

Coin

Great branding means business™

Hotel Gelato

Brand Foundation / Name

Dan Hoffman and Chris Borowski each worked for 25 years in the luxury segment of the hospitality industry – Dan as an elite Clefs D'or concierge with Hyatt and Sutton Place Hotels, and Chris as a food and beverage executive with Four Seasons.

Dan is also a certified nutritionist. He and Chris decided to leave the hotel business and start their own food-service retail concept upon recognizing how difficult it is for people with food allergies and restrictions, when out for a meal or treat, to find a dessert – especially a gelato – they can eat safely.

The brand position offered by Dan and Chris – and the thing that gives their venture tremendous potential for buzz and word-of-mouth referral – is that they're both from the luxury hotel business. Thus, the assumption among potential customers will be that the service at Hotel Gelato will be superb – which indeed it is.

The name that Dan and Chris had originally chosen for their startup was not *Hotel Gelato*, but *Cones*. However, Cones represented a lost opportunity, in that it said almost nothing about the brand position. Hence the new name, and the tagline: *Stay for dessert*.

Hotel Gelato opened in Toronto in early 2010, and brings the name, tagline and entire brand foundation to life by evoking a boutique hotel lobby.

Brand Foundation

VISION – *where we are going, and how we'll know we're there*

By 2012, we will be the number-one manufacturer of specialty baked goods and gelato in the GTA, providing exceptional customer experiences that have set the gold standard in the industry.

MISSION – *what we do every day to get there*

We enrich people's lives by providing exceptional products and customer service.

POSITION – *how we are different*

Luxury hotel guys (one's a nutritionist) who've made delicious treats accessible to everyone.

POSITIONING STATEMENT – *how we say we are different*

Stay for dessert™

VALUES – *what we believe in; our principles*

Accommodating differences | Great taste
Integrity | Made from scratch
Socially and environmentally responsible

CHARACTER – *our voice; how we act*

Caring | Hospitable | Educational | Fun-loving

H O T E L
GELATO
STAY FOR DESSERT™