



For Immediate Release

Gordon Food Service Launches Refreshed Brand

New logo, tagline, and store name emphasizes commitment to customers and employees

Wyoming, MI, November 10, 2014 - Gordon Food Service today introduced a new logo, tagline, and name for its stores as part of the evolution of its corporate brand.

With over 115 years of expertise in the industry, Gordon Food Service is known by customers for its commitment to heartfelt service, precise delivery, and industry innovation. The company is introducing refreshed key elements of its brand to reflect these strengths, and bring them to the market in a new and exciting way.

The most visible change is the company's new logo. "Our previous logo was a strong symbol of our brand that has served us well for over two decades," said Jim Gordon, CEO of Gordon Food Service. "But as our business evolves, we want to make sure that our look does, too."

With this in mind, the company maintained key elements of the previous logo, including the color red, but shifted from using the company's acronym, GFS, to spelling out the full company name, with an emphasis on the Gordon family name.

"Leading with the Gordon name demonstrates that we're a family business and a people-focused company, which we know is a part of our story that matters to our customers," said Jennifer Batley, North America Senior Manager of Customer Experience. The new logo will soon appear in places like trucks, store signage, and communications.

Additionally, GFS Marketplace has been renamed the Gordon Food Service Store. This shift leverages the new logo and shows the connection between the company's broadline distribution and stores business.

Customers will also notice Gordon Food Service's new tagline, "Always at your table," which showcases the company's readiness to partner with them to achieve their goals. "Being at our customers' tables has been true of our organization since 1897—and will be true for the next century, too," said Jim Gordon.

Batley emphasized that while the company's look has changed, customers will continue to enjoy the same products and service they count on from Gordon Food Service. "We're confident our customers will appreciate our more modern and personal look and feel," Batley said. "We will remain committed to delivering seamless experiences as we roll out the brand across our organization."

To view a gallery of these new elements, visit brandreveal.gfs.com.

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Gordon Food Service: About Us

Since 1897, we have delivered uncompromising quality and heartfelt service for our customers. We began as a simple butter-and-egg delivery service, and have grown to become the largest family business in the foodservice industry by upholding the same approach for over 115 years—remaining passionately committed to the people we serve. Today, we serve foodservice operators within the Midwest, Northeast, Southeast, and Southwest regions of the United States and coast-to-coast in Canada. We also operate more than 170 Gordon Food Service Store locations in the U.S., which are open to the public and provide restaurant-quality products and friendly, knowledgeable service without a membership fee. Partnering with organizations across industries from healthcare to education, independent and chain restaurants, and event planners, we help our customers create food experiences that people choose, enjoy, and remember. To learn more about Gordon Food Service, visit gfs.com.

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