



November 10, 2014

To our Valued Customers,

One of the philosophies that guides our company is that change is a way of life; we should welcome it and look forward to it. That means from time to time, it's necessary for a growing organization like ours to evaluate its brand and make sure our image is consistent with who we are to you.

I'm excited to tell you that we are in the process of updating different parts of how we look in the market, and we're introducing a new corporate logo, tagline, and store name. I'd like to share the story behind these changes and introduce you to the refreshed Gordon Food Service® look and feel.

The first change you'll likely notice? Our logo. Our previous logo has been a part of our company for over 20 years. But as our business evolves, we want our look to evolve too—while remaining rooted in who we are. The biggest shift is that we've moved from using our acronym, GFS, to emphasize the Gordon name, which leads with our family and people-focused culture.

We're pairing this logo with a fresh tagline: *Always at your table.*™ We love that this language shows how we partner to help solve challenges and meet your goals. We trust you feel that Gordon Food Service is always at your table, every day, because that is our promise to you, now more than ever.

You'll see other visual changes, too. We're incorporating some beautiful photography, color, and design elements that will make communications and your experiences simpler and more enjoyable.

What's more, to match the change in our logo, we're also shifting the name of our stores from GFS Marketplace® to the Gordon Food Service Store™. We think it's a good idea to tell the same story across the business, so customers like you know we are one company offering a broad array of products and services.

As we embrace this exciting change, who we are as a company, what is truly at our core, will not change. We will make sure that you'll continue to enjoy the same products, service, and experiences seamlessly.

Thank you for being a customer of Gordon Food Service. It's our honor to work with you and your business, and we'll continue to bring you our best—in quality products, service, and ideas—each and every day.

Sincerely,

A handwritten signature in black ink that reads "Jim Gordon". The signature is fluid and cursive, with the first letters of "Jim" and "Gordon" being significantly larger and more stylized.

Jim Gordon, CEO
Always at your table.™

Gordon[®]

FOOD SERVICE

Always at your table[™]

Fresh look, enduring commitment

Our new logo leads with our family name, reflecting our commitment to another century of service from the heart.

At Gordon Food Service, we know what it takes to succeed.

For over 115 years, we've been advancing thoughtfully and innovating with purpose, partnering with our customers to keep them running today and help them grow tomorrow.

Each day, we're bringing new ideas to the table.
We look forward to meeting you there.

Visit gfs.com to learn more about
Gordon Food Service and our new look.

