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QUIZNOS COLLABORATES WITH TESSER TO EVOLVE THE BRAND WITH TWO DISTINCT CONCEPTS

-- New Locations Serve as “Labs” to Take Quiznos Into the Future

SAN FRANCISCO –Quiznos is on a mission to revitalize the Quiznos brand by leapfrogging the competition with new brand positioning, new product innovation, improved customer service, and an entirely new guest experience. To do this they pursued two different paths simultaneously, creating two different programs that support best-in-class food concepts: the first moves the core business forward, while the second is a fast casual lab concept. Quiznos selected Tesser, the San Francisco-based brand strategy and retail design firm, who also created the original branding and guest experience which helped Quiznos achieve record setting growth from 2000 to 2010.

Tesser worked closely with Quiznos to develop new brand positioning which drove the development of the two distinct concepts. The strategic approach for both concepts clarified the uniqueness of the brand and improved overall operations and the guest experience from the time customers walk up to the building, throughout every touch point during their visit

To build two distinctively different platforms for Quiznos customers, yet connect them to the original Quiznos equities, Tesser and the Quiznos team zeroed in on key emotional and product platforms for each concept. The result— “Toasteria” for the core brand and “Grill” for the new fast casual entry —both will serve as test labs to refine the brand and grow its core and millennial audience.

“Consumer research tells us the toaster is the heart and soul of Quiznos,” says Tré Musco, president and chief creative officer at Tesser. Tesser made it the “hero”

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while celebrating their ties to authentic Italian passion for food quality and chef-created recipes. It was the combination of toasting with the Italian heritage, which led the team to the core idea of the “Toasteria.” Tesser and Quiznos recharged all aspects of the core brand with “Toasteria.” The new Quiznos will revitalize the core brand by reengaging lapsed customers and appealing to a new audience as well as reinvigorating the franchise system.

Tesser brought in partner The Culinary Edge, also based in San Francisco, to develop new gourmet subs to compliment the new positioning and business goals.

“Quiznos and The Culinary Edge teams did an amazing job creating a fusion of craveable flavors,” said B. Todi, account manager at Tesser.

“Toasteria” will retain the existing logo originally created by Tesser but it is now executed into new signage. The evolved concept utilizes authentic materials and a bold brand layer art pack that spotlights the brand’s heritage and unique food heritage. The more extensive version of “Toasteria” opens sightlines into the kitchen and has a new customer flow to inspire confidence and reinforces authenticity. The less extensive version of “Toasteria” applies the look and feel of the design to the existing layout for an impactful cost-efficient solution.

For Quiznos Grill, Tesser created a design and branding strategy to move Quiznos to a best-in-class fast casual concept. Tesser developed and designed a new store concept, logo and other guest experience touch points that inspires confidence and triggers an emotional connection to the brand’s promise to deliver highest-quality, hot-crafted tastes.

For Quiznos Grill, The Culinary Edge and Quiznos team created new gourmet hot sandwiches, salads, signature Not-chos—perfect for sharing—along with craft

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sodas, lemonades, local beers and wine on tap make the restaurant appetizing for dinner and afternoon snacks as well as a quick lunch.

“Because customers had a strong, positive feeling about Quiznos hot sandwiches, we made ‘HOT’ the hero in our design and overall branding strategy,” said Brent White, design director of environments at Tesser.

“The new menu offerings and guest experience align perfectly with the team’s strategy for an elevated fast casual dining experience,” adds Jonathan Tress, senior vice president of insights and innovation at Quiznos.

For Quiznos Grill, Tesser developed a customer order experience with a hip upscale feeling. “The “grill” concept moves away from typical QSR experiences by eliminating standard menu boards and lines in favor of a more concierge experience,” says Musco. Freestanding solid maple butcher-block order stations, a full view of the middle of house kitchen area, and food brought to your table, all support a higher level of personal service and an elevated brand positioning. The design and guest experience focuses on increasing transactions for lunch and dinner, as well as afternoon Foosball matches over beer and wine.

Throughout the design, Tesser showcased the idea of transforming/improving the taste of food through heat, an attribute for which Quiznos is famous. The design made artwork out of authentic cooking grills, featuring fire-like lighting from recessed areas in the wall; using red glass as a viewing area into the kitchen; and incorporating *shou-sugi-ban*-inspired tile, a Japanese technique of pre-charring wood to make it fire retardant. The new Quiznos Grill logo is white with charred letters and a Q|G equation for use on handheld paper menus, crew uniforms, compostable take-out packaging including beer and wine coasters and signage.

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To convey key messages about Quiznos Grill's fresh, made-on-the-spot food, Tesser brought the "food forward" for customers to experience the theater of creating sandwiches with a dramatic red-tinted glass divider wall.

"By exposing the kitchen so customers can see the food being prepared to order, it provides an element of transparency and authenticity," White explains. "This kitchen design lets Quiznos Grill celebrate the sandwich."

Adding to the "crafted" feel, Tesser selected hardwood floors, leather seating, a dramatic wood ceiling feature with integrated LED lights to visually lead customers from the door to the order area to the drink area.

"With "Toasteria" inspiring the core brand and the new fast casual concept Quiznos Grill, Tesser provided multiple solutions for Quiznos to breath new life into the brand and offer the company and its franchisees different options to meet a range of financial and growth goals," says Susan Lintonsmith, CMO for Quiznos. The first Toasteria inspired Quiznos and Quiznos Grill stores opened in the Denver in November 2015.

About Tesser

Since 1993, Tesser has been building powerful brands by focusing on the big picture: 360 degrees of uncompromised thinking on branding and integrated design. As strategic consultants, designers, and branding experts, Tesser helps clients create both long-term brand value and highly effective design programs.

Tesser provides a unique mix of strategy, naming and verbal branding, corporate identity, retail design, merchandising, packaging and menu board design. Based in San Francisco, Tesser's clients include Wendy's, Popeyes, Ben & Jerry's, Papa Murphy's, Denny's, KFC, Auntie Anne's, Chili's, Del Taco, Domino's, Ruby Tuesday, Cost Plus World Market, Musco Family Olive Co., Baja Fresh and more. For further information on Tesser's innovative work, visit www.tesser.com.

About Quiznos

Denver-based Quiznos is a chain designed for today's busy consumers who are looking for a high quality, tasty, freshly prepared alternative to traditional fast-food restaurants. With locations across the United States and 34 countries, Quiznos is one of the world's premier quick-service restaurant chains and pioneer of the toasted sandwich. Quiznos restaurants offer creative, chef-created sandwiches and salads using premium ingredients. Quiznos was founded in 1981 by chefs who discovered that toasting brought out the best in every sandwich ingredient. For more information, please visit www.quiznos.com or www.facebook.com/quiznos.