

WHAT MAKES A SUCCESSFUL FOOD TO GO CONCEPT?

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Musgrave



The Centra logo is contained within a teal circle. It features the word "Centra" in a bold, italicized yellow font, with the "C" being significantly larger than the rest of the letters. Below "Centra" is the phrase "LIVE EVERY DAY" in a white, bold, sans-serif font. A thin yellow horizontal line is positioned directly beneath the words "LIVE EVERY DAY".

Centra
LIVE EVERY DAY

The SuperValu logo is contained within a dark red circle. It features the word "SuperValu" in a white, bold, sans-serif font, with the "V" being significantly larger than the rest of the letters. Below "SuperValu" is the phrase "Real Food, Real People" in a smaller, white, bold, sans-serif font.

SuperValu
Real Food, Real People



SuperValu
Real Food, Real People



M&S
EST. 1884



TESCO

KC PEACHES

Krüst
Bakery



TESCO
Express

Lilliput Stores

boojum



Centra's
ever-growing
competitor set

EUROSPAR

coffeeangel



Londis



SPAR



IDAHO. *café*



MACE

CENTRA'S VISION FOR 2020

To redefine convenience
with a healthier, more
innovative offer



Centra

Ryan's • O'Connell St.





A SUCCESSFUL FOOD TO GO CONCEPT

BRAND PRICIPLES

- **CLARITY**
- **CONSISTENCY**
- **LEADERSHIP**

4 QUADS

- **ENVIRONMENT**
- **PEOPLE**
- **PRODUCT**
- **COMMUNICATIONS**

A group of diverse people are gathered outdoors in a park-like setting, enjoying a picnic. A woman in a striped shirt is standing and pouring wine into a glass held by a man in a straw hat. Other people are seated around a table laden with food, including bread, cheese, and a salad. The background shows lush green trees and a bright, sunny atmosphere. Three semi-transparent white rectangular boxes are overlaid on the image, each containing a word in large, teal, sans-serif capital letters.

CLARITY

CONSISTENCY

LEADERSHIP

ENVIRONMENT



PEOPLE



PRODUCT



COMMS





FRANK AND **HONEST**

GOURMET COFFEE COMPANY



FRANK AND **HONEST**

GOURMET COFFEE COMPANY

ENVIRONMENT



PEOPLE



PRODUCT



Frank and Honest
@frankandhonest

Home

About

Instagram feed

Photos

Videos

Posts

Reviews

FRANK AND HONEST
GOURMET COFFEE COMPANY

Liked Following Share ...

Learn More

Send Message

Create Post



Write a post...

COMMS

Community

See All

NON FOOD RANGE



STAND ALONE CAFES



Moo'd
IRISH ICE CREAM



ENVIRONMENT



PEOPLE



PRODUCT



Bueno Whirl

With Chocolate & Hazelnut Sauce & Crushed Bueno



COMMS

* Time to *
* CHILL *
* *
—————



Mood's
IRISH ICE CREAM



CARAMICO
YOUR PIZZA PALS

ENVIRONMENT



PEOPLE



PRODUCT



COOKING
RULE
IF A FIRST
YOU DON'T
SUCCEED..
ORDER
PIZZA

COMMS





THE CORE

ENVIRONMENT



PEOPLE



PRODUCT

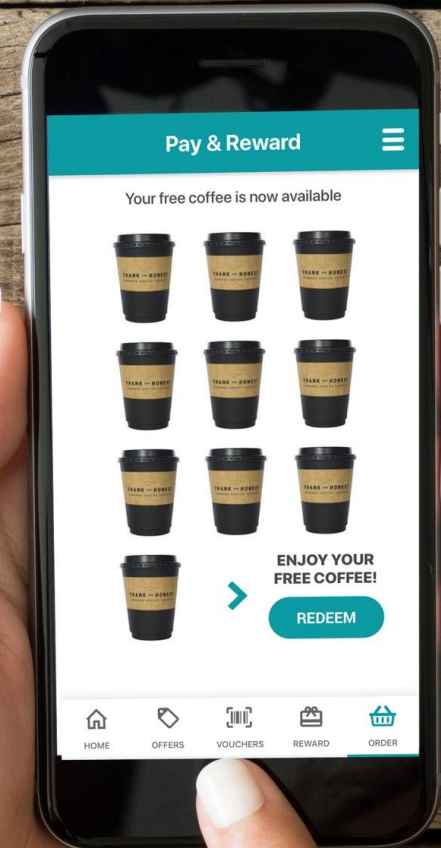


COMMS

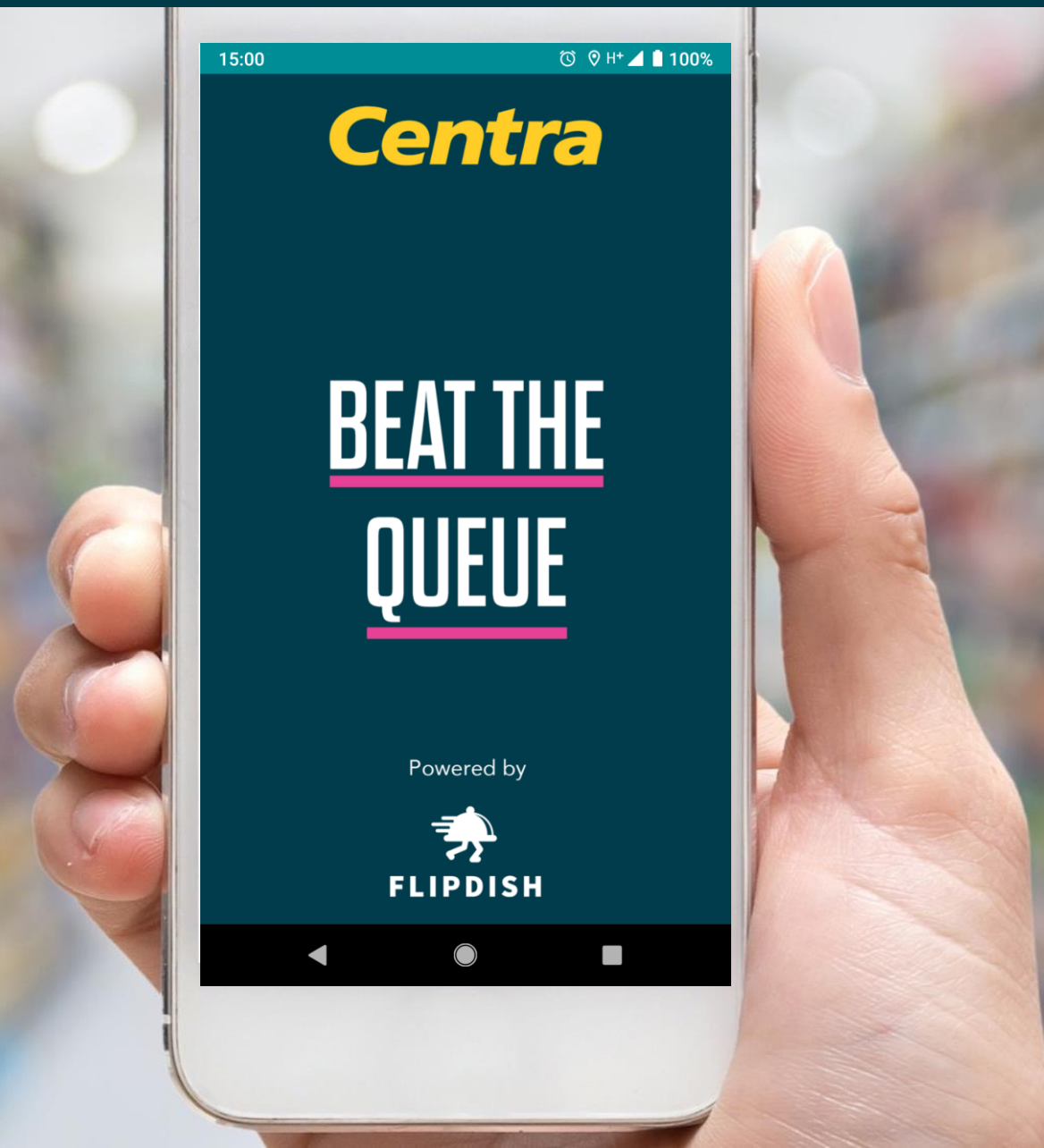


WHAT DOES THE FUTURE HOLD?

Musgrave



TECHNOLOGY



HEALTH



SUSTAINABILITY



EXPERIENCES



THANK
YOU

Musgrave