



spudbar



SPUDBAR THE BRAND

Spudbar was founded in Melbourne in 2000, born out of inspiration by the lack of healthy, beautiful tasting food that was quick, convenient and value for money. It has been on a mission from day one, to create a new category of food masterpiece that fuses natural goodness and big flavors into the nutrient rich gem that is the steaming baked spud.

It is devoted to bringing to the world the full wonder of this hidden treasure, to transform its status from humble food to the hero foundation of a flavoursome meal.

But *Spudbar* knows that successful brands, food or otherwise, don't just happen – they are managed and nurtured. The people behind these brands know instinctively that brands need to be managed from the 'inside out'. That is, it is essential that there is great clarity around what makes up the brand, what it stands for, what its absolute core or soul is. In short, the essence of the brand is what's left after every layer is peeled away.

A close-up photograph of a bowl of food. The bowl contains a base of white rice or quinoa, topped with yellow corn kernels, white chickpeas, and a generous amount of fresh green herbs, including cilantro and green onions. A silver spoon is visible on the left side of the bowl.

To this end *Spudbar* has
defined its brand essence
or internal brand mantra as:

**GROUNDED
GOODNESS.
SPIRITED
FLAVOURS.**

GROUND GOODNESS. SPIRITED FLAVOURS.

It is a brand essence that sits at the very intersection of the ancient wonder of nature and the spice of modern lifestyles.

As far back as 200BC potatoes (spuds) have been on the agriculture landscape. First cultivated by the Inca Indians in Peru, it has been a source of nourishment for generation after generation across the globe. Grown beneath the soil, spuds are blessed with a grounded purity that is the true embodiment of goodness. The spud is a proverbial ball of energy packed nutrients dug out of the richness of our soils. *Spudbar* honours this gem of a vegetable by presenting it as nature intended, in its skin – spuds expertly baked in all their glory. The potato skin stores many nutrients and contains a lot of fibre, all essential elements in a healthy diet. Leaving the potato skins on helps preserve these nutrients in the delicious flesh of the potato.

The *Spudbar* baking process unleashes this stored energy and dense, fleshy flavoursome texture, and presents this gift of nature as an absolute gourmet treat. The grounded goodness of spuds also plays out in its special status as a below the ground tuber or bulb specie vegetable, delivering it the special protein patatin and in turn its wonderful antioxidant properties. The spud truly is grounded in simple goodness and *Spudbar* ensures that not only do customers get to benefit from this goodness, but that they also get to experience in the most spirited and flavoursome manner possible.





Spudbar thrives on taking this ball of goodness and dramatically squeezing it into a combination of mouth watering and complimentary ingredients and produce. The result is an extensive menu of spirited flavours that cater for every possible personal craving. From the 'Getting Fresh' favourite that is oozing fresh produce, imagine...



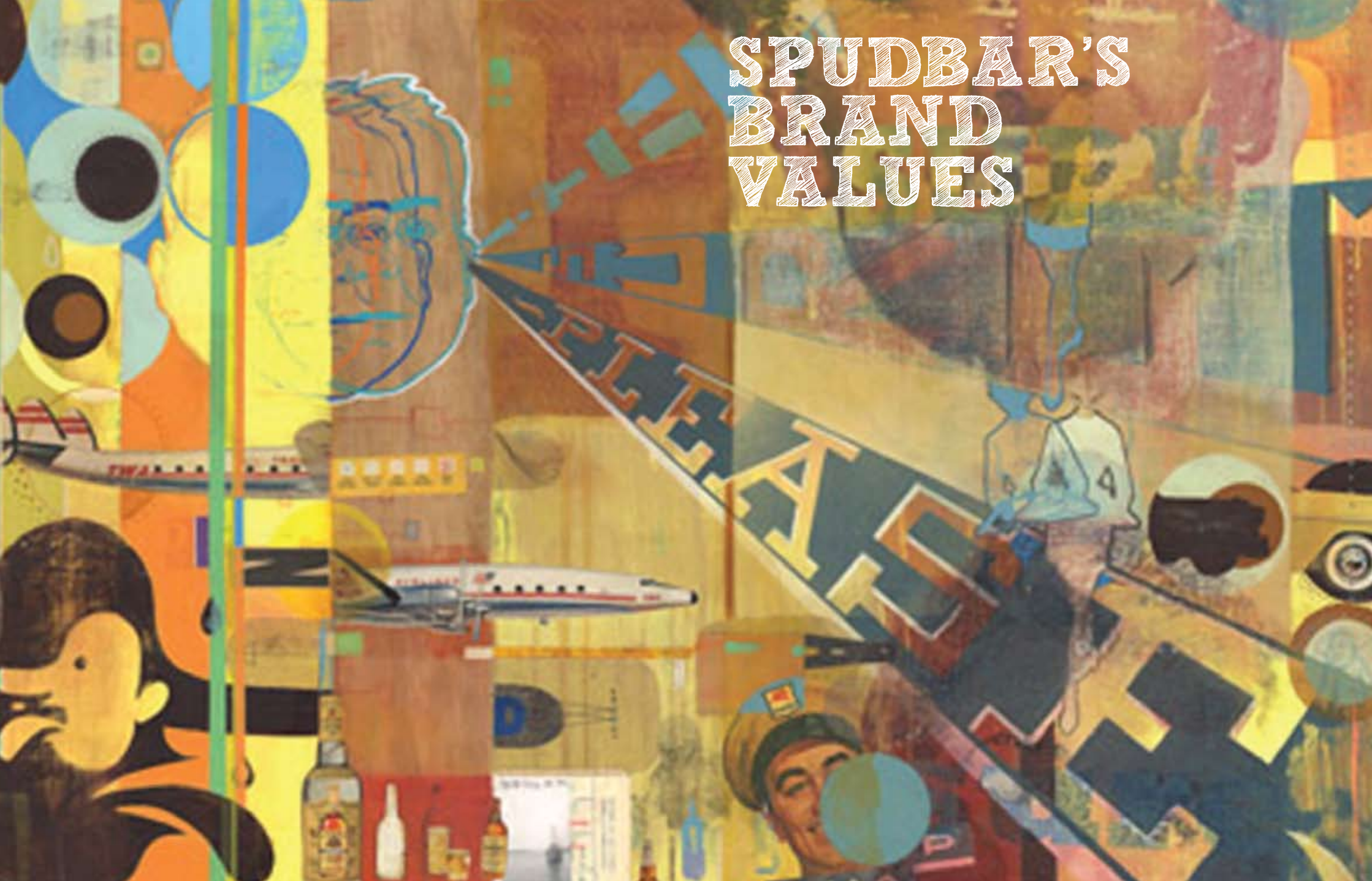
to the Moroccan Feast and lots and lots between. The net result is that *Spudbar* has transformed the spud into a sensory explosion – inspired combinations that create superb layers of flavour, all playing out in a welcoming setting that exudes a distinctive urban charm.

However, there is nothing random about how these magical flavours have been created. *Spudbar*'s talented team of chef's piece together recipes that allow the different fresh ingredients to fuse together in ways that create unique and spirited flavours. There is such an enticing range of 'favourites' on the menu that it is easy for every customer to have a repertoire of 'personal favourites' that meet their every mood and taste preference.

But there is also a spirited flavour playing out beyond the enticing food on offer. *Spudbar* as a place radiates its own special spirit. It feels connected to the communities it serves, it is a place with a true local vibe. There is nothing contrived, it feels natural and welcoming. Its attitude is personal and optimistic. You always feel better for your visit to *Spudbar*, even before you get to experience one mouthful of spud. *Spudbar* people stand out – passionate, energetic and inspired to please. They see every customer visit as an opportunity to stage-manage an experience that delights. There is a defining spirit at *Spudbar* and customers are touched by it.



SPUDBAR'S BRAND VALUES



Natural Goodness

'At the very core of our offer is one of nature's most humble but potent gems – dug out of the ground and baked in its nutrient rich skin. An age-old staple that spans the cultures and cuisines of the world.'

To this we add the best fresh, homegrown produce from the growers we love.'

- The best, unmodified produce
- Fresh & healthy
- Wholesome & virtuous
- Gifts from the earth
- Comfort food



Surprisingly Delicious

'Spudbar is wholesome food with flair. We're obsessed with delivering a flavor rush in every combination. Each visit can be a bold discovery or a safe return to familiarity.'

Our aim is to consistently wow people with what we can do with quality ingredients, great chefs and a steaming baked potato.'

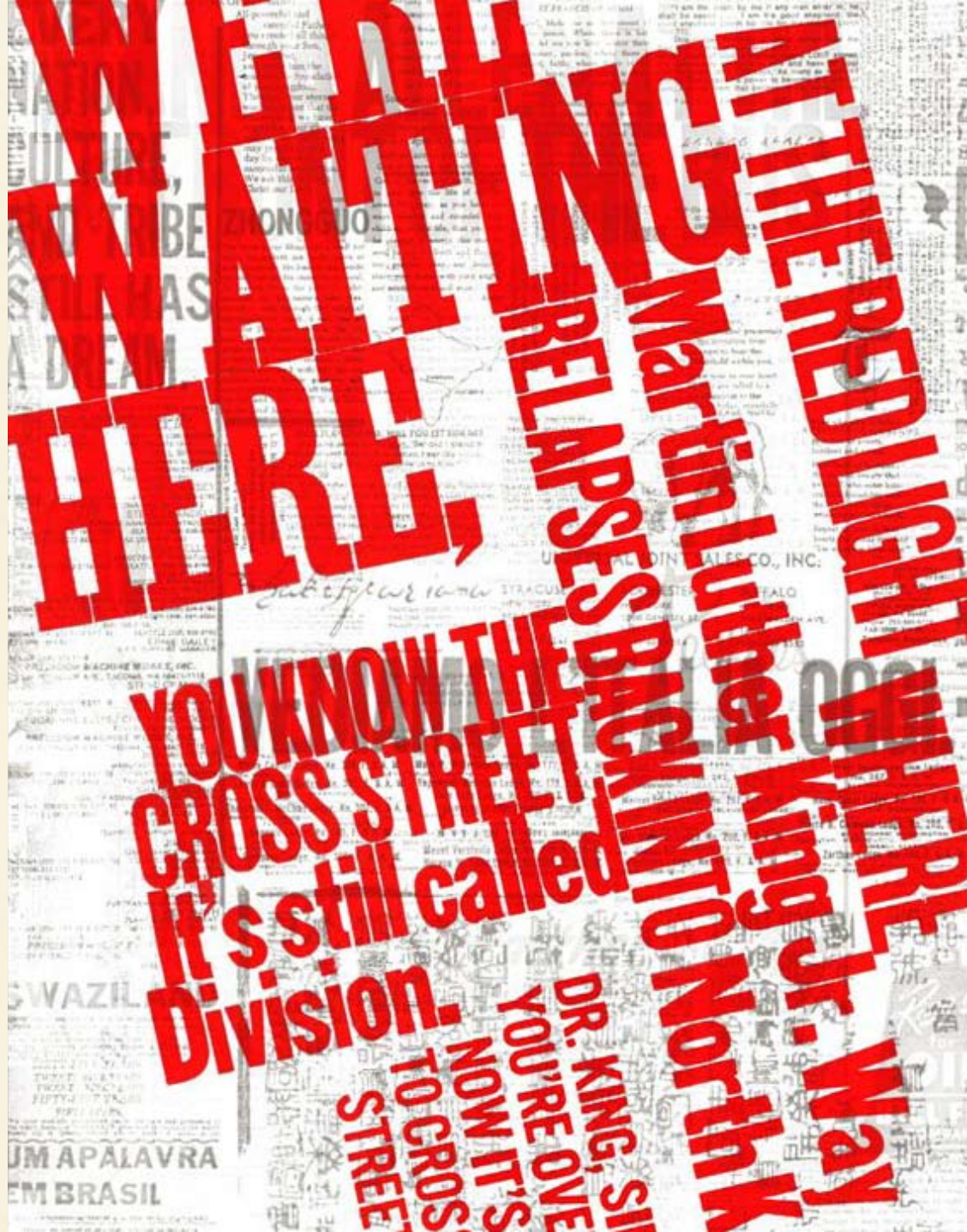
- Myth crushing
- Layers of flavor
- The magic of great recipes
- A sense of discovery & evolution
- A sensory explosion



Local Groove

'Spudbar is part of the local fabric. Where you are known and understood. A place where being a regular has meaning and you can be comfortable in any mood.'

- Shares the neighborhood pulse
- Welcoming
- Alive & authentic
- A cosy vibe
- Community connected & tuned in
- A sense of personal identity

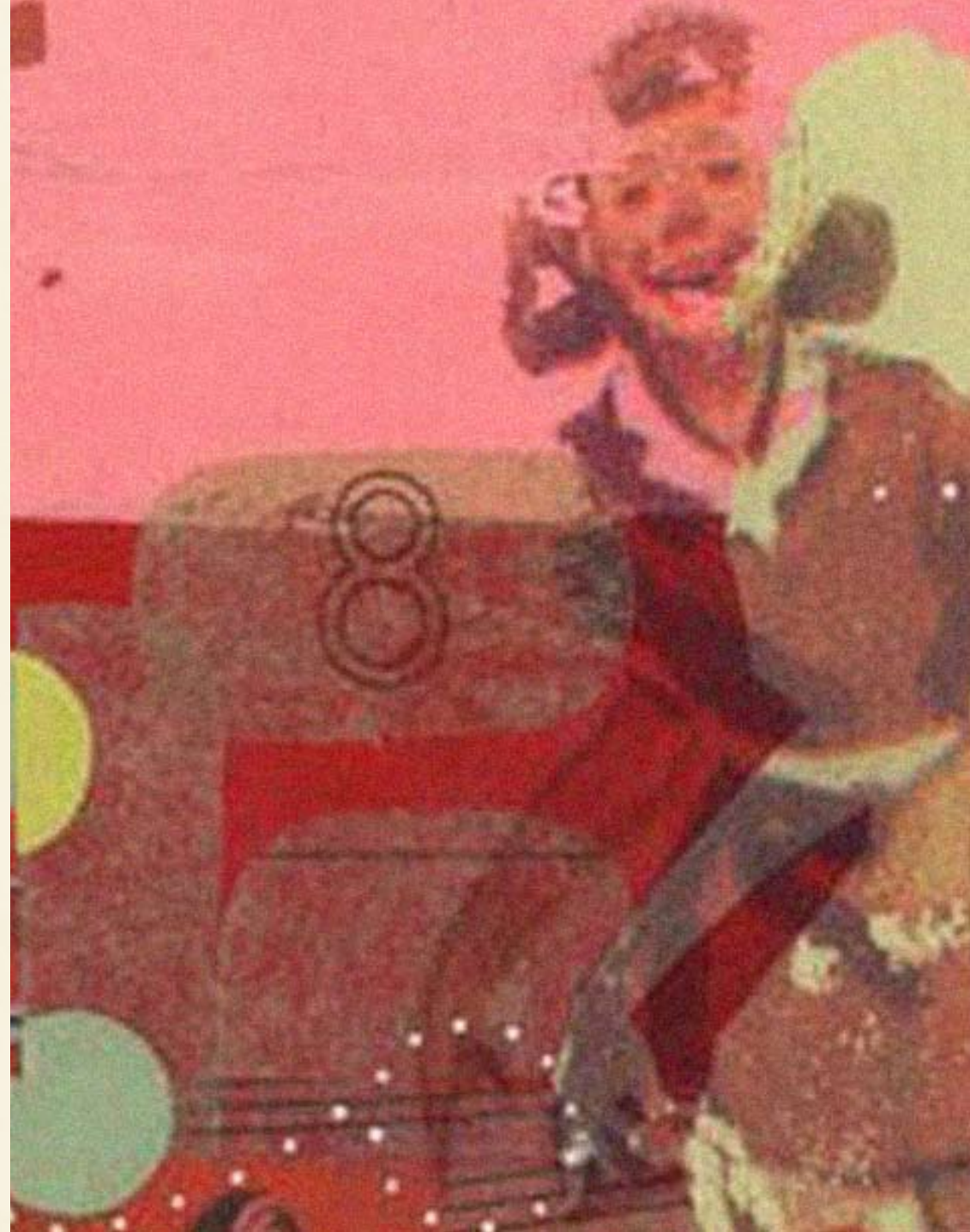


Sassy

'Spudbar has a bit of spunk. We know we're up against it telling our 'spud' story and we're up for it. We're on a mission to carve out a bold new space in food retailing and we're not going to die wondering.

We're passionate about creating 'great meals' and developing the ultimate place to enjoy them.'

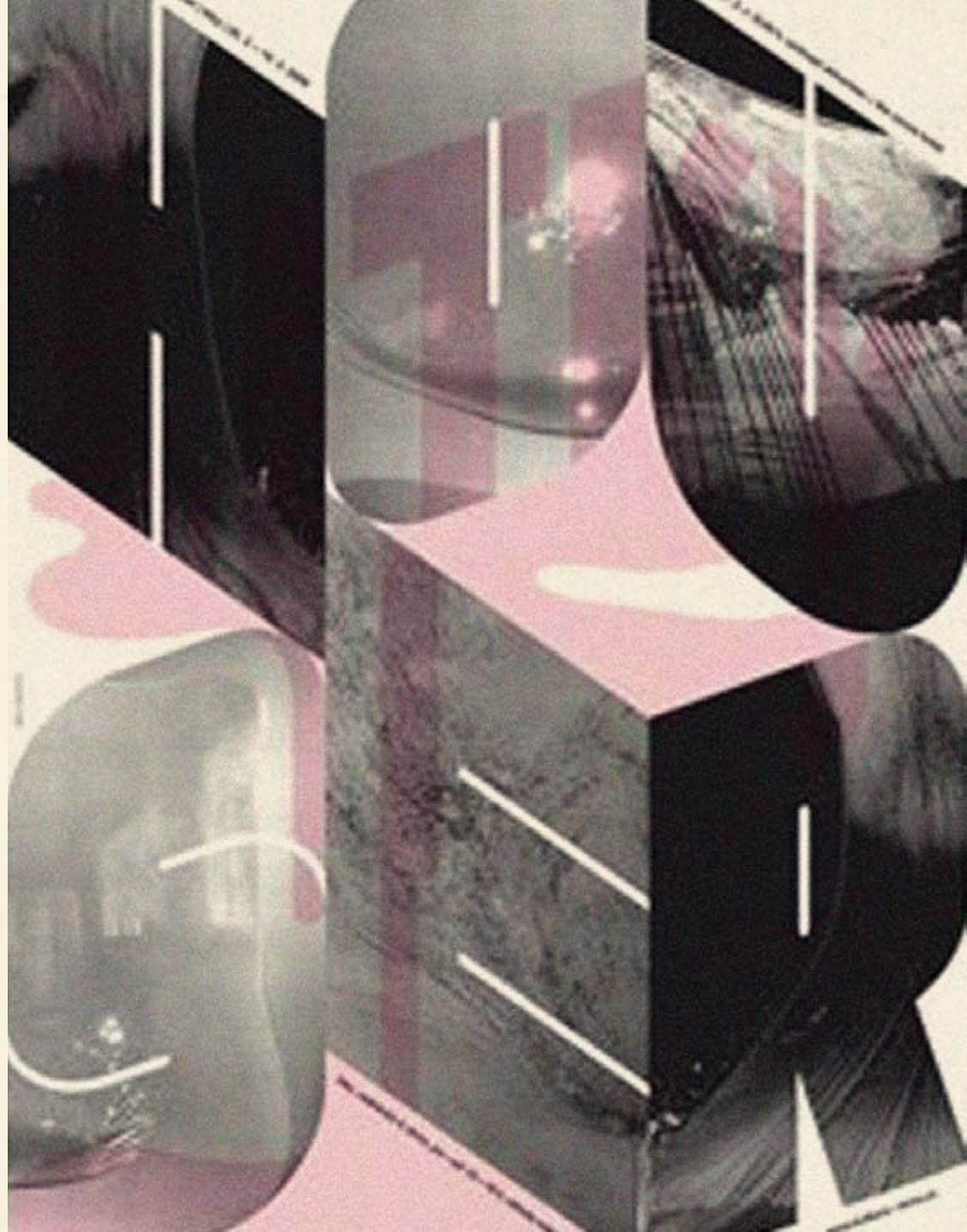
- Straight talking
- Looking good
- Doing something different
- Spirited & ambitious
- Imaginative



Easy

'Spudbar has a relaxed and well-tuned rhythm. Slip in and out unnoticed in a few minutes or sink in for a cozy session. Every mood and craving is catered for – from a quick healthy snack to something big bold and beefy.'

- Quick & calm
- No fuss
- Huge choice
- Settle in or grab & go
- Comfortable



A large pile of potatoes, including red and purple varieties, is shown on a striped cloth. The text "SPUDBAR'S BRAND PERSONALITY" is overlaid in the upper right corner.

SPUDBAR'S BRAND PERSONALITY

Real

Authentic and genuine.
A wholesome and straight
talking demeanor.

Lively

Upbeat with positive
energy and a groovy pulse.
Outgoing and spirited
with an engaging attitude.

Imaginative

Interesting and engaging
with a surprise factor
that delights.

Passionate

Unashamedly a champion
of the spud and the healthy
and delicious eating that
it provides. A contagious
enthusiasm that makes
you feel you're in the
right place.

Engaging

Cheerful and friendly.
With a local feel that's
good for the soul.



ON BRAND

Fresh & at its peak

Pure and as nature intended

Benchmark quality

Local urban vibe

Personal recognition & on-going conversation

Sensory magnifier

Passionate, upbeat & positive

Engaging storyteller

A sense of theatre & flourish

Chef crafted favourites

OFF BRAND

Wilt factor

Meddled with

Cheapest & easiest way out

Franchise veneer

Anonymous customers

Bland & dull

Turning up is enough

A spud is a spud

Laboriously piece the recipe together

Chance combinations





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