style Medium 11 pt., 0.125" paragraph space after.

### LEGAL STATEMENT

- Berkeley Old Style Medium, 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.

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**Try Primo Gusto® Crust and Bread Flour for Free!**

- Made from spring wheat
- Considerable carrying power for pan breads, rolls, Italian and other hearth breads, pizza, and buns
- Exceptional fermentation and mixing tolerance



**Offer valid on purchases made from February 5–March 31, 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:** 5 free cases

Reorder No.	Description	Case Pack	# of Cases Purchased
722050	Crust and Bread Flour	1/50 lb.	

**Mail this form with proof of purchase to:**  
Primo Gusto Flour, 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 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 April 30, 2010. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by May 31, 2010. Offer does not apply to bid or contract accounts.  
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012010/03846





872250 Primo Gusto Manicotti

**Prime Gusto® Pastas**

**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:** \$150.00

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
588361	Breaded Cheese Ravioli	3/3.33 lb.	x	\$3.50	\$
872250	NEW! Manicotti	5/12 ct.	x	\$3.50	\$
872260	NEW! Beef Ravioli	3/3.33 lb.	x	\$3.50	\$
355340	Six-Cheese Jumbo Ravioli	3/3.33 lb.	x	\$3.50	\$
355350	Wild Mushroom Jumbo Ravioli	3/3.33 lb.	x	\$3.50	\$
355330	Tri-color Cheese Tortellini	3/3.33 lb.	x	\$3.50	\$

Total Refund: \_\_\_\_\_

**Mail this form with proof of purchase to:**  
Primo Gusto Pasta, Mail Code 13004-4504, 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 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 February 2, 2011. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by March 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.  
©2010 Gordon Food Service

**Deliver creativity to your menu with stuffed pasta**


Primo Gusto® filled pastas are bursting with flavorful ingredients to help you create authentic Italian dishes in a fraction of the time. Our flash-freezing process seals in the flavor, and par-cooking drastically reduces prep time and eliminates waste. The pasta is ready to plate after just three minutes in boiling water.



- Six-Cheese Jumbo Ravioli (Reorder No. 355340)
- Breaded Cheese Ravioli (Reorder No. 588361)
- Manicotti (Reorder No. 872250)
- Beef Ravioli (Reorder No. 872260)
- Wild Mushroom Jumbo Ravioli (Reorder No. 355350)
- Tri-color Cheese Tortellini (Reorder No. 355330)

### 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
432050	Primo Gusto® Extra Virgin Olive Oil	6/2 Liter
190969	Primo Gusto Deluxe Marinara Sauce	6/10 ct.
164259	Primo Gusto Grated Parmesan Cheese	12/1 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 Primo Gusto 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 Primo Gusto brand.


### RECIPE CARDS

Recipe cards must follow the example to the left. The Primo Gusto 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. Primo Gusto 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 Primo Gusto 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.

		<i><b>BBQ Pulled Pork Pizza</b></i>
		<i>4 Servings</i>
Reorder No.	Product Description	Quantity
707900	Primo Gusto® 14" Pizza Crust	1 ct
734136	GFS® BBQ Sauce	4 oz
584050	GFS® BBQ Pulled Pork	8 oz
313157	Markon® Sliced Red Onion	2 oz
780995	Primo Gusto® Mozzarella Cheese	3 oz
411841	GFS® Cheddar Cheese	2 oz

**Preparation Instructions:**  
*Wash Hands.* Thaw product over night at room temperature or at least 5 hours. Shape dough for desired greased pan or screen. Spread BBQ sauce evenly across the crust. Top with pulled pork, cheeses, and then red onions. Bake in oven on 450°F for 7-10 minutes. Let stand for 5 minutes before cutting.


<b>Chicago-Style Ricotta Cheese</b>
<i>705098 - 2/ 5 lb.</i>

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. Primo Gusto products are shipped in an oyster white corrugate.

### OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

#### MAIN DESCRIPTOR

- ITC Isadora
- Font sized 100%

#### SAFE HANDLING STATEMENT

- Berkeley Old Style Medium in all capital letters
- Font sized 50% of main descriptor

#### NET WT

- Berkeley Old Style Medium
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- Berkeley Old Style Medium
- 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 ITC Isadora 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 ITC Isadora is typically used.

SAFE HANDLING STATEMENT

- Berkeley Old Style Medium in all capital letters
- Font sized 50% of main descriptor

CUSTOMER ADDRESS

- Berkeley Old Style Medium
- 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

- Berkeley Old Style Medium
- 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 (3.4 LB) .56 kg

DISTRIBUTED EXCLUSIVELY 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 EXCLUSIVELY 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 ITC Isadora is typically used.

#### NOT LABELED FOR INDIVIDUAL RESALE

- Berkeley Old Style Medium
- Font sized 75% of main descriptor

#### SAFE HANDLING STATEMENT

- Berkeley Old Style Medium in all capital letters
- Font sized 50% of main descriptor

#### PREPARATION/ALLERGENS

- Berkeley Old Style Medium
- Font sized 50% of main descriptor

#### NET WT

- Berkeley Old Style Medium
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- Berkeley Old Style Medium
- Font sized 33.3% of main descriptor

#### D.C. DELIVERY METHOD

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

#### SAMPLE NUMBER

- Berkeley Old Style Medium
- Font sized 75% of main descriptor

#### BAR CODE

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

#### FOOTER

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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 (3.4 LB) .56 kg

DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49501  
ADDITIONAL INFORMATION IS AVAILABLE BY CALLING GFS CUSTOMER SERVICE 800-968-  
www.gfs.com

Sample Kits  
(continued)

INNER LABELS

The following information must  
be included:

**MAIN DESCRIPTOR**

- ITC Isadora
- Font sized 100%

**NOT LABELED FOR INDIVIDUAL RESALE**

- Berkeley Old Style Medium
- Font sized 75% of main descriptor

**SAFE HANDLING STATEMENT**

- Berkeley Old Style Medium in all capital  
letters
- Font sized 50% of main descriptor

**PREPARATION/ALLERGENS**

- Berkeley Old Style Medium
- Font sized 50% of main descriptor

**NET WT**

- Berkeley Old Style Medium
- Font sized 75% of main descriptor

**DISTRIBUTED BY**

- Berkeley Old Style Medium
- Font sized 33.3% of main descriptor

**ADDITIONAL INFORMATION**

- Berkeley Old Style Medium
- Font sized 33.3% of main descriptor

**FOOTER**

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## Photography Standards

Primo Gusto photography reflects the look and feel of Old World Italian. The recipes and applications featured in the shot imitate the flavors and tastes of Italy. The focal point of the shot is the primary product, while additional elements are in the back and slightly out of focus. Each product within a family is shot in a similar fashion.

### BACKGROUND & DINNERWARE

The product is shot on traditional, Italian dinnerware and typically placed on wooden backgrounds. Dinnerware features dark, neutral colors. Background may be rustic and range from light to dark, depending on the type of product shot. Other acceptable background options include cutting boards or unique placements. Classic Italian-style napkins are often used, but not required. Alcoholic beverages are not to be utilized unless it further supports the product application.

### LIGHTING

Warm, directional lighting with soft subtle tones is used to give it an authentic Italian feel. No burnout of the background or product should be used.

### INGREDIENTS & FRESH CUES

Primo Gusto photography features premium ingredients and fresh cues. The application portrays classic Italian 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 includes fresh vegetables, cheese, herbs, or flour. If no key ingredients can be used as fresh cues, other complementary items, such as breads, olive oil, or sauces, are utilized. Fresh bean or alfalfa sprouts are never utilized in product photography.