



Limited-Service, Unlimited Possibilities

SUBSCRIBE | ARTICLES | RESEARCH | EVENTS | NEWS | QSRTV | COMMUNITY

August 15, 2011

INDUSTRY NEWS | August 8, 2011

Del Taco Debuts New Stores, Logo



Bookmark/Share this post with:



Email this story

Comment (1)

Printer-friendly version

Read More About

Del Taco, Design, In the Store, Promotions

Del Taco has a new logo and is testing a new restaurant prototype.

After months of research, both are making their first appearance together at new locations in Los Angeles and Irvine, California, as well as Irving and McKinney, Texas.

The company's new logo will be phased in through marketing and advertising efforts beginning in Q4 while the new store prototype will be evaluated and refined over the next few quarters.

"We have a legacy of well-established value, great food at a great price," says John Cappasola, Del Taco's chief brand officer. "With our new look, we maintain our value heritage while adding emphasis to the quality, freshness and great care we put into our food preparation every day in all of our Del Taco restaurants."

Del Taco tapped the San Francisco-based brand strategy and retail design firm Tesser Inc. to help with the redesign of both the logo and the prototype.

"Tesser was very excited to be selected as Del Taco's partner," says Tre Musco, Tesser CEO. "The Del Taco team was 100 percent focused on the big picture and encouraged the project team to really push the brand forward. The end result really pays homage to the quality and freshness of the food and to the bold attitude of the brand. The final deliverable is a truly unique and stand-out future vision which will set a new bar for the category."

The new logo makes use of a contemporary color scheme and a unique brush style font while retaining its familiar look. The design elements of the logo are a nod to the company's heritage, with the classic Del Taco "buzz saw" sun and rolling hills built into the design.

Del Taco's new logo will adorn a prototype design that also utilizes contemporary colors and expands on the freshness theme with a redesigned interior and exterior.

"The logo and prototype were designed in concert with complementary elements that enliven one another and stand out from the street while inviting customers to explore the interior," Cappasola says. "Guests will see the new logo standing against a fresh color palette and new architectural elements designed to elevate Del Taco in a crowded fast-food landscape."

Del Taco's new interior features an updated, inviting dining room with new seating combinations that offer a flexible and comfortable setting for a variety of customer occasions.

Select new prototype locations will also feature a salsa bar that offer customers fresh new flavors with two different types of salsa as well as Del Taco's signature sauces: Del Inferno, Del Scorcho and Mild sauce.

"The consumer response has been overwhelmingly positive and telling our food story through the new design further enhances our value position in the minds of our customers," Cappasola says. "In fact, more than a few customers told us they hadn't realized the lengths we go to ensure our food is always freshly prepared."

The recently opened restaurants that feature the new logo and elements of the prototype are located at 4376 W. Sunset Blvd., Los Angeles; 59 Technology, Irvine, California; 3301 N. Belt Line Rd., Irving, Texas; and 1614 W. University Dr., McKinney, Texas, will open August 10th.