

BRING YOUR BUSINESS TO LIFE

WeAreGate.com



Presented by

**GATE**

Rick Carbo  
Account Director  
rcarbo@wearegate.com  
wearegate.com  
c: (717) 413-3226

# HELLO

We are an advertising, branding, and communications agency driven by passion, tenacity, and copious amounts of coffee.

We activate your business through creative ideation and execution.

Through our processes, we discover insights within the heart and soul of the companies we work with, allowing us to build unique experiences that connect to its core consumers, impacting their business bottom lines.



# ABOUT US



## OUR NAME

Our name is an analogy for an entry point – flight gate, trailhead, or simply where you are now – to take your journey toward creating a better brand. For every company, product, or service, the journey is different. Our job is to assess your path and set you in the right direction for a better customer relationship.



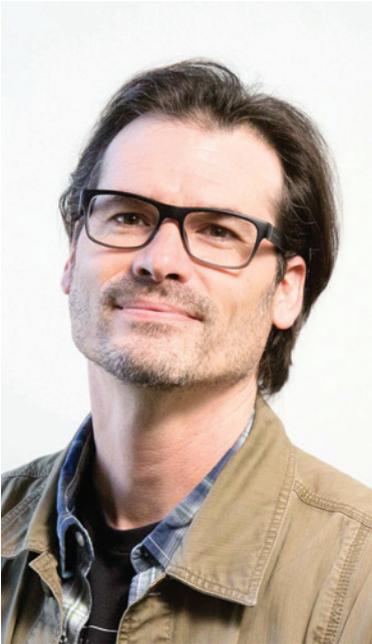
# OUR EXECUTIVE TEAM

We are a group of industry experts who are passionate about branding, storytelling, and helping businesses succeed. We are veterans in the industry who believe in balance. We encourage our people to explore. Fresh experiences make life enjoyable. Bringing these joyful experiences into our work provides us a pantheon of unique approaches in solving both creative and business problems.

One must have the inspiration in order to provide inspiration.



[John Kreider:](#)  
Principle, Brand Evangelist



[Tim Prough:](#)  
Creative Director



[Rick Carbo:](#)  
Account Director



[Joella Gamon:](#)  
Fractional Head of  
Brand Partnerships

# OUR PHILOSOPHY

Our philosophy is simple. We strive to find those elusive moments that hide within a brand, product, or service that allows us to deliver the stories that build excitement, gain trust and retain customer loyalty.

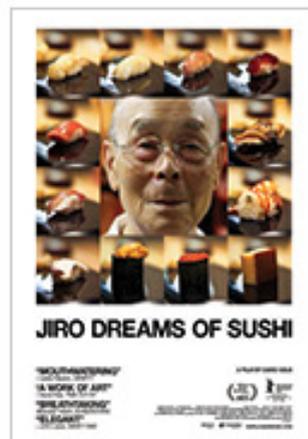
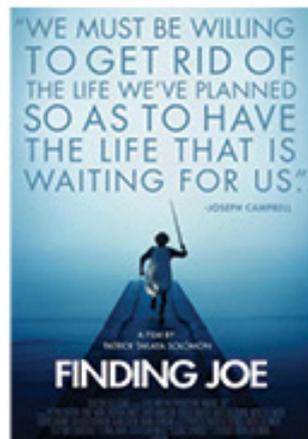
***This drives us.***

Most importantly, we love what we do. This is our life's work and passion, and it shows with every piece of work that we execute.

***This satisfies us.***

What makes Gate incredibly successful is that we serve the idea rather than ourselves or the people that hired us. We get out of our own way to allow the idea to flourish. ***And this comforts us.***

## Three Films that Inspired Our Journey



“Growing up has a bit to do with that, to be able to tell the truth, to show who you are, even if it hurts.”

– Francis Mallmann  
Chef and Author of Seven Fires



# OUR SERVICES

## RESEARCH

Brand Immersion / Experience  
Competitor Analysis  
Focus Groups  
Interviews  
Customer Segmentation  
Customer Insights  
Journey Mapping

## STRATEGY

Brand Architecture / Experience  
Brand/Product Positioning  
Brand Narrative  
Messaging Matrix  
Go-To-Market Strategy  
A/B Testing

## CREATIVE

Identity + Guidelines  
Digital / Print Design  
Video + Photography  
Outdoor  
Tradeshow Design  
Website Design/Development

## DIGITAL

Lead Generation & Nurturing  
SEO/SEM  
Campaign Implementation  
Social Management, Advertising  
and Marketing  
Analytics  
KPI Reporting

# BRANDS WE HAVE SERVED



Family of brands



Family of brands



Family of brands



Family of brands



# CASE STUDIES

## WORK EXAMPLES

# 8TH AVENUE FOOD & PROVISIONS

**Challenge:**

The CEO of 8th Avenue Food & Provision approached Gate and asked us to create an overarching name and supporting program strategy for his company’s internal brand. He wanted the name to be easy to understand and memorable.

**The Solution:**

We collaborated by listing out all of the company’s current core beliefs and selected the strongest of the bunch: excellence, profitability, and innovation – or e.p.i.

We then created a program strategy for employee promotion, retention, and recruitment. This included employee awards, apparel, on-boarding kits, and an internal employee field guide that outlined the mission and goals of the company, an inclusive rallying cry for all employees – both senior and specialized. The success of this project led to Gate revamping 8th Ave’s online hiring portal with visually stunning food photography of their product juxtaposed with employee lifestyle imagery. The CEO asked Gate to then employ the gorgeous food photography as wallscapes and framed images in the public areas throughout their corporate headquarters and several plants. The success of the online hiring portal also led to Gate hosting, updating and maintaining 8th Avenue’s main website and all four of its product websites – pasta, fruit & nut, nut butter, and granola.



# EPI INTERNAL REBRAND

# epi

Excellence. Profitability. Innovation.



# PHOTOGRAPHY AND INTERIOR IMAGERY



FOOD PHOTOGRAPHY AND FOOD STYLING

## CORPORATE OFFICES

[LINK TO VIDEO](#)

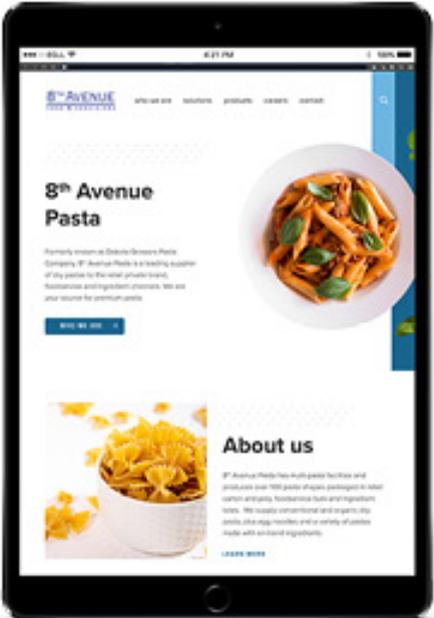
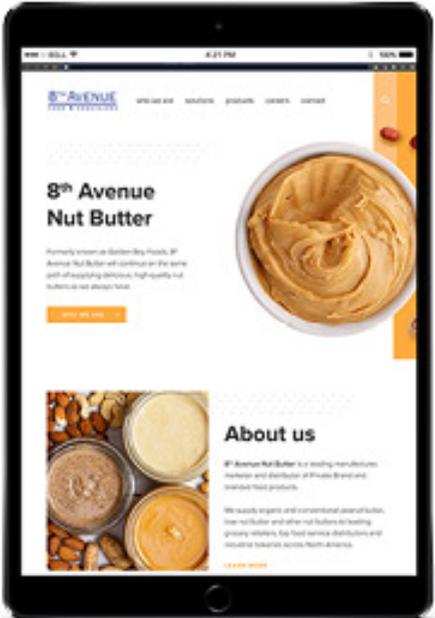
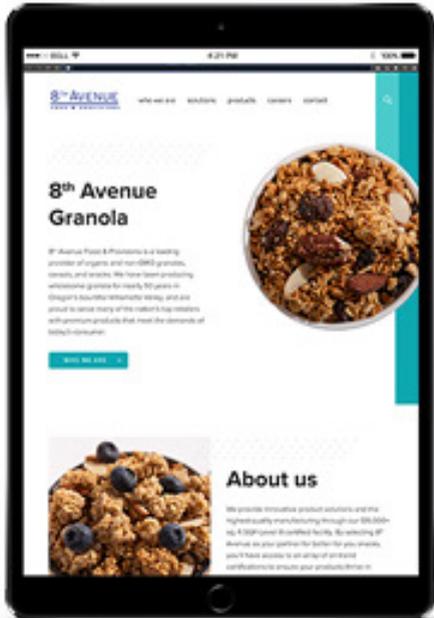
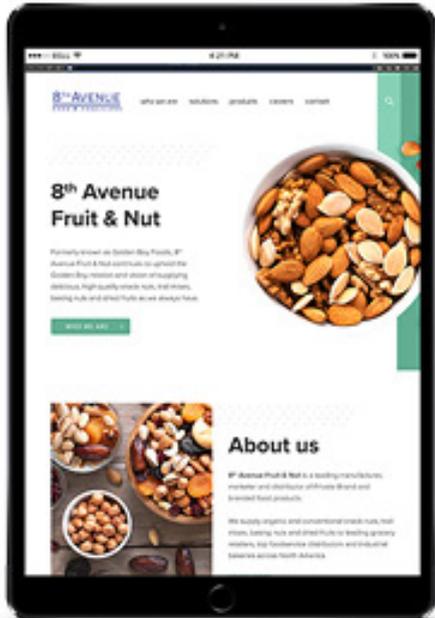


MAIN LOBBY: ENVIRONMENTAL EXPERIENCE WITH VIDEO AND IMAGERY INTEGRATION

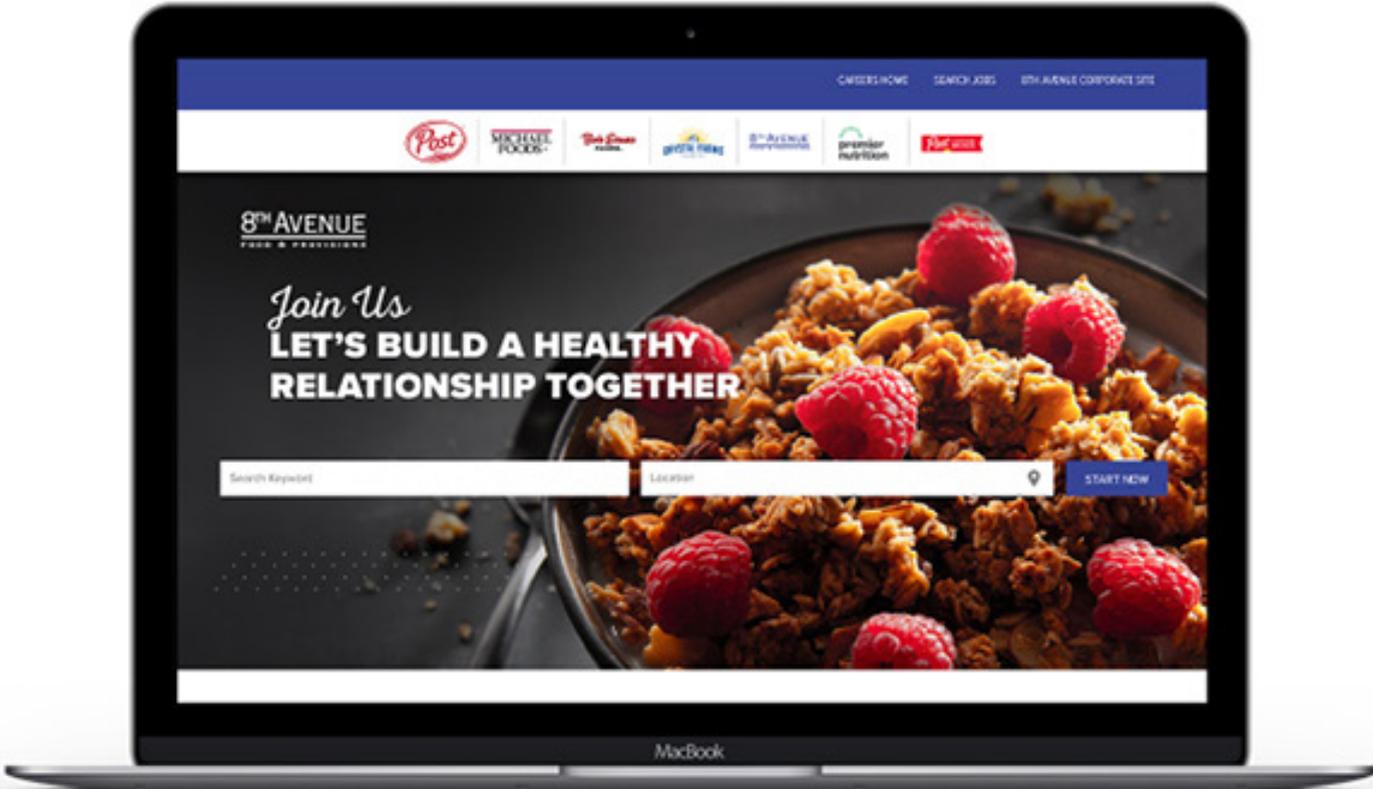


OFFICE IMAGERY ACTIVATED

# WEBSITES



PRODUCT WEBSITES



ICIMMS CAREERS PORTAL

# EXPANDING RONZONI PASTA INTO THE ST. LOUIS MARKET THROUGH STRATEGIC PARTNERSHIP WITH THE ST. LOUIS BLUES

## Background

Established in 1915 in Queens, New York, Ronzoni has been a staple in American households for over a century. In 2021, 8th Avenue Food & Provisions, a St. Louis-based company, acquired Ronzoni, aiming to introduce and embed the brand within the St. Louis community.

In April 2024, Gate began a messaging campaign to transition Ronzoni from a local East Coast brand into a beloved midwestern favorite. The campaign focused first on St. Louis, a market with its own rich culinary traditions and strong community ties. Using eye-catching creative assets and a strong messaging foundation, the campaign's goal was to capture the empathy of the community and create a visual and emotional connection between Ronzoni and the region.

## Challenge

In mid-September 2024, a new retail partnership with Schnucks Markets and a new strategic partnership with the St. Louis Blues accelerated Ronzoni's adoption and expansion into the St. Louis market.

The task at hand was ambitious: the St. Louis Blues home opener was scheduled for Oct. 15 and the Ronzoni team wanted to make the most of it. Meanwhile, the partnership with Schnucks required new messaging and creative assets.

Gate had just three weeks to seamlessly integrate Ronzoni's messaging into a multi-channel activation campaign that resonated with St. Louis consumers.

## Strategy

Gate leveraged Ronzoni's existing messaging to create a fast-moving, high-impact campaign across key consumer touchpoints:

- Retail Integration: Establishing Ronzoni's presence at Schnuck's with retail and shelf-placement assets to reinforce brand relevance.
- Sports Marketing: Aligning with the St. Louis Blues, a team synonymous with local pride, to generate emotional connection and engagement.
- Out-of-Home Advertising: Deploying a localized billboard campaign with local brand messaging to embed Ronzoni into St. Louis culture.



# RONZONI + THE ST. LOUIS BLUES

**Execution** Gate moved quickly to integrate the new partnerships into the campaign, executing the strategy with four key tactics:

**Billboard Advertising:** Strategically placed billboards across St. Louis featured slogans like “We bleed blue, too” and “Your Gateway to Pasta,” creating a visual and emotional connection between Ronzoni and the city’s hockey culture.

**Community Engagement:** Targeted messaging resonated with The Hill, St. Louis’s historic Italian neighborhood, acknowledging and honoring the local Italian American heritage.



# RONZONI + THE ST. LOUIS BLUES

**Arena Branding:** Dynamic video content was displayed on the Enterprise Center’s halo screens and jumbotrons during games. A custom-wrapped Olympia ice resurfacing machine, dubbed the “Ronzoni Olympia,” became a fan favorite, seamlessly integrating the brand into the game-day experience

**In-Arena Animations:** Creative animations connected pasta shapes to hockey actions, enhancing brand visibility and engagement during games.



# RONZONI + THE ST. LOUIS BLUES

## Results

The campaign yielded remarkable results:

- Accelerated Sales Growth: Ronzoni saw a dramatic surge in sales at Schnucks Markets, indicating rapid consumer adoption.
- Seamless Brand Integration: The immersive branding within the Enterprise Center created a strong association between Ronzoni and the St. Louis Blues, making the pasta company feel like a hometown brand.
- Industry Recognition: The successful execution led to further opportunities, with the Enterprise Center’s team expressing interest in collaborating with Gate on future projects for other clients and events, expanding beyond hockey into other entertainment avenues.

## Wrap-Up

Through a well-orchestrated and culturally resonant campaign, Ronzoni successfully transitioned into the St. Louis market, becoming a brand that locals could identify with and embrace.

This project wasn’t just about launching a campaign—it was about executing a high-stakes pivot under an intense deadline. In just three weeks, Gate adapted existing brand messaging to activate a high-impact campaign that expanded Ronzoni’s presence in St. Louis and opened doors into the Midwest market.



# RONZONI + THE ST. LOUIS BLUES

## TESTIMONIALS

“Over the past fifteen years, I’ve served as CEO at four different companies. During that time, I have partnered with Gate to rebrand product portfolios, launch new products, and develop winning marketing strategies, ultimately helping grow these businesses for successful private equity acquisitions.

Of all our collaborations, the Ronzoni pasta launch in St. Louis has been my proudest moment. When 8th Avenue Food & Provisions acquired Ronzoni in 2021, we needed an agency that could make this iconic brand feel at home in St. Louis. Gate didn’t just understand the assignment—they NAILED it. They wove together the cultural fabric of The Hill with the passion of Blues hockey to create something truly special. The arena takeover during warmups, the branded LED displays, and especially the Ronzoni ‘Zamboni’—it all came together perfectly. I only wish I had found John and the team at Gate 20 years sooner.

What makes Gate exceptional isn’t just their creative brilliance or their lightning-fast execution—it’s their ability to capture the heart of a brand and its audience. They could offer a masterclass in branding and design. Just as the Blues are St. Louis’s hockey team (and mine), Gate has been my team throughout my career. They get it, they deliver, and they continue to surpass expectations. The truth is many of the ideas I’ve been praised for over the years originated with John Kreider and his team at Gate. They’ve been the creative force behind some of my proudest professional achievements, and I couldn’t recommend them more highly.”

**Scott McNair, CEO**  
8th Avenue Food & Provisions  
4 Years 8 months

“We worked with GATE for the first time this season on a brand-new partner’s needs. We were on an extremely tight timeline to make it to the Home Opener. Little did we know that GATE would be one of the fastest, most efficient, and accurate agencies we’ve worked with. From the moment we sent over specs, we received story boards and graphics soon after that were creative and meaningful to the brand. The graphics were well thought out and did not feel rushed, even in a rushed environment.”

**Amy Johnson**  
St. Louis Blues  
Business Development Executive | Corporate Partnership Sales  
11 years

“Working with GATE was as smooth as it can get. We were introduced to GATE as the agency representing a brand-new client, and GATE was able to deliver on the new client’s ideas in a tight two-week timeframe, accurately and AHEAD OF SCHEDULE. It was immediately apparent that GATE treats their clients the same way we treat our clients, with their partner’s needs and goals at the forefront. The thoroughness of their process, from conception to production to activation and confirmation that what they delivered met their own high standards of excellence. As a sports business professional, a team like GATE is highly capable for executing a partner’s vision in any signage medium, Olympia’s included.”

**Phil Abernathy**  
St. Louis Blues  
Manager, Corporate Partnerships, Activation and Services  
6 years



# HARLEY-DAVIDSON ROADHOUSE CUSTOMS

## Challenge:

Harley-Davidson has been one of America's most iconic brands for over 100 years. It unites a tribe of free-spirited men and women in a love of freedom that comes from the open road. At the end of their journeys, they meet at local bars and restaurants to share their experiences, and all that riding makes them hungry. Enter Roadhouse Customs, a line of barbeque meats from Harley-Davidson. The brand strategy challenge for Gate was how to make a motorcycle brand work for packaged food.

## Solution:

Gate began by understanding the Harley-Davidson brand experience – what it looks like, feels like, and, yes, what it tastes like. It's a barbeque flavor forged in smoke and fire and that became the foundation of the brand identity. Much like the rumble of the V-twin engine, Roadhouse Custom's brand sizzle was rooted in the Harley tradition and designed to appeal to the rebel in all of us.

Building on a Harley-focused creative strategy, Gate turned to packaging design next. Gate designed product packaging that reflected the Harley-Davidson brand experience and garnered attraction at the shelf.

Roadhouse Customs were introduced in over 1,200 Walmarts nationwide, with tastings at Harley-Davidson rallies in Sturgis, South Dakota, Daytona, Florida and Laconia, New Hampshire. And with this project, Gate demonstrated its more than a brand design agency, it's a team of would-be rebels with a hunger for slow-smoked snacks.



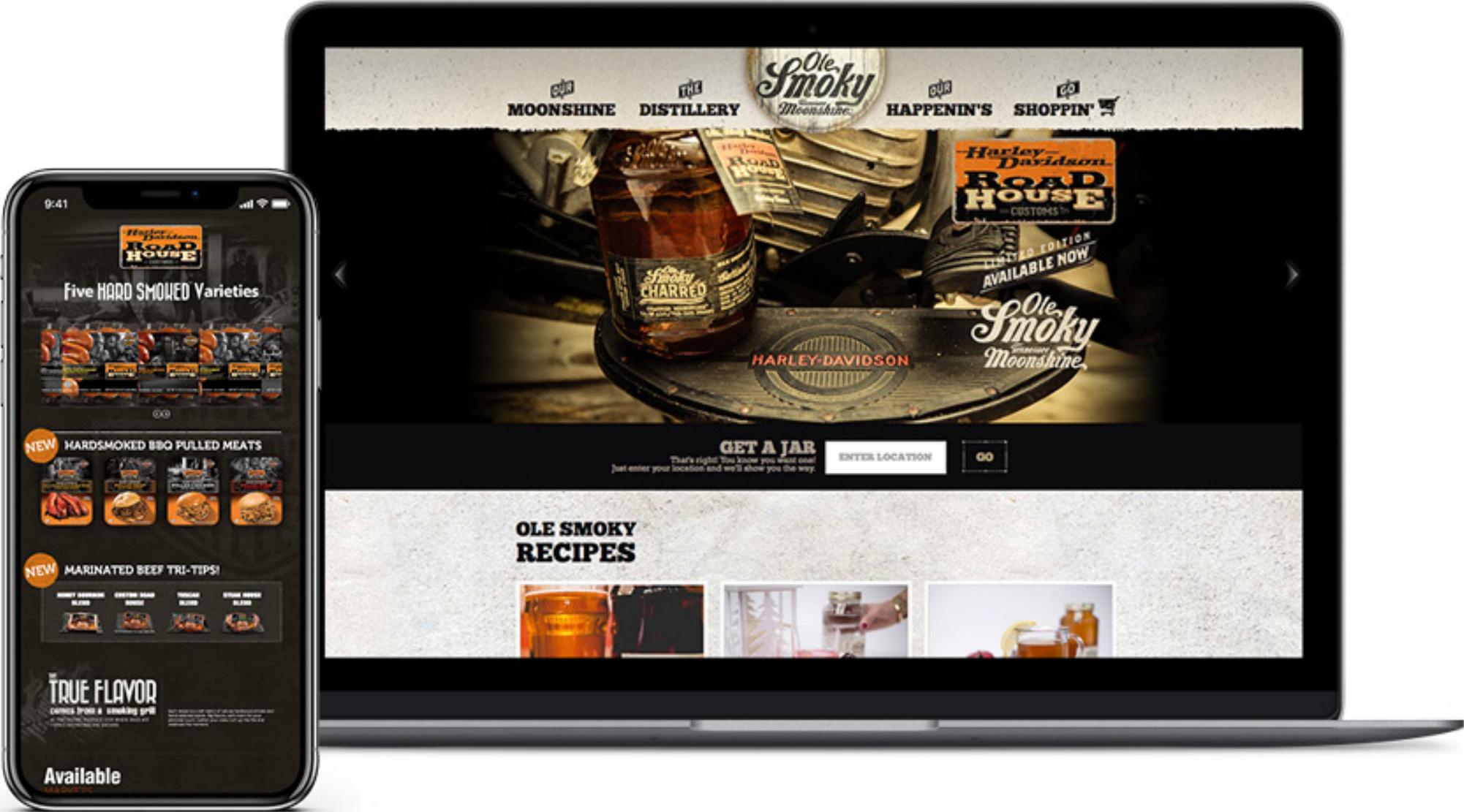


LOGO + PRINT EXECUTION

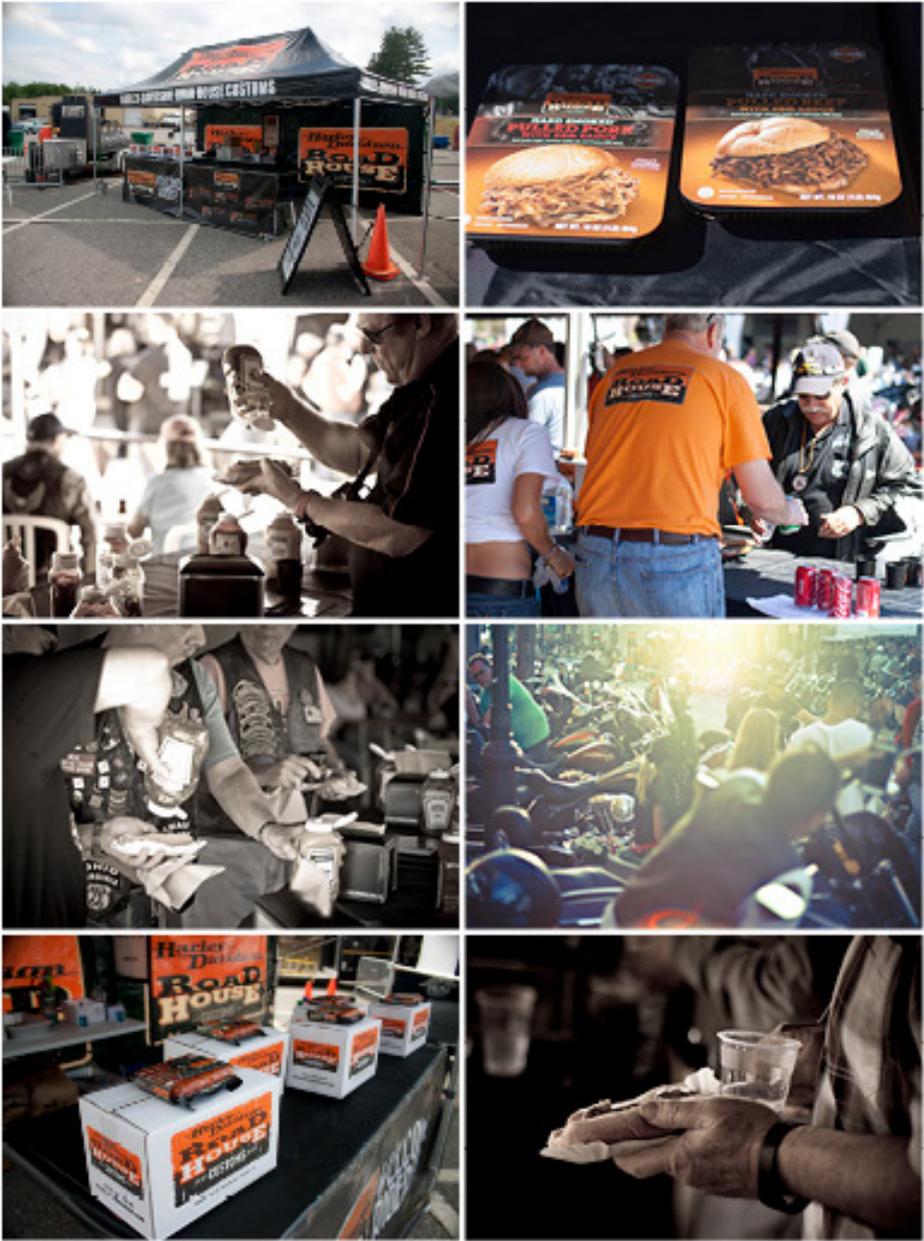


ROAD HOUSE = CUSTOMS =

# ROADHOUSE CUSTOMS LANDING PAGE AND OLE SMOKEY CO-BRAND



# ROADHOUSE CUSTOMS EVENT SUPPORT



# FIGHT'N TOMATO PIZZA COMPANY

## Challenge:

The frozen pizza aisle of a grocery store is crowded with well-known national brands. So, how do you create a delicious new brand to stand out in the packed frozen Pizza category?

## Solution:

Gate took a brand-design approach and researched the current frozen food category. Marketing research and in-store observation showed that many pizza brands have not evolved in a decade. This helped Gate identify market space for a new brand with an “in-your-face” attitude that was missing in the category. This brand insight led Gate to create an edgy, lo-fi, DIY-spirited underdog of a pizza brand.

The brand launched on social media, and earned nationwide distribution with brands like Tops, Giant Eagle, H-E-B and several Kroger markets within 8 months.



# BRAND PERSONALITY DEVELOPMENT AND SUPPORT



LOGO



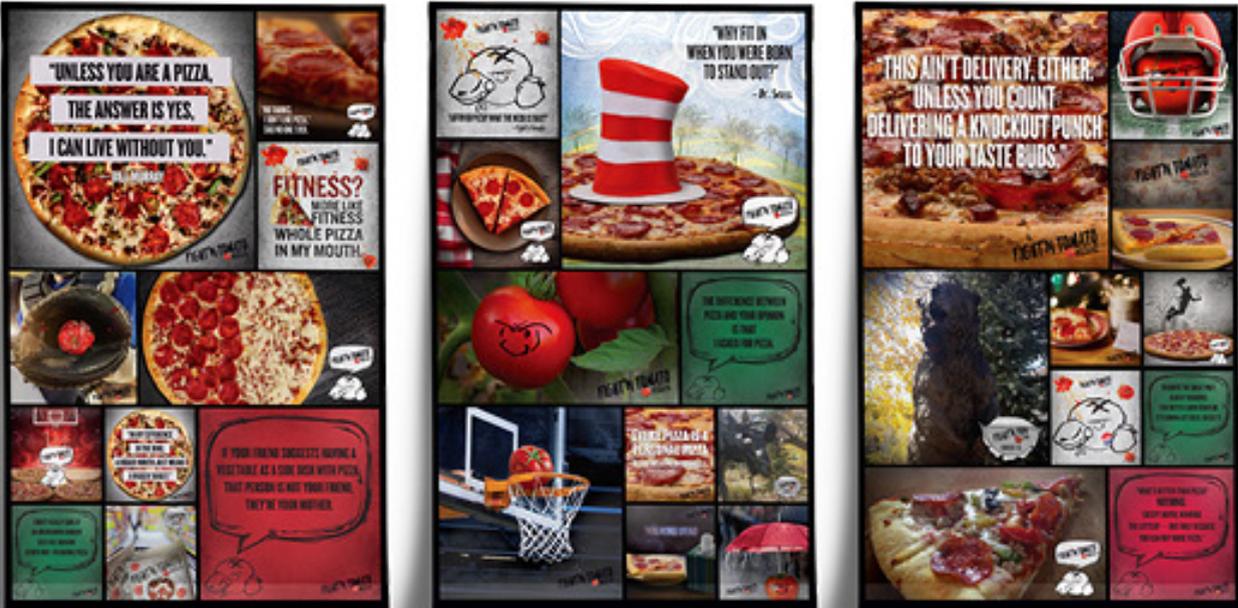
SPECIALTY FLAVORS PACKAGE DESIGN



CHARACTER DEVELOPMENT



WEBSITE



SOCIAL MEDIA GIVEAWAY POSTERS (CREATED WITH PAST POSTS)

SOCIAL MEDIA VIDEOS



# FRISCO'S CHICKEN (QSR)

## Challenge:

Frisco's Chicken was looking for a partner agency to elevate their brand presence to become a future franchise.

## Solution:

With a bit of research, we discovered that it was indeed true that if you had Frisco's once, there was no denying repeat visits for the flavorful rotisserie Peruvian chicken and sides. We developed the brand tagline "It's That Good" and wrapped it in a teaser campaign called "Chicken Addiction." We started with social posts and prominent billboards that jabbed at the main competition, Chick-fil-A. "The Cows Were Right" teaser worked like a charm, garnering recognition and the distinction of being the most engaging posts the QSR ever had. We built on the momentum by helping to launch their fourth restaurant, two value meal programs, several new menu items, and their fantastic Quechua Beer. We furthered the brand by bringing in the Peruvian culture, textures, color, geography, and traditions of Arequipa – the owner's hometown. We wanted the branding and in-store experience to look as good as the food tasted, so we photographed that beautiful fare and revised the digital and print menus for each location. We created posters that defined the key Peruvian ingredients and their places of origin. We even revamped the allergen materials that complemented their evolved brand. "It's That Good" became the consumer-facing tagline, supported by mouthwatering visuals of food and textural layering of ingredients that told the story. We transformed the old line "We Serve Happiness" into the driving force behind our employees' core company beliefs and customer service. Our employees, fueled by passion and armed with recipes passed down over generations, became the true ambassadors of our brand. Their dedication ensures that every product that hits customers' taste buds will make them believers in our tagline. Great taste, beautiful experiences, and rich stories are the definition of happiness: that and the dance of fire and spice.

## Results:

- Significantly increased brand recognition and customer engagement
- Successfully launched new restaurant and menu items
- Created a cohesive brand identity that resonated with customers
- Established a strong connection between the food quality, employee passion, and customer experience
- Positioned Frisco's for potential franchise opportunities

## Key Takeaway:

By focusing on the unique Peruvian heritage, high-quality food, and passionate employees, we created a brand story that went beyond just taste. The tagline "It's That Good" became a promise fulfilled by every aspect of the Frisco's experience, from the flavors to the cultural ambiance. This comprehensive branding approach not only elevated Frisco's market presence but also positioned it as a strong candidate for future franchising opportunities.



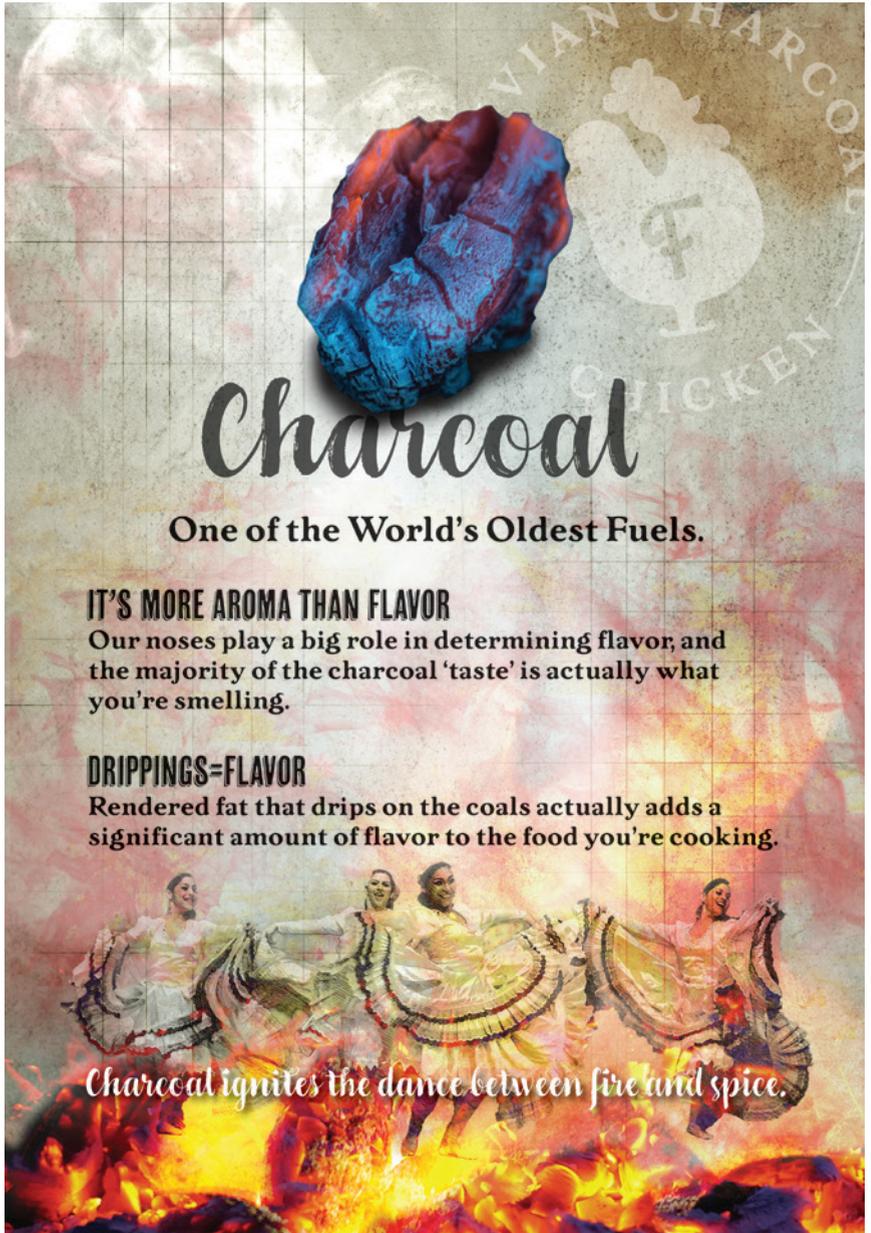
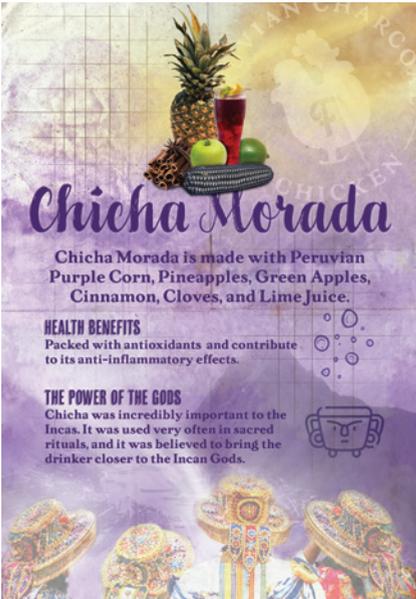
*it's that good.*



# INTERIOR BRANDING AND POS

## PERUVIAN FLAVORS: A JOURNEY THROUGH TRADITION

Frisco’s interior poster series transforms the dining experience into a cultural journey through Peruvian gastronomy. Each of the five educational displays features a key ingredient or cooking method that defines the restaurant’s authentic offerings. Using a textured, map-like background with color schemes tailored to each subject, the posters become windows into Peruvian culinary heritage. Customers learn about the distinctive heat levels of Rocoto (100,000 Scoville units) and Aji Amarillo peppers, the polarizing genetic response to cilantro, and the ancient traditions behind Chicha Morada’s purple corn beverage. The charcoal cooking poster reveals how this ancient fuel imparts distinctive smoky aromas that define Peruvian pollo a la brasa. Adorned with cultural iconography, geographical references to the Andes, and illustrations of traditional Peruvian dancers, these displays serve dual purposes – educating diners about unfamiliar ingredients while reinforcing the authenticity that sets Frisco’s apart from ordinary chicken restaurants. The posters create memorable talking points that extend the dining experience beyond just a meal into a genuine cultural exchange.



# FOOD PHOTOGRAPHY

## The core of a QSR

For Frisco's Chicken, visually compelling food photography serves as the cornerstone of the brand experience. Each image captures the essence of Peruvian culinary heritage – from the succulent, charcoal-roasted chicken with its crisp, burnished skin to the vibrant colors of the fresh ingredients in the Pollo Bowls. The photography strategically highlights texture and abundance: the generous portion of pulled chicken in the sandwiches, the glistening sauces in their traditional clay bowls, and the perfectly flaky empanadas revealing their flavorful fillings. When placed against both clean backgrounds and the monochromatic red Peruvian landscapes, these images do more than showcase food – they tell the authentic story of Arequipa's culinary traditions brought to life through the owner's mother's recipes. Every photograph is crafted to trigger immediate appetite appeal while reinforcing the brand's tagline: "it's that good."



# DISPLAYS AND MENU

## MENU EXPERIENCE: WHERE PERUVIAN TRADITION MEETS MODERN CONVENIENCE

Frisco's menu system seamlessly bridges authentic Peruvian cuisine with contemporary ordering ease. The physical menus invite exploration with vibrant photography of signature dishes like Pollo a la Brasa and empanadas, while clear section organization guides customers through their culinary journey. Overhead digital menu boards bring the same visual appeal to quick-service ordering, featuring high-margin items prominently and allowing for dynamic promotion of seasonal offerings and the popular \$9.99 Combo Loco. Both formats maintain consistent brand elements—the distinctive red checkered pattern, Andean mountain imagery, and careful attention to highlighting the three signature Peruvian sauces. The digital displays extend functionality through promotional rotation capabilities, enabling Frisco's to spotlight limited-time offers or newly introduced dishes without reprinting menus. Each design choice supports the dual goals of operational efficiency and authentic representation of Arequipa's culinary heritage.



DIGITAL MENU BOARDS



MENU DESIGN



# PRODUCT LAUNCH: CHICKEN SALAD SANDWICH

Frisco's Chicken Salad Sandwich launch centered on an irresistible taste experience that inspired the campaign's romantic messaging. Featuring tender pulled pollo in a house-made aioli with lime-marinated red onions on a brioche bun, the sandwich embodies Peruvian flavor profiles that prompted an immediate emotional connection. This culinary romance inspired the graduated messaging strategy: "Meet Your New Love Affair" on external advertising entices potential customers. At the same time "Your New Love Affair" on in-store materials confirms they've found their perfect match. The sandwich stands as a showcase for Frisco's signature sauces, each providing a distinct flavor enhancement to the creamy chicken base. Deployed across outdoor advertising, social media campaigns, digital paid placements, and in-store point-of-sale materials, all featuring the vibrant red Peruvian landscape backdrop, the campaign positioned this new menu item as more than just food—it's a relationship worth coming back for; reinforcing the brand's "it's that good" promise.



BILLBOARD



SOCIAL POST



IN-STORE POS POSTER

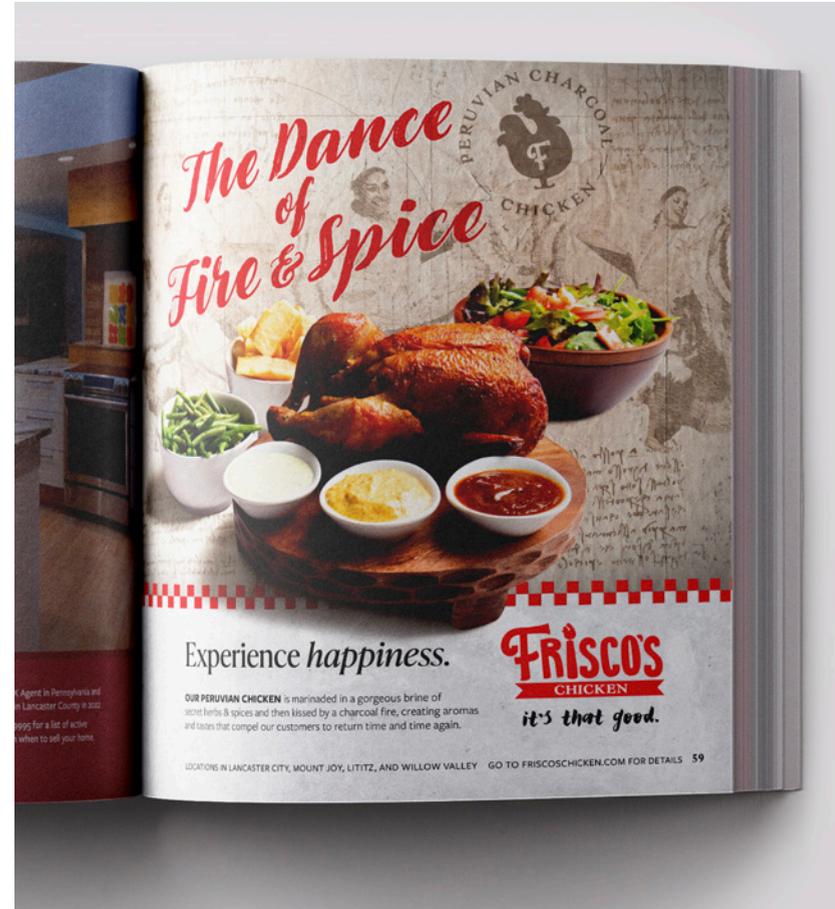
# PRINT ADS

Our advertising campaign targeted a higher-end publication with a predominantly female readership, chosen for its focus on culture, arts, and local businesses. All featured products were selected based on comprehensive sales data analysis.

**Chicken Dinner Advertisement:** “The Dance of Fire and Spice” This creative concept showcases the distinctive flavor profile of our signature chicken dish. Drawing inspiration from cultural dance traditions, the advertisement illustrates the intricate relationship between charcoal, fire, and natural drippings during the cooking process. This interaction—beginning with our special brining technique and culminating in our charcoal cooking method—creates what we’ve branded as “The Dance of Fire & Spice.”

**Pollo Bowl Advertisement:** “One Taste Is All It Takes” This messaging directly complements Frisco’s established tagline, “It’s That Good.” We’ve aligned our marketing communications with this fundamental truth about our product quality, creating a seamless brand narrative.

**Unified Theme:** Both advertisements feature subheadings centered on happiness, reinforcing how exceptional food enhances our connection to reality, strengthens bonds with friends, and ultimately brings families together.



# AD CAMPAIGN: FEED YOUR CHICKEN ADDICTION

“Feed Your Chicken Addiction” emerged as Frisco’s bold, captivating promotional hook for their signature charcoal-roasted Peruvian chicken and \$9.99 Combo Loco offerings. The campaign acknowledges the craveable quality of authentic pollo a la brasa—with its distinctive smoky exterior, juicy interior, and trio of house-made sauces that create a genuinely habit-forming flavor experience. Set against the vibrant red monochromatic Andean landscape backgrounds, the imagery places the food front and center, showcasing the restaurant’s commitment to traditional Peruvian preparation methods and high-quality ingredients. The addiction concept plays across multiple menu combinations, from quarter chicken with fries to the pulled chicken bowl with black beans and green beans, illustrating the versatile ways customers can satisfy their cravings. This messaging creates a sense of delicious compulsion while the distinctive red backdrop and mountain imagery maintain the authentic connection to Arequipa’s culinary heritage. The campaign succeeds by tapping into the visceral, can’t-have-just-one quality that makes Frisco’s chicken a repeated, enthusiastic choice rather than just an occasional meal option.



BILLBOARDS



SOCIAL POSTS



IN-STORE POS POSTER

# FRISCO'S: QUECHUA BEER

Our Crowler packaging celebrates the rich heritage of Arequipa, Peru. Three figures in vibrant traditional Peruvian attire stand before the majestic backdrop of Machu Picchu, connecting our brew to its cultural roots. The design's cooler color palette complements Frisco's signature red, creating a visual harmony that honors both tradition and the brewing identity it represents.



CROWLER LABEL



# ADDITIONAL WORK

PAST WORK WE ARE PROUD OF THAT OUR PEOPLE  
HAVE CREATED THROUGHOUT THEIR CAREERS.

(CHALK THIS UP AS OUR LIFETIME OF BRAND EXPERIENCE)



*Yuengling*<sup>®</sup>

*America's Oldest Brewery*

# YUENGLING BEER

TV SPOTS  
T-SHIRTS



“RETHINK YOUR LIGHT BEER”



“WHAT’S YOUR STORY?”



# YUENGLING BEER

SELECTED PRINT



“CRAFTERS OF REAL BEER”  
SELECTED PRINT



“BEYOND THE LABEL”  
SELECTED PRINT



# YUENGLING BEER



CAMPAIGN LOGO

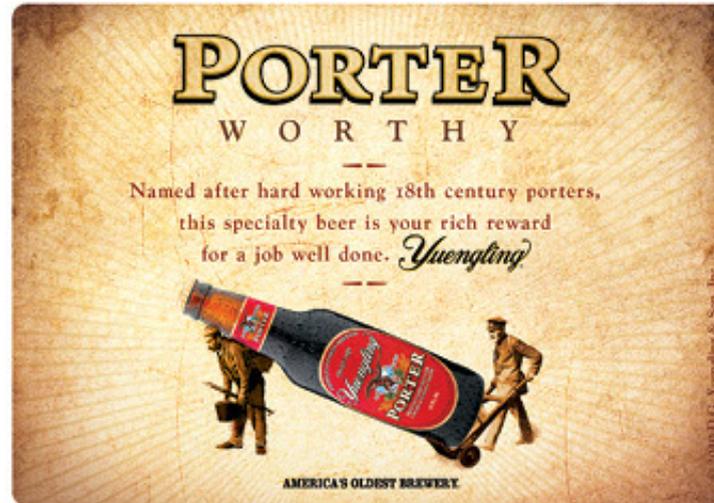
“PORTER WORTHY”  
SELECTED PRINT



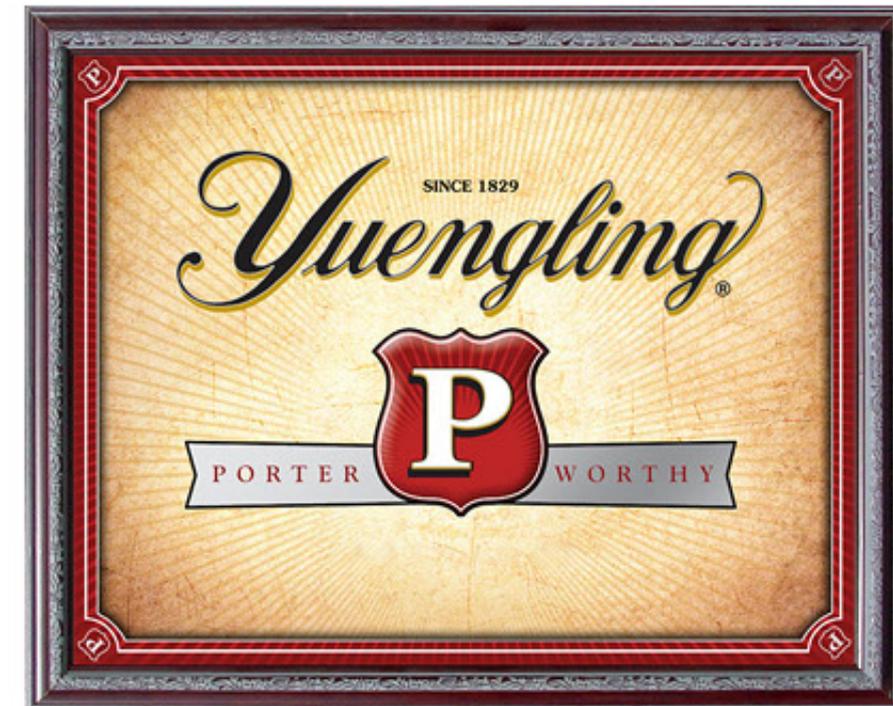
TEES



PRINT AD



NOMINATING COASTER CARDS



BAR MIRROR

# YUENGLING BEER

## “BACK ON TAP” CAMPAIGN

COASTER CARDS

WEBSITE

**POWDER YOUR WIG**

**HOLD ON TO YOUR BREECHES.**

Lord Chesterfield is coming. Don't miss his wise advice, exceptional ale and 18<sup>th</sup> century hair. You may even be invited to join his secret order for royal council, fashionable rewards and noble events.

**HE'S BACK. HE'S BOLD. HE'S BARHOPPING.**

<b>Saturday, June 21<sup>st</sup></b> O'Neal's 611 S. 3rd St. 1-4 P.M.	<b>Wednesday, June 26<sup>th</sup></b> Elephant & Castle 1800 Market St. 5-7 P.M.	<b>Thursday, June 27<sup>th</sup></b> Manny Brown's 512 South St. 7-10 P.M.	<b>Friday, June 28<sup>th</sup></b> Draught Horse 1431 Cecil B. Moore Ave. 8-10 P.M.
<b>Manny Brown's</b> 512 South St. 5-7 P.M.	<b>Locust Rendezvous</b> 1415 Locust St. 9-11 P.M.	<b>Friday, June 21<sup>st</sup></b> Dr. Watson's Pub 216 S. 11th St. 5-7 P.M.	<b>Saturday, June 22<sup>nd</sup></b> South Philly Bar & Grill 1235 East Passyunk Ave. 2-5 P.M.

**"A friend in the bush has had one too many ales."**

- Lord Chesterfield

**Yuengling**  
America's Oldest Brewery

The Lord Chesterfield Society. Advice. Rewards. Beer. Join at [ChesterfieldSociety.com](http://ChesterfieldSociety.com)

PRINT ADS

**"The only lasting peace between a man and his wife is a separation."**

- Lord Chesterfield

[Chesterfield Society.com](http://ChesterfieldSociety.com)

**TO:**

**Yuengling**  
America's Oldest Brewery

The Lord Chesterfield Society. Advice. Rewards. Beer. Join your local chapter at [ChesterfieldSociety.com](http://ChesterfieldSociety.com). Follow the Society at [facebook.com/LordChesterfield](https://facebook.com/LordChesterfield).

STICKERS

**Where's CHETTY?** | **The Lord's BLOG** | **WHO'S LORD Chesterfield** | **As a Distinct AS A LORD**

**The Chesterfield Society**  
Can't forget and needs of an idea occasion. **JOIN YOUR LOCAL CHAPTER.**

**BEFRIEND Lord Chesterfield @FACEBOOK**  
Stay posted and share with Lord Chesterfield

**Lord Locator**  
Enter address to find a bar or distributor

**ENTER A SUBJECT FOR LORDLY ADVICE**

**The Lord's Latest**  
A few thoughts, Sir, on your list. The art of unwelcome advice. Dates: blind and otherwise.

**Yuengling**

SOCIAL MEDIA

facebook | [Lord Chesterfield](https://facebook.com/LordChesterfield)

Lord Chesterfield Take the look of the company you are in...

Who's chetty? | [Lord Chesterfield](https://facebook.com/LordChesterfield) | [Lord Chesterfield](https://facebook.com/LordChesterfield) | [Lord Chesterfield](https://facebook.com/LordChesterfield)

**Official Chapter**





Imported  
from  
Lancaster  
County™

# TURKEY HILL

## “COLD-FASHIONED REFRESHMENT” ICED TEA TV SPOTS



### STAT

## 17% INCREASE IN SALES

Spots ran for 2 years and during the Super Bowl on local cable networks. Turkey Hill retained its status as the #1 refrigerated iced tea in America.

# TURKEY HILL

## “COLD-FASHIONED REFRESHMENT” SELECTED PRINT

**TURKEY HILL**  
2009  
**COLD-FASHIONED FAVORITES**  
#1  
DRINKS SELECTION GUIDE

AMERICA'S #1 ICED TEA

### ICED TEA

When you're carrying the nation's favorite iced tea brand, why stop at all your faves?

ICED TEA	GALLONS	HALF-GALLONS	20 OZ.	PINTS
Real Tea	✓	✓	✓	✓
Real Iced Tea	✓	✓	✓	✓
Decaffeinated Real Tea	✓	✓	✓	✓
Real Unsweetened Tea	✓	✓	✓	✓

FLAVORED TEA	GALLONS	HALF-GALLONS	20 OZ.	PINTS
Lemonade Tea	✓	✓	✓	✓
Strawberry Tea	✓	✓	✓	✓
Real Unsweetened Orange Tea	✓	✓	✓	✓
Peach Tea	✓	✓	✓	✓
Raspberry Tea	✓	✓	✓	✓
Spiced Tea	✓	✓	✓	✓

### AMERICA'S FAVORITE REFRIGERATED ICED TEA\*

Year Category**	2008 (IN MILLIONS)	2009 (IN MILLIONS)	2010 (IN MILLIONS)
Turkey Hill	75.1	80.2	8,202.0
Real Iced Tea	20.9	22.4	2,808.0
Real Tea	24.9	27.7	1,481.0
Decaffeinated	29.0	29.9	1,224.0
Other Brands	15.8	17.7	1,588.0
Other	12.1	14.0	1,010.0
Market	9.1	9.2	275.0
Market Share	8.3	8.9	138.4
Atlanta	4.2	5.1	107.4

\*Based on data from the National Iced Tea Association (NITA) for the period 2008-2010. \*\*Market share based on volume of sales.

### COLD SPEED AHEAD.

At Turkey Hill, we're always working on new flavor sensations. We know consumers want variety so we don't just rely on yesterday's successes. When you fill your fridge with Turkey Hill's Real and Real Unsweetened, and our leading edge new flavors, you're getting the nation's COLD-FASHIONED drinks on the move!

- ### TURKEY HILL TOP 10 FLAVORS
1. ICED TEA
  2. GREEN TEA
  3. DIET GREEN TEA
  4. LEMONADE
  5. DIET ICED TEA
  6. LEMONADE TEA
  7. DIET GREEN TEA MANGO
  8. SWEET TEA
  9. RASPBERRY TEA
  10. ORANGE TEA

### SEASONAL

Stock up on this perennial customer favorite early in the season and your sales are sure to make the "nice" list.

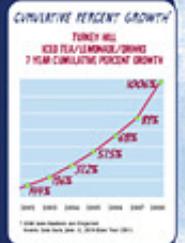
### FRUIT DRINKS

Classic tastes with refreshing demand. A full range of proven fruit flavors and hot new flavors.

Flavors	GALLONS	HALF-GALLONS	20 OZ.	PINTS
Orange	✓	✓	✓	✓
Lemonade	✓	✓	✓	✓
Strawberry Real Unsweetened	✓	✓	✓	✓
Pink Lemonade	✓	✓	✓	✓
Lemonade	✓	✓	✓	✓
Raspberries Lemonade	✓	✓	✓	✓

### KEEP IT COLD FOR RED HOT SALES.

Turkey Hill Real Iced Tea is bottled cold, unopened, and sold cold for Cold-Fashioned Refreshment. Our unique process preserves the natural taste and freshness of the tea. Our unique process preserves the natural taste and freshness of the tea. Our unique process preserves the natural taste and freshness of the tea.



### NATURE'S ACCENTS™

We took the best tastes of nature and today's popular flavor results, blended them with our own "super nice," and created a unique and profitable family of drinks.

Flavors	GALLONS	HALF-GALLONS	20 OZ.	PINTS
Green Tea	✓	✓	✓	✓
Real Green Tea	✓	✓	✓	✓
Real Tea Straggs	✓	✓	✓	✓
Real Iced Tea Straggs	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓
White Green Tea	✓	✓	✓	✓



BILLBOARD

SELECTION GUIDE



OOH TEASER



OOH REVEAL



OOH PRODUCT FAMILY

# TURKEY HILL

“TIMELESS GOODNESS”  
SELECTED PROJECTS



BRANDED TRUCKS



TRADE AD



STAT

**34% INCREASE IN SALES IN YEAR 1**

This sales explosion allowed Turkey Hill to expand the line from 1 to 6 SKU's.

# TURKEY HILL

## SPORTS PARTNERSHIPS



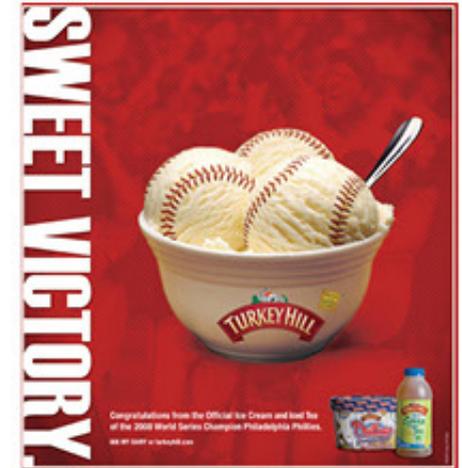
SPECIAL EDITION BUFFALO BILLS POSTERS



EAGLES TOUCHDOWN SUNDAE AD



LPGA ICE CREAM AD



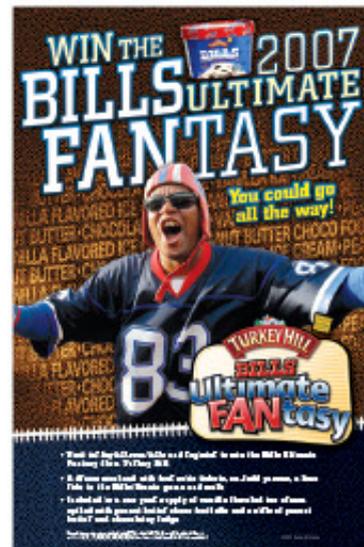
PHILLIES TRADE AD



**PHLAVOR**



PHILLIES OUTDOOR



FAN FANTASY CONTEST AD



STEELERS COUPON BOOK



EAGLES PROGRAM AD



EAGLES BACKLIT STADIUM SIGNAGE



Package Design



Branded Store Freezers





The Closer TV Spot - Committed to finding the winning sweepstakes container for free tickets to the Yankees opener, the starter plows through ice cream carton after ice cream carton until he suffers brain freeze. The crew then call in the closer to find the winning container.

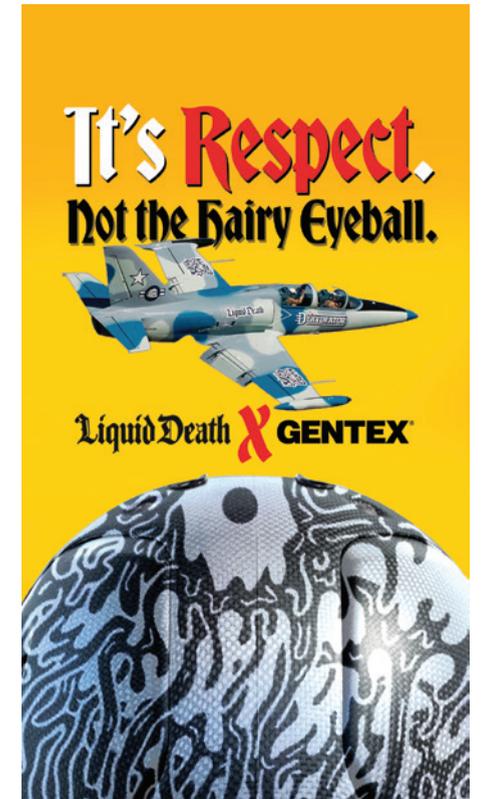
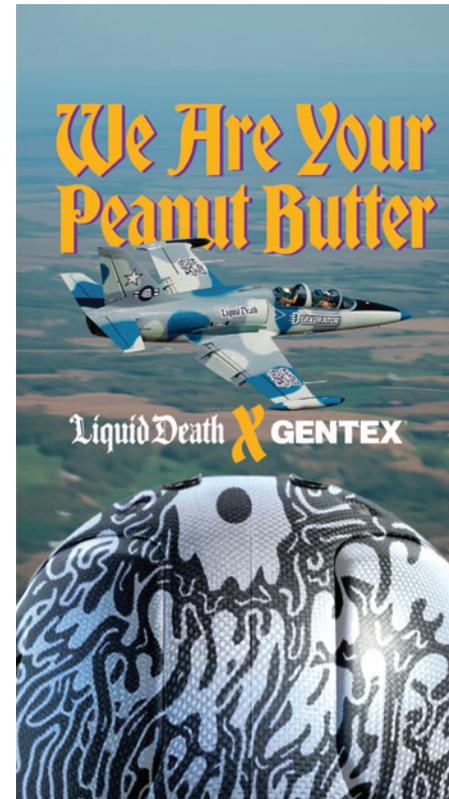
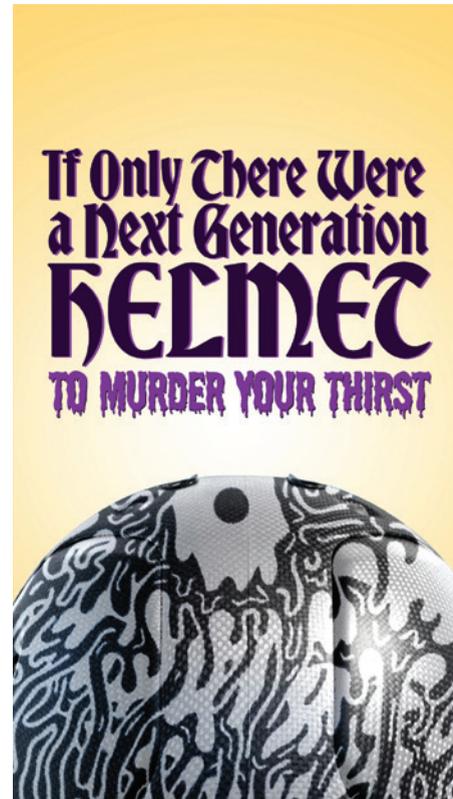
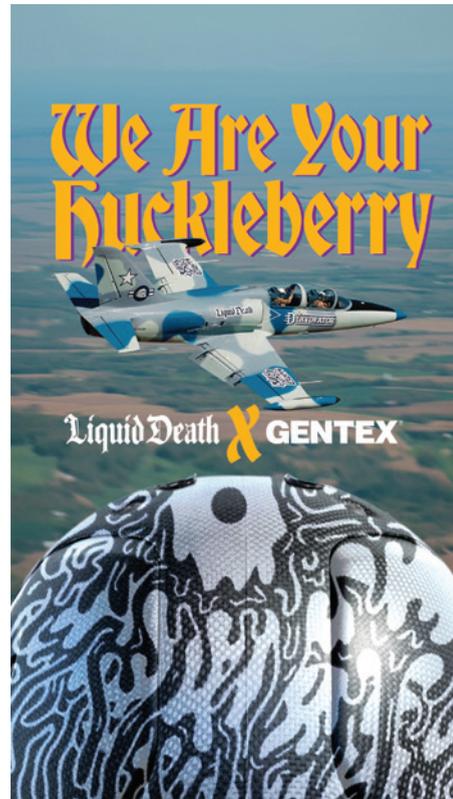
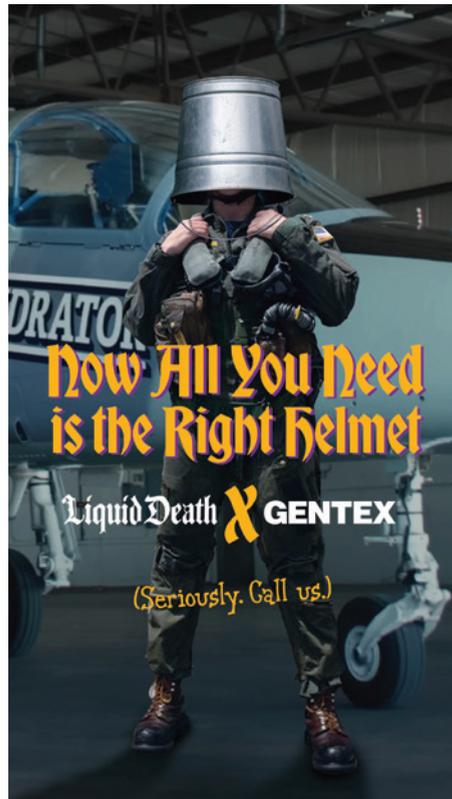
# ADDITIONAL SPONSORSHIP WORK



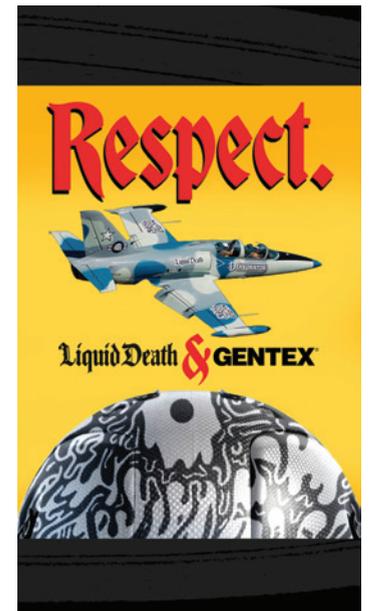
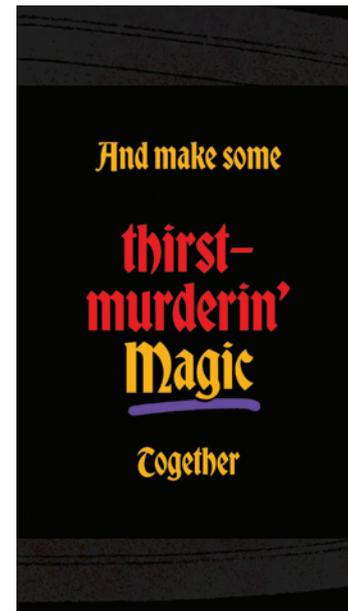
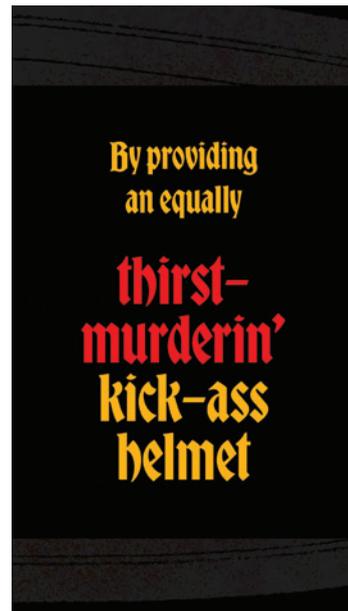
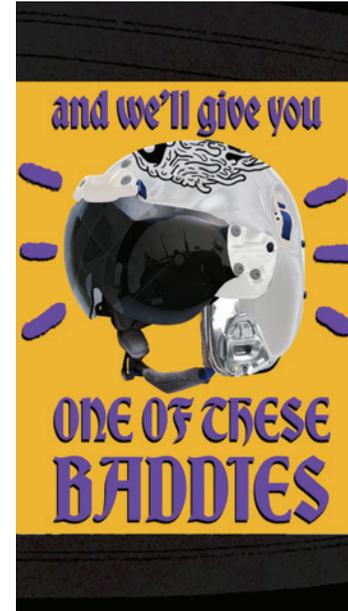
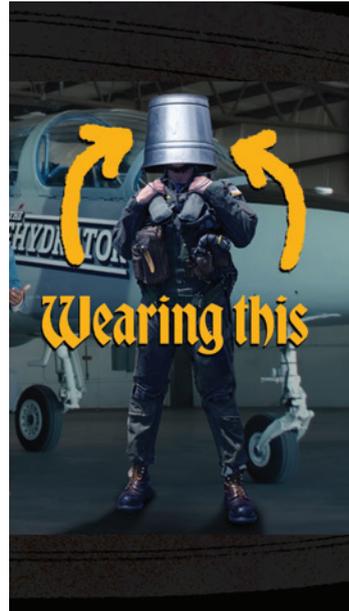
Instagram story campaign initiating Gentex's proposal to participate in Liquid Death's jet plane sweepstakes by giving away their new helmet as part of the prize.



Branded Helmets



IG Stories Single Posts



# APPENDIX

# CAREER BRAND EXPERIENCE

CONSUMER BRANDS ○  
B2B BRANDS ■

## FOOD

- ▶ 8th Avenue Food & Provisions ■
- ▶ Accent Spices ○
- ▶ Ashers Chocolates ○■
- ▶ Attune Foods Granola ○
- ▶ Bell & Evans ○
- ▶ Berks County Coffee ○
- ▶ Bosco Chocolate Syrup ○
- ▶ Brewmaster Foods ○■
- ▶ Bulkgranola.com ○■
- ▶ Carib Brewery ○
- ▶ Copes Corn ○
- ▶ Cream of Wheat ○
- ▶ Dakota Growers Pasta Co. ○
- ▶ D.G. Yuengling & Son ○
- ▶ Droste Chocolate ○
- ▶ Eddys Packing Company ○■
- ▶ Frisco's Chicken (QSR) ○
- ▶ Gunzey's Quality Meats ○
- ▶ Golden Boy Foods ○
- ▶ Golden Temple Granola ○
- ▶ Hatfield Quality Meats ○
- ▶ Kunzler Meats ○■
- ▶ Mama Rosa's Pizza ○■
- ▶ Migros Company; Aproz Water, Chocolat Frey, Frey Gum Jowa, Midor Biscuits, Swiss Delice Chocolat ○■
- ▶ Ortega (Aaron Sanchez) ○
- ▶ Perdue Chicken ○
- ▶ Quechua Beer ○
- ▶ Ronzoni ○
- ▶ Schwan's Company ○■
- ▶ Sheetz Convenience store company ○
- ▶ Snyder's of Hanover ○
- ▶ Sugardale Meats ○
- ▶ The Hershey's Company; Breath Savers, Cocoa, Jolly Ranchers, Lancaster, Kisses, Reese's, Scharffen Berger, S'mores ○■
- ▶ TNT Crust ■
- ▶ Turkey Hill Dairy ○■
- ▶ UTZ Potato Chips ○
- ▶ Weis Markets ○
- ▶ Wilbur Chocolate / Cargill ○■
- ▶ Willamette Valley Granola Company ○
- ▶ World Flavors Spice ○
- ▶ Private Label Food Branding:
  - Archer Farms (Water, Syrup, Bread-sticks) ○■
  - Borders (Chocolate Balls) ○■
  - Clint Black (Line of Pulled BBQ meats) ○■
  - Compass Group "Outtakes" (Chocolate Nibs) ○■
  - Harley Davidson Roadhouse Customs (Foods) ○■
  - Macy's (Cookies) ○■
  - Trader Joe's (Cookies) ○■
- ▶ Sport Partnerships Food:
  - Ronzoni (St. Louis Blues)
  - The Hershey's Company (NHL), (NCAA) ○
  - Turkey Hill Dairy (Philadelphia Eagles, Philadelphia Phillies, Buffalo Bills, New York Yankees) ○
  - Utz (New York Yankees) ○

## ENTERTAINMENT - DESTINATION

- ▶ American Music Theater ○
- ▶ The Fulton ○
- ▶ New Jersey Adventure Aquarium ○
- ▶ Ringling Bros. and Barnum & Bailey ○

## ENTERTAINMENT - BROADCAST

- ▶ A&E ○
- ▶ Comcast ○
- ▶ ESPN ○
- ▶ History Channel ○
- ▶ HRTV Horse Racing TV ○
- ▶ Outdoor Life Network (Versus>NBCSN>Peacock) ○
- ▶ Sprout TV ○
- ▶ Telemundo ○
- ▶ WE – Women's Entertainment ○
- ▶ WWE – World Wrestling Entertainment ○

## APPAREL AND COSMETICS

- ▶ Elite Skating Clothing ○
- ▶ EmPower ○
- ▶ Fiafini Cosmetics ○
- ▶ Haggar Clothing Co ○
- ▶ Honey Bee Gardens Cosmetics ○
- ▶ Izod Clothing Co ○■
- ▶ Linebacker U ○
- ▶ Mifroma ■

## LOGISTICS / DISTRIBUTION / TRANSPORTATION

- ▶ Allen Distribution ■
- ▶ Amtrak ○■
- ▶ BMY Combat Systems (Military Tanks and Transports) ■
- ▶ CNH Industrial (New Holland Agriculture) ○■
- ▶ Harrisburg International Airport ○
- ▶ IMI Products ○■
- ▶ Jerr Dan (Tow trucks) ■
- ▶ Lebanon Transit ○
- ▶ Rollins Truck Leasing ○■
- ▶ SEPTA ○
- ▶ The Jay Group ■

## FINANCIAL

- ▶ Adams County National Bank ○■
- ▶ AmeriCU Credit Union ○■
- ▶ Atlantic Federal Credit Union ○■
- ▶ Belco Federal Credit Union ○■
- ▶ Blue Ball National Bank ○■
- ▶ Community First Fund ○■
- ▶ Dauphin Deposit Bank ○■
- ▶ F&M Trust ○■
- ▶ FirstTrust Bank ○
- ▶ Fulton Financial ○■
- ▶ GE Financial Assurance ○■
- ▶ JBT Jonestown Bank ○
- ▶ MBNA ○■
- ▶ Orrstown Bank ○■
- ▶ Sequinox (Retirement Resources) ○■
- ▶ Wilmington Trust ○■
- ▶ York Bank ○■

## INSURANCE

- ▶ AIG ○■
- ▶ Educators Mutual Life ○■

## INDUSTRIAL, BUILDING & CONSTRUCTION

- ▶ ABC (Associated Builders and Contractors) ■
- ▶ Bowser Construction ○■
- ▶ Construction Leadership Network ■
- ▶ Excel Modular Homes ○
- ▶ GORE Products ○■
- ▶ Harsco ■
- ▶ High Companies ■
- ▶ Ingersoll Rand ■
- ▶ Lane Enterprises ■
- ▶ RGS Associates ■
- ▶ Taylor-Wharton ■
- ▶ Wohlsen Construction ■

## HEALTHCARE / PHARMA

- ▶ Abbott (HHA/O, HME) ○■
- ▶ Arrow ■
- ▶ B. Braun ■
- ▶ CoventryCares of PA ○
- ▶ CoventryCares of WV ○
- ▶ Crozer ○
- ▶ Delta Dental ○■
- ▶ Diamond Plan of Coventry Health ○
- ▶ Holy Spirit Health System ○
- ▶ Imaging center of Lancaster ○
- ▶ KEPRO ○■
- ▶ Mount Nittany Health ○
- ▶ Orthopedic Associates of Lancaster ○
- ▶ Pennsylvania Medical Society ■
- ▶ University of Pennsylvania Health Services ○

## RETIREMENT COMMUNITIES

- ▶ Acts - actretirement.org ○
- ▶ Alden Place ○
- ▶ Asbury Communities ○
- ▶ Attleboro Retirement Village ○
- ▶ Covenant Living ○
- ▶ Edenwald ○
- ▶ Florida Presbyterian Homes ○
- ▶ Frasier Meadows ○
- ▶ Granite Farm Estates ○
- ▶ Holland Homes ○
- ▶ Knollwood ○
- ▶ Luther Manor ○
- ▶ Meadowood Senior Living ○
- ▶ Mease Manor ○
- ▶ Park Village Independent Living ○
- ▶ Pleasant View ○
- ▶ Rosemont A Presby's Inspired Life Community ○
- ▶ Rydal Park A Presby's Inspired Life Community ○
- ▶ Saint John's on the Lake ○
- ▶ Sunnyside ○
- ▶ The Hill at Whitemarsh ○
- ▶ TownCreek Retirement Community ○
- ▶ WilMac Living ○

## EDUCATION / AFFILIATIONS / INSTITUTIONS

- ▶ Harrisburg Area Community College ○
- ▶ Lancaster Country Day School ○
- ▶ PSP (Phi Sigma Pi Honor Fraternity) ○
- ▶ Wharton College of Business ○■

## STATE AND GOVERNMENT CONTRACT

- ▶ CDM Smith ○■
- ▶ PA Dept. of Tourism ○■
- ▶ PA Dept. of Community and Economic Development ○■
- ▶ PennDOT ○■
- ▶ USDOT ○■

## HOME

- ▶ American Woodmark ○■
- ▶ Armstrong (Flooring) ○■
- ▶ DuPont (Cool Max) ■
- ▶ Tarkett (Flooring) ○■
- ▶ Thomasville (Cabinets) ○■

## ELECTRONICS / COMMUNICATIONS

- ▶ D&E Communications ○■
- ▶ Kakjeet Mobile ○
- ▶ Ojo video phone (Motorola) ○■
- ▶ Polycom ■
- ▶ PCS One (cell phone provider) ○■
- ▶ Quintex Cellular ○
- ▶ Samsung (Cell Phones) ○■
- ▶ Samsung (Ram/Rom Microchip) ○■
- ▶ TE Connectivity ■
  - Aerospace, Defense and Marine Division
  - Appliance
  - Automotive
  - Data & Devices
  - Energy (Lighting, Substation, Rail, WAP, Mining)
  - Industrial
  - Intelligent Buildings
  - Sensors

## OUTDOOR LIFESTYLE

- ▶ Bronzelite (outdoor Lighting) ■
- ▶ EZ Dock ■
- ▶ Gunbroker.com ○
- ▶ Gundeals.com ○
- ▶ Hadco (outdoor Lighting) ■
- ▶ Little Tikes Commercial (Playgrounds) ■
- ▶ Miracle (Playgrounds) ■
- ▶ Outdoorliquidators.com ○
- ▶ Penn Stone (Hardscaping) ○
- ▶ Playworld Systems (Playgrounds) ■
- ▶ Tractor Supply Company ○
- ▶ Vargo (Titanium Camping Gear) ○
- ▶ Wolf Decking, Porch and Rail ○■
- ▶ Woodstream ○

## NON-PROFIT

- ▶ Empower Partners, LLC ■
- ▶ Lancaster Literary Guild ○
- ▶ PA DUI Association ○
- ▶ Peter Nero & The Philly Pops ○
- ▶ Uplifting Athletes ○

## PERSONAL PROTECTION PRODUCTS

- ▶ Gentex Corporation ○■
  - Gentex Air
  - Ops-Core
  - PureFlo
- ▶ GORE-TEX LABS ○■

## CANNABIS

- ▶ Better Provisioning Company ○
- ▶ Presto! ○
- ▶ Pure Green ○■
  - Parachute ○

## TECHNOLOGY

- ▶ AudaExplore ■
- ▶ Delta Health Technology ■

## MISC

- ▶ Black & Decker ○
- ▶ Diemme USA (dewatering systems for mines) ■
- ▶ J.C. Ehrlich ○
- ▶ Novelty Planters ○
- ▶ Rec Oil ■
- ▶ Taylor-Wharton ■
- ▶ Sodexo ■
- ▶ USA Shade ■
- ▶ World Tang Soo Do Association ○

LET'S DO THIS TOGETHER

