

OUR BRAND MESSAGE

Things to Remember - Brand Two



HERB N' KITCHEN

— NEW YORK CITY —



A Brand is a Promise

- Brands are much more than products or services.
- A brand is the feeling we have when we use the product or service, or when we see the logo or hear the slogan.
- It is the experience we remember. Those feelings are what great brands are all about.
- People that work for brands, especially **SERVICE** and **RETAIL** brands, are the keepers of the brand's promise.
- If guests become connected emotionally to our brand, their loyalty to our brand grows!

“80% of how we experience life is emotion, and only 20% is intellect.”
That means, more often than not, we make our purchasing decisions based on emotions rather than on intellect.

Loyalty is Important

- It gives us a competitive advantage in pricing
- Team members feel proud
- Positive word of mouth
- Helps to defuse anger and rumors when we make mistakes
- Creates opportunities to introduce new offerings



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The Herb n' Kitchen Brand Pillars

Fresh, Relevant, and Comfortable

Fresh

The ingredients and food are always considered fresh. The environment is clean and fresh, and the environment entices guests through their senses. The style of the staff is positive and makes guests feel good.

Relevant

A dining experience that guests want - not just what we want to offer. Our relevance will show through in our interactions, our preparation and our merchandising. We are a hotel restaurant with a very independent feel to it.

Comfortable

Guests feel comfortable with menu choices and options, The restaurant space is open and inviting. The staff are welcoming and helpful. We will make the hotel-dining experience comfortable, available and popular.

Everything Communicates

Our guests experience Herb n' Kitchen through the perspective of PLACE, PROCESS and PEOPLE. When these three components speak in the Herb n' Kitchen Voice, the experience is perfectly 'on-brand.'

Place

Where guests experience Herb n' Kitchen. It's the setting for their experience. It is the physical elements in the experience. Guests take in their experience through the 5 senses:

- **Sight:** décor, cleanliness, merchandising, organization
- **Sound:** music playing, teammates and guests chatting, positive interactions
- **Touch:** linens, chairs, tables, cleanliness of surfaces
- **Smell:** freshly-baked food, pleasant aromas, nothing smelling badly
- **Taste:** great tasting food and beverages that are hot or cold when they should be

Process

How the guests experience Herb n' Kitchen. There are 7 potential, and likely, interaction points with our guests:

1. Arrival/Greeting (host or other first contact)
2. Ordering Taking and Suggestions
3. Seating
4. Food/Drink Preparation and Observation
5. Pick-Up or Delivery
6. Check-In and Offering Additional Items
7. Departure/Farewell

People

Regardless of how great our restaurant might be, the thing guests are most likely to remember is the people. People are what ultimately build brands - we are the Keepers of the Promise!

Guests experience us through how we communicate with them, and we communicate through the 3Vs:

- **Verbal** (words we use) 7% of the guest's impression
- **Vocal** (our tone of voice) 38% of the guest's impression
- **Visual** (body language, facial expressions and grooming) 55% of the guest's impression