

# S&D CASE STUDY

## GPO member finds branding solution with S&D



CONSISTENT BRANDING  
SOLUTIONS

### ★ Background

Metz Culinary Management, a dining management company with over 300 foodservice venues from healthcare to universities, began working with S&D in early 2016 as a member of a Group Purchasing Organization (GPO). They were looking to partner with a company that understood their “Guest First” service philosophy and could handle all segments of their business.



An additional goal for the Metz team included capitalizing on S&D’s marketing expertise to enhance the equity of their existing proprietary coffee brand, InterMetzo.

### ★ Opportunity

While Metz had defined a name for their coffee program, branding execution was inconsistent. The InterMetzo name was styled differently at each location and the café name was competing with the separately branded coffee product. There was no visual consistency that would allow guests to easily identify InterMetzo and differentiate its place in the market.

### ★ Result

The Metz marketing team provided the foundation with a style for the “InterMetzo” text and a defined color palette. Then the S&D marketing team went to work – creating the logo and branded program with a complete range of point-of-sale materials, including overhead signage, backdrops, urn wraps, backlights, coffee tags and more.

The new InterMetzo Café brand provides consistent identification along with the versatility for installation in a variety of locations from kiosk to cafeteria. With installation in more than 15 individual locations within the past 12 months, Metz is building brand equity with a clear visual identity.



Contact your  
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