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**Re-Branding Labels Scope of Work Document**

**Purpose:** The purpose of this document is to clearly outline the work that is needed for Brine’s Market and Deliregarding rebranding private labels, which includes sauces, jams, dressings, species, whole meat, and jerky as well as storytelling to support the Brine’s Market and Deli brand.

**Brand:** Brine’s Market and Deli is a full-service Deli and Butcher shop that serves our guest quality food made from scratch by our dedicated team members. We invite you to come and experience the quality food products found only at Brine’s along with the friendly service at our Meat Market & Deli.

**Brine’s Signature Items**: Brine’s offers numerous signature items that consist of family recipes that are still made in our kitchen and smokehouse today. Brine’s signature items can be found all over the store

**Brines Market and Deli’s**

* **Consistent branded label**
* **Jams (size)**
* **Dressing (size)**
* **BBQ Sauce ( 2 sizes)**
* **Spices (size)**
* **Box stickers for Gift Boxes**
* **Sicker for wholesale meat products**
* **Label for jerky**
* **Bags**

**Brines Market and Deli’s Immediate Needs (with timelines):**

* )

**Communication Process:**

**A couple of notes:**

* We should never market raw products, all pictures should be of prepared food
* Price does not always matter for our store. Quality, signature, service, and telling our story is half the battle
* I prefer darker colors, with impulsive pictures on product ads (See Local example)

**Below are some past examples of how we were pushing the brand:**

**A pile of corn

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**Signature Butcher in color**

A picture containing text

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**Staff Spotlight Example**

**Graphical user interface

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**Seasonal Monthly Meal Calendar Example:**

**A picture containing text, newspaper, screenshot

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**Signature Item Ad Example (Price is not necessary)**

**A picture containing text, food, different

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**Example of Local promotion and Color Scheme**

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**A store front with a black awning

Description automatically generated with low confidenceA picture containing text

Description automatically generatedA picture containing text, indoor, library, shelf

Description automatically generatedA picture containing text, building, outdoor, flower

Description automatically generatedA picture containing text, indoor, different, alcohol

Description automatically generatedA picture containing text

Description automatically generatedA picture containing text

Description automatically generatedA close-up of some food

Description automatically generated with low confidenceA picture containing indoor, floor

Description automatically generatedA picture containing alcohol

Description automatically generatedA picture containing text, indoor, alcohol, stack

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