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Food and Beverage Brad ID

From November 2006 - August 2008, I had the pleasure of being the lead creative source for one of Atlanta's leading Food and Beverage agencies.

IMI Agency is a 20 plus year, on and off premise marketing agency. Specializing in F&B beverage programs and marketing.

I continue to do consultant design work to this day and design and creative initiatives in the F&B industry.

Project Contents Page

Section A

Brand and marketing solutions/proposals

IMI Agency Food and Beverage Marketing Agency

Studiob3 Creative

IMI Agency web solutions 2008

Admiral Imports

Editorial Byerage Advertising

Brand Identity Standards

Award Winning Magazine

Brand Extension Media Kits

Marketing Business Collateral Print

Marketing Advertising

Event Signage

Hotel Beverage Program inserts

Red Bull Print and Product Design



IMI Agency Web positioning 2008

Web Revamp

Design direct the efforts of IMI's Agency's web presence.

Credits Web developer Alex Rhone





Admiral Imports

Web Revamp

Design direct the efforts of IMI's beverage distributor client. New web presence Max Media Vendor

Product Design Bottle service for Iceberg Vodka



HOME

Admiral Imports is an Importer of fine wines and Spirits from around the world. Admiral Imports is the U.S. Importer of such notable brands as Iceberg Vodka,

Barreiro Cachaca, Pig's otch Whisky, Sheep Dip Malts, O2 Sparkling i Tequila, La Terra Fina tello Italian Wines, Villa s, Royal Oporto Ports, Ipanhia, Wines of Vinho Verde, Casa Rey astle View Argentina les, Saccardi from Italy, om Israel, Le our, Robert Michelle uch, much more.





Editorial Bverage Advertising

Advertising design for inthemix magazine

Products SKYY Vodka and Dailey's mixers

IMI Agency 20th Anniversary logo





To the Mix In the Mix

In the Mix Magazine

Brand Identity Standards

Masthead, headers, sectional and divisions were created and presented for this award winning design for the Food and Beverage industry clientele.

IMI Agency is a F&B marketing on and off premise beverage marketing company. Clients: DIAGEO, SKY Vodka, Red Bull, Intercontinental Hotels, Harrahs etc.

To the Mix To the Mix

In the mix Magazine Brand Identity

Weurge all users of this documentthose who desigmanufacture purchaseapply, install and maintain the various elements of this brand identity-to follow its guidlines with care applications This documents sole While this document will not cover all situations that may arise in the futuire will serve as a guide to good judgement and use of color breaks

If there is ever a question on the usage of any marklogotype or design element for the Incentives Marketin (Imi) please contact

iMiAgenv Creative Sevices Carl H.Bradford III 1196 Buckhead Crossing WoodsstockGa 30189 770.928.1980

iMiAgeng/InThe Mix magazine identifier will be used for all new and future imi magazine applications This specifications document is used to guide our consistent efforts in collateraddvertising, promotional and broadcast purpose is to identifolor breaks and B/W usage.

File formats: Adobe Illustrator CS

The Mix

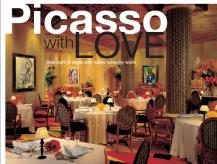




Brand Identity Standards Cover and interiors







akin to a circus parade of sorts.

routable with from Scaving chinks and abying up all of a Baburday night date night with my vary bursy, night clubbing may come to mind. Perhaps a late night — often hunted husband. When I heard a Vegas trip was show for coord manure. Incredible people watching on tap for meetings on a Monday, the wheels began clubs night for us in Sin City. the greatest above on



NTHE MIX commissionlesses 1



casing live, as this drink has been known to make the toes tingle and the heart many. It is also ideal for large gatherings or holiday celebrations since the batter or be made in quantity shead of time.

My version factors is 10 Case once which is emogles with layers of three and a perfect match for the eigh, hattrey hattra, eithough any one of the great mean on the modest would do. Look for one that a agod, with late of character

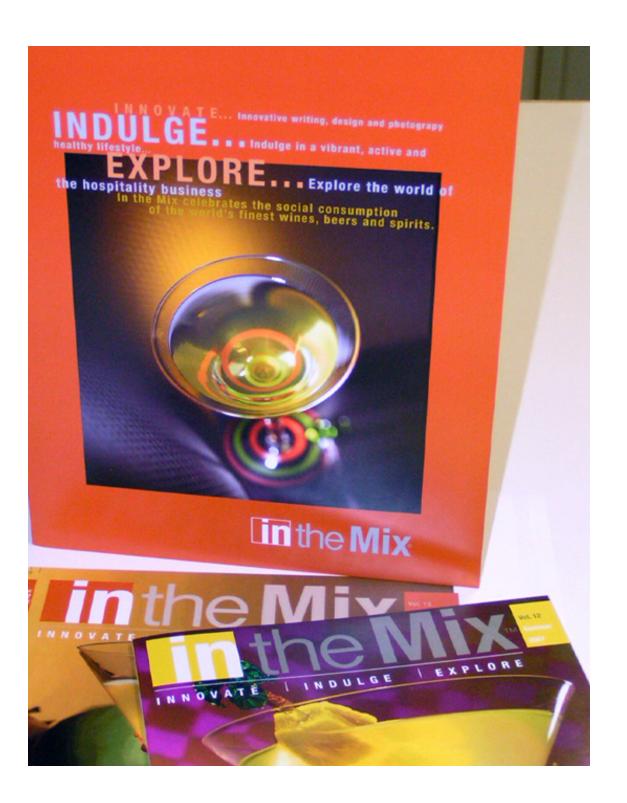


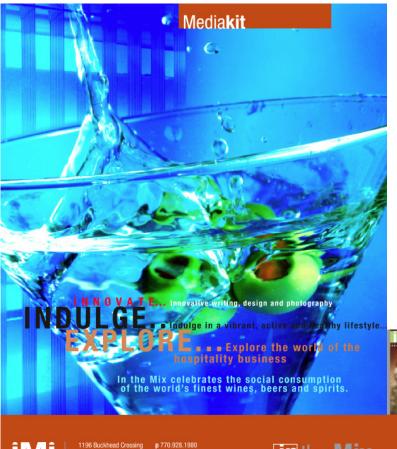
GUINNESS HARP

Irish Beers of DIAGEO



Brand Extension Media Kit







Advertising Fees

	1	X4
Full Page	6,000	5,000
2 Page Spread	10,000	7,500
Back Cov.	10,000	6,500
Inside Cov.	8,000	5,750
Inside Bk Cov.	8,000	5,500

Fees&scheduling 08

Due Dates and Delivery

Spring Issue

Jan 14
Jan 28
Mar 03

Summer Issue

Apr 17
May 01
Jun 04

Fall Issue

2000		
All Copy and Ads Due	Jul	16
To Design	Jul	30
Magazine Distribution Date	Sept	03

Winter Issue

2008	
All Copy and Ads Due	Oct 13
To Design	Oct 27
Magazine Distribution Date	Dec 01



Mechanical specs

Ad Sizes: Full Page w bleeds 8"x10.5"

2 Page Spread w bleeds 16"x10.5"

Full Page w/o bleeds

PRODUCTION REQUIREMENTS:

Printing Process: Sheet fed Litho Trim Size: 8 x10.5



2 pg.

full pg.

spread

.5.5

Full Spread Schematic:
Diagram shows the following areas. Page interior and
exterior dimensions, live copy
areas, center gutters and page
folios.



www.imidrinks.com Building Better Beverage Business

in the **Mix**

1196 Buckhead Crossing p 770.928.1980 Woodstock, GA. 30189 f 770.517.8849

www.imidrinks.com Building Better Beverage Business

Linthe Mix **iMi**

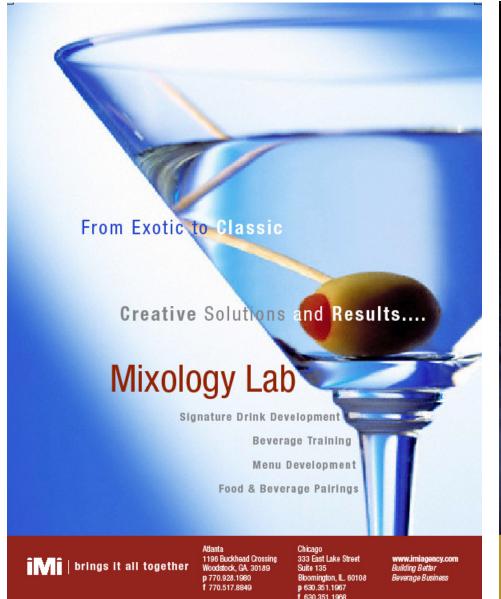
www.imidrinks.com Building Better Beverage Business

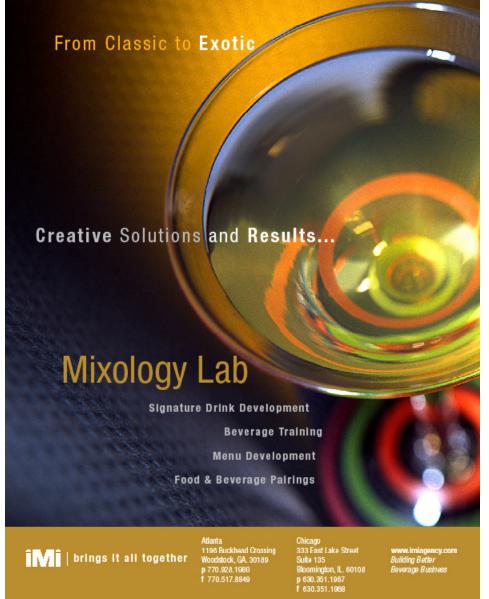
In the Mix

IMI Advertising Design

Marketing Business Collateral Print

Event Signage Flavor Experience Newport Beach





WELCOME

BEST IN BEVERAGES AND BAR BITES





Beverage Program Design

Indigo/Coppola Wines Hotel Brand Design

Sip & Savor.

Our featured wines by Francis Ford Coppola Winery Rosso Red Blend and Votre Santé Chardonnay, car be enjoyed on their own or paired with one of our local menu offerings.

Votre Santé, which means "to your health", is a Chardonnay crafted in the French tradition using Burgundian winemaking techniques, making it foo friendly and light on the palate.

Rosso is a medium-bodied blend of Zinfandel, Syrah, Cabernet Sauvignon and Petite Sirah that pairs well with a wide variety of dishes. Expect a velvety smooth texture with juicy red fruit flavors an lively spice nuances.

Francis Ford Coppola Winery keeps it local throug a partnership with neighboring grape growers who employ sustainable farming practices.



The Hotel Indigo® brand announces the Sip & Savor promotion.

World Class Beverage Program Partner

The Hotel Indigo brand has partnered with one of our outstanding beverage companies for this promotion. Francis Ford Coppola Winery is excited to feature Votre Santé Chardonnay and Coppola Rosso & Bianco "Rosso" Red Blend for this promotion!

Promotion Details

Dates:

October 1, 2013 - December 31, 2013

Featured Brands: Votre Santé Chardonnay Coppola Rosso & Bianco "Rosso" Red Blend

Kit Items:

Table tent inserts and coasters



Execution

- Notify staff of promotion and educate them on featured beverage brands.
- 2. Train bar staff on new featured
- Place inserts into metal table to and place in the restaurant and
- Use coasters in bar during pro period.
- 5. Have fun!

Sip & Savor.

Votre Santé Chardonnay

Votre Santé, which means
"to your health", is a Chardonnay
crafted in the French tradition
using Burgundian winemaking
techniques, making it food
friendly and light on the palate.



Please enjoy responsibly

Training and Education

Staff can use the below information to help educate themselves and sell the featured wines.

Votre Santé Chardonnay

Votre Santé wines pay tribute to Francis's paternal grandmother, Maria Zasa, who began a family t toasting "a votre santé," meaning, "to your health," each time she raised a glass.

Votre Santé Chardonnay is crafted using a split fermentation technique, in which half of the fruit is fin oak and half is fermented in stainless steel. This method produces a moderate level of richness nuances from the wood so the wine has body and character, but it also preserves the juicy, fruit quigood balance.

The Chardonnay is crafted in a food-friendly style that has a moderate level of natural acidity. A sm percentage of the wine undergoes malolactic fermentation to create a luscious mouthfeel. The Votra Chardonnay boasts a beautiful perfume of spiced pears, pineapple and vanilla crème. This lightly te elegant wine delivers the ideal balance of sweet and zesty, with flavors of ripe juicy peaches, Meyer lemon, and

Co

Ros anc war pro

This

Attention F&B Director or GM

Seasonal Beverage Material Enclosed

In the Mix Magazine Editorial Design

Classic Malts Editorial

DIAGEO Product Advertising

WRITTEN BY: MIKE RAVEN

The Classic Malts Selection offers the world's finest collection of single malts.

Few adult beverages fit the cooler fall season than Scotch Whisky. Diversity abounds within the Classic Malts Selection representing whiskeys of uncompromised quality and an incomparable range of tastes. Each single malt brand in the Classic Malts Selection has consistently won the highest accolades and awards from single malt connoisseurs and international spirits competitions around the world, assuring hotel operators and restaurateurs they have made the right choice for their customers. The customers themselves will recognize the scotch's and know you have taken the time to allow them the choices they desire.

Today it seems everyone wants to bring the taste sensations of beverages to the next level by pairing them with food...Scotch is no different. Here are some pairing suggestions to elevate your scotch experience.

The Classic Malts Selection™ is the world's finest collection of single malts, representing all the major whisky flavor styles in Scotland. This unique portfolio of whiskies offers consumers an unparalleled range of single malt tastes - suitable for every palate, from the novice to the expert.



Nothing brings out the flavor of a good steak like scotch! The finest cuts deserve to be paired with Oban®. The smooth, soft palate of Oban helps to define the mouth watering, delicious taste of the finest beef with distinction and class.

58 IN THE MIX Fall 2007





Glenkinchie® is often enjoyed as an accompaniment Dalwhinnie The Distillers to chicken dishes. With its slightly sweet yet fresh, late summer fruits and harvest flavors, and young wood and malted barley palate, its no wonder chicken with Glenkinchie is a combination worthy of distinction.



right, but that's a lot easier

with Dalwhinnie® 15 year old Scotch Whisky. The

when it's complimented

complicated yet delicate

taste and mouth feel of

Dalwhinnie fits perfectly as

an accompaniment to this

fine meat.

Edition goes particularly well with crème brulee and chocolate desserts, especially if served chilled. With its rich, longer than usual honey finish with hints of sweet oak, it is the perfect compliment to a dessert of such class.



Poached or grilled tuna are a great match to the clean fresh flavors of Talisker. With its distinctive floral and grassy aspects combined with tuna's ocean fresh characteristics this is a combination that cannot be improved upon.



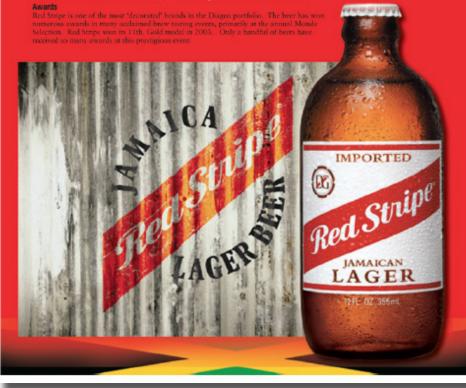
with Lagavulin® are truly a delicacy for the ages. Lamb's distinctive tastes and smells offer a better combination with Lagavulin's complex, dry, smokey and big body taste. With sweetness at first, turning to darker smoke (coal) at the close, it is a taste combination that cannot be beatt

Red Stripe Lager

Quality Ingredients

▶ Red Stripe's superior taste is created with the finest quality Hops from the Yakima Valley in the USA, choice European Malt, water from the Liguanea alluvium aquifer, superbly brewed with care. It's moderate in body, bitterness, hop aroma and flavor, has a low butterscotch flavor, full bodied and has a smooth post palate sensation.

One of the fastest growing and most recognized beers in restaurants and bars all around the country! "Don't just live. LIVE RED!"





Food and Beverage Editorial

Anheuser-Busch

Anheuser-Busch is proud to present our Premium Glassware program and the revolutionary way to get them through www.abglassware.com. It features a collection of our finest branded glassware crafted to complement our leading draught beers.

here is something irresistible about the sight of a perfectly poured draught beer, the mouth watering anticipation of its cold, fresh and pure flavor. Enhance your customers experience by offering their draught in our premium branded glassware. Premium glassware enhances every aspect of the draught experience. Back been is pained specifically with the right type of glass to complement it in terms of style, taste profile and amount of foam. They not only serve as a "badge" for the loyal drinker, making a statement about their preferences, but they will accentuate the flavor, aroma and make the experience more enjoyable. The eye appeal will also entice other consumers to sample and create incremental trial and positively affect your sales volume.



Food and Beverage Collateral

Red Bull

Direct photo-shoot also stand-in Direct Caterer table scape 2 locations

Credits
Collateral design Sellier Design
Daemon Baizan photographer.



Contact Information Name Address Phone Number website Red Bull Energy Break
Have an extraordinary meeting

Food and Beverage Collateral

Red Bull

Direct photo-shoot products also stand-in Direct Caterer table scape 2 locations

Credits Collateral design Sellier Design Daemon Baizan photographer.



promotional items

Promo Name

Am zzriuso iduisis aut aliquam, vullutem iureril landiat augiam eu feu feu-giam aut dolobore feugiam adigna feu facoumsandit lumsan veratie consequisoin heniamet adiatis do eumsan ea faccummod ex







Promo Name

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Promo Name

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Food and Beverage Product Design Red Bull

Product Design leave behind for Red Bull's Energy Break Campaign.

Credits
C Bradford/IMI Agency



Client Brand Identity

CORE Children of Restaurant Employees

My Friends Place Cafe

Stake Enterprise Precious Braswell MD

CKL IT Services

Jaimes Sweets and Savories

HomBox

The District Studio

HJMorton and Associates







Children of Restaurant Employees



Children of Restaurant Employees

Core Brand Identity

We urge all users of this document-those who design, manufacture, purchase, apply, install and maintain the various elements of this brand identity-to follow its guidlines with care. While this document will not cover all situations that may arise in the future, it will serve as a guide to good judgement and use of color breaks.

If there is ever a question on the usage of any mark, logotype or design element for: CORE or IMI the Incentives Marketing Agency please contact:

iMi Agency 1196 Buckhead Crossing Woodsstock, Ga. 30189 The CORE Organization identifier will be used for all new and future applications.

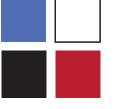
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File formats: Adobe Illustrator CS3 Or pdf files



Children of Restaurant Employees

Blue Ligature	Red Ligature
C 74	C 18
M 57	M 100
Y 1	Y 86
K 0	K 9



my•Friends place Cafe

my•Friends place Bakery



My Friends Place Cafe Brand Identity

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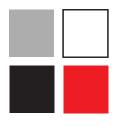
If there is ever a question on the usage of any mark, logotype or design element for:

My Friends Place Cafe please contact:

Studiob3 Creative Services Carl H. Bradford III 1949 Normal Street Decatur, Ga. 30032 404-396-9596 The My Friends Place Cafe identifier will be used for all new and future imi magazine applications. This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats: Adobe Illustrator CS Or pdf files





Marcus Ryan Photography

Marcus began his Food and Beverage initiatives with inthemix Magazine. Has continued his work and has continued to be a feature with the magazine.



Jaime's Sweets

Food site and Blog re-vamp



Because... some sweets & savories have a secret that makes all the difference.



LATEST NEWS

FEBRUARY 2017

We have finally relocated to the Bay area in February, 2017. We are excited to be back home wit all began. We have been every where checking our local fare and produce vendors at the coast, Santa Cruz, and Monterey: Also some of the Vineyards and Fresh Produce markets in Faiffeld, Ca. Larry's Produce and Manka's Corner.

FEBRUARY 2017

We visited Taylor Family Vineyards while we were in NAPA the spring. We also stopped by B Cellars Vineyards and spoke to pairing chef, while we were there. And had lunch at Sequoya Vineyards to round out our day with our driver. We had a wonderful time in the Bay area.



FEATURED EVENTS



Spring 2014 Ladies Tea MisterMigs LLC Traditional delights tea cakes, small bites and flower arrangements. Guest served 20



Carrot Cake cupcakes custom order Savannah Georgia





November 2015 MisterMigs LLc Denim Dogs Fashion Blast at Ambient Studios Atlanta. Doggie Coture, huge variely of delight. Mango Pepper Chicken, Flank Steak, Mac and Cheese, Tomatoe and Fetta Salad, Spinach and Strawberry salad, Fruit and cheese plates and Deserts Guests served 200



Fantastic SUPER BOWL Party 2007 Atlanta

