

G THYMES: CATERING BY DESIGN | BRAND PLATFORM

BRAND IDENTITY developed by **BrandDNA**



“I was inspired to bring
elegance and beauty to a
quick bite”

- Chef Tanesha



BRAND NARRATIVE

About the Chef

It wasn't until one fateful high school Home Ec. class that Tanesha Scott realized she had a knack for making simple food into delicious cuisine. Growing up in a single parent home she had to learn, at a very young age, how to cook for herself. Making food for her family of two seemed too dull, so as most little girls do she let her imagination run wild visualizing herself cooking lavish and elaborate meals for big dinner parties. By the time she was forced to take that Home Ec. class, that she felt unnecessary because she already knew how to cook, her attention to not only the taste of the food but the presentation of it compelled her instructor to point Tanesha towards a career in the culinary arts.

Graduating with an A.A. degree in Culinary Arts from LA Trade Technical College Tanesha developed a true love for simple yet elegant cuisine. She spent a lot of her time exploring many different cuisines, but it was Italian that had her hooked. She was enamored by the foods elegance and beauty, along with the strong heritage that comes with it. For Tanesha Italian cuisine is both brilliant and thought provoking, making her wonder, "How could something so simple taste so complex?" She has spent every year since this discovery mastering the cuisine and being inspired by it.

Tanesha thrives on creating memorable food experiences for others. Driven by this mission and inspired by her young self's vision Tanesha began G Thymes. G Thymes is a truly inspired catering business that focuses on creating unique experiences for any and all events. She will soon take G Thymes on the road with a food truck that will bring the same elegance and beauty her catering is known for to quick food. The fare will focus heavily on Italian cuisine with strong infusions of French sauces and pastries. G Thymes' signature is simple food, elegant presentation and explorations into cuisine from around the world.



BRAND KEY WORDS

SIMPLE

- Clean
- Light
- Fresh
- Bright

FLAVORFUL

- Cuisine
- Precise
- Distinct
- Lively
- Delicious
- Savory
- Palatable

EXPERIENCE

- Inspired
- Unique
- Special
- Personal
- Quality

BEAUTIFUL

- Elegant
- Exquisite
- Pleasing
- Admirable
- Enticing
- Refined
- Sumptuous
- Attractive

CULTURAL

- Fusion
- Worldly
- Sophisticated
- Diversified
- Complement

SERVICE

- Charitable
- Give back
- Satisfy
- Please
- Hearten
- Fulfill
- Share



Brand Positioning

G Thymes is a catering and mobile cuisine business that creates unique experiences through elegant and beautiful food. The fare focuses on Italian with complementary infusions of cuisines from around the world. From private meals and large events, to quick food on a truck, we are dedicated to making others happy through delicious food that is both pleasing to the eye and satisfying to the heart.



Selling Proposition

G Thymes provides an all-inclusive service offering both catering and mobile cuisine. We are committed to taking you on a unique culinary journey whether it is a specialized menu for your event or when grabbing a quick bite at one of our trucks you will be taken on a flavorful ride. We offer you the elegance and beauty of Italian cuisine, a rarity in the food truck world, blended with samplings of different fare from around the world.



Brand as a Product

- Catering, Mobile Cuisine, Bistro Café
 - Catering Business for all events small and large
 - Food Truck: Plans of 2
 - Bistro café: The final evolution of G Thymes, a brick and mortar home for the business
- Italian cuisine with a fusion of French sauces and pastries
 - Ongoing exploration and inclusion of various cuisines from around the world
- Simple food with particular attention to elegant presentation

Brand as an Organization

- Creating unique experiences, making people happy and giving back through food
- Elegance and beauty in quick food

Brand as a Person

- Tanesha Scott
- Satisfying peoples bodies and souls with delicious cuisine. Whether you don't have time to make good food, or you want to bring a touch of sophistication to your next event G Thymes is there to bring you gourmet caliber cuisine all at attainable pricing.

BRAND PERSONA TARGET AUDIENCE

Gender: 70/30 Female to Male

Age: Mid 20s+

Location: Greater Los Angeles Area with focus in Pasadena, Burbank, Glendale (Studio Lots)

Income:

- **Food Truck Customer:** Professional with Disposable Income
- **Catering:** Middle Class, Mid-Large Size Company

Education Level: College Educated, Worldly

Attitude: Positive, Adventurous, Fun, Passionate

Values: Professional Success, Personal Time, Visual Delights, Unique Experiences, Generosity & Community Involvement

Activities/Interests: Travel, Culinary & Cultural Explorations (Home or Abroad), Charities, Healthy Active Lifestyle

Consumer Traits: Foodie, Loves quality gourmet food but thinks it can be more readily available and doesn't always have to be so expensive

Concerns: Well-being and happiness of others, personal and professional success

Motivations and Needs: Physiological need for good, healthful food. Will identify with a brand that fulfills this visceral need but also one that identifies with their value set. In this case it may be a brand's philanthropic values of giving back and a commitment to presenting and providing a visual culinary experience and quality service like that of a high-class restaurant.



Jennifer, age: 30-35



Life hasn't slowed down one bit for Jennifer since she's hit her 30's and she loves it. After almost a decade working as a production assistant for the studios in the Valley she's finally moved up to production manager at a great talk show. She's particularly excited about this new opportunity because it will allow her to give back to the community by finding important causes and families or individuals in need, raising awareness and finding resources for them. Although she spends most of her time at work she enjoys taking advantage of nearby events, attractions, and restaurants whenever she can get away. It's her chance to indulge her adventurous side; when she explores all Los Angeles has to offer it makes her feel like she's travelling to new and far-off places. From the Rose Bowl Flea Market to hiking in the canyons she's always in search of exquisite items, beautiful scenery and new experiences. Although the Burbank Farmers Market is a Saturday must for Jennifer, it is mostly to get her fix of healthy snacks for the week; she tends to stay away from much of the fresh produce since she rarely has time to cook for herself. As a bonafide foodie who doesn't cook, she likes to frequent the food trucks that visit the studios for breakfast and lunch, and for dinner she ventures out to restaurants featuring savory cuisine from around the world. Always eating out can take a toll on not only your wallet but also your body so she tries to stick to food that is moderately priced while never compromising on quality. She believes that gourmet food, food that is simple, flavorful but also elegantly presented can be found outside of expensive restaurants. She has made it her daily mission to find food that will fulfill her need for quick cuisine!

Lisa, age: 45-55



Lisa lives for entertaining, socializing, and events. She loves making people happy and as the Event Manager for a top studio in Los Angeles she gets to indulge in her need to make everyone have a good time, every single day. Whether it is putting on a special meeting, luncheon, a group get-together, or the annual company parties, she strives to make each event uniquely catered to the people, environment, and occasion. Small or large every inspired event she puts on seems to have a personal touch. In order to achieve this effect, she meticulously searches and picks vendors that not only produce good products, whether they are decorations or music, but also those that share her passion for quality service and unique experiences. Her years of experience have taught her that what really gets people excited, and what makes events most memorable, is the food. She is always on the lookout for new and exciting catering businesses that can produce quality food for any size event. She favors food that is simple and fresh but also that has a unique twist to it, an interesting ingredient or fusion of various cuisines. As a visual person she is drawn to food that is not only palatable but that is pleasing to the eye. A beautifully presented meal will always add a level of elegance and sophistication to any event. Her goal is to find a chef that can offer up these qualities as well as work with her on tailoring the menu to the event she is hosting, someone that can craft a menu that embodies the personality of the event through food.

Our name says it all...

G Thymes is dedicated to cooking up a genuinely good time. Our signature is simple food, elegant presentation, and unique culinary experiences.

From the very first bite Chef Tanesha takes you on a distinctive journey that embodies the simplistic beauty of Italian cuisine with dashes of culinary fare from around the world. Our menus are crafted to express the vision, personality and environment of any event, person, or place. Whether it's a specialized menu for your event or when grabbing a quick bite at one of our future trucks each plate is special and will surely take you on a flavorful ride.

G Thymes is committed to giving back to the community; we give a portion of our profits to benefit (Insert Chosen Autism Org) a cause that is near and dear to Chef Tanesha's heart.



BRAND COLOR OPTIONS



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C:3 M:100 Y:66 K:12



P: 3405 C
C:90 M:0 Y:70 K:0



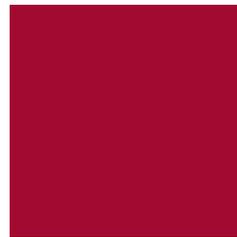
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Light Gray



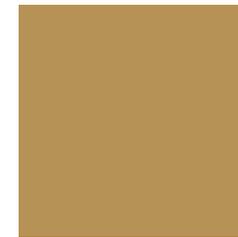
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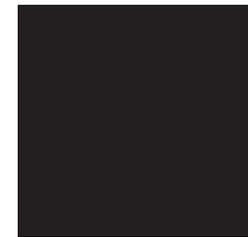
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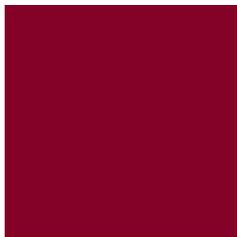
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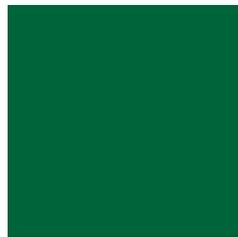
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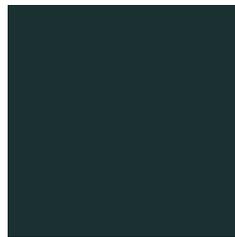
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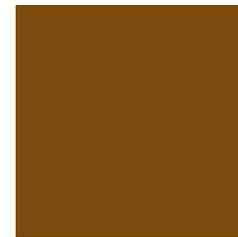
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P: 446 C
C:52 M:32 Y:30 K:76



P: 464 C
C:13 M:51 Y:87 K:48



Dark Gray