

VISION

A

FRESHEN UP

Your Brand!

DISCOVERY

B

STRATEGY

C

RESULTS

D



A  
RESEARCH

B  
COMMUNICATION

C  
CREATIVE

D  
ROI

FRESH SQUEEZED &

Bursting  
WITH  
Creative  
Flavor

STEPINOFF + CROSIER can assist with your Branding needs, helping to turn what can be a bitter-tasting, complicated process into a sweet one, gently stirred for long-lasting refreshing results.



STEPINOFF + CROSIER's primary focus is to provide unique solutions to our customers. We believe listening builds long-term relationships with successful results.



"We believe that relationships are not bought; they are earned one project at a time."

**STEVE STEPINOFF**, *Partner + President*



"We will continue to value long standing Relationships, unwavering Customer Service, Communications, Branding and Strategy Solutions that are second to none."

**SCOTT CROSIER**, *Partner + Design Director*



## Our Services

**STEPINOFF + CROSIER has been providing the following services in the food service industry for over 27 years.**

Branding Marketing Strategy Solutions and Discoveries:

- Executive Summary
- Situation Analysis
- Competitive Analysis
- SWOT Analysis
- Customer Profiling
- Market Strategy Model
- Market Research for Competitive Intelligence
- Market Strategy Roadmap
- Key Findings
- Marketing Strategy Key Recommendations
- Marketing Budgeting

Design, Production, Video and Writing Services:

- Annual Reports
- Investor Presentations
- Sales Presentations
- Capability Brochures
- Point of Sale Brochures (POS)
- Specialty Brochures
- HR Open Enrollment Programs
- HSE Design
- Employee Handbooks
- Ads for Trade Publications
- Trade Show Marketing Collateral
- Special Company Internal and External Program Design Initiatives
- Trade Show Exhibitions, Coordinating Design and Installation
- Writing Feature & Technical Articles for Trade Publications
- Company Events Worldwide During Trade Shows
- Identity Systems for Special Projects/Products
- Websites with SEO Capabilities and Localization
- Videos for Trade Show Exhibitions, Corporate Capabilities, Sales Training, Quality Control and Food Recipe Videos
- Micro Sites for Lead Generation and Sales Programs
- E-blast campaigns
- Great Design Expertise and Customer Service

In addition, we have worked with companies including **Independent Marketing Alliance, Sysco Corporation, Mission Foods, Southstream Seafoods, Luby's Inc., Sigma Alimentos, and Riviana Foods, Inc.,** just to name a few.



## Case Study

### Southstream Seafoods

Southstream Seafoods has earned a global reputation as a leading frozen seafood importer with a reliable supply of raw materials from both the North Atlantic and Pacific regions. They service restaurant chains, retail supermarket chains, casinos, grocers and processors.

### Challenge

Southstream Seafoods selected STEPINOFF + CROSIER to develop a complete branding look and feel throughout all their marketing and packaging materials.

### Unfreeze Their New Brand

With a tremendous knowledge base and experience in the food service industry, STEPINOFF + CROSIER were ready to tackle the marketing project. Our solutions included a new logo brand and product branding, stationery, website, sales brochure and new packaging for their complete product line.

Stepinoff + Crosier has produced for Southstream Seafoods:

- Corporate Logo
- Product Logo
- Art Direction
- Website
- Copywriting
- Point-of-Sale (POS) Brochure
- Package Design for all Products





“It was a pleasure working with STEPINOFF + CROSIER on our new brand. Their knowledge of both graphic art and modern design trends provided a valuable perspective to the new look and feel for our company. This new brand carries over to our new website, stationery, brochure, packaging and other vital graphic elements within Southstream Seafoods. Prompt service and courteous work ethic were also great factors in making the projects successful and enjoyable. We are looking forward to a long-term relationship with STEPINOFF + CROSIER.”

Mark Soderstrom  
President, Southstream Seafoods



Corporate Logo



Frostmark Logo



Business Card Front



Business Card Back



Packaging



Packaging



Website Home Page



Website Daughter Page





## Case Study

### IMA

Independent Marketing Alliance (IMA) is a unique procurement and marketing facilitator for carefully selected leading independent foodservice distributors.

### Challenge

The company needed to inform and educate its internal audience about its variety of products.

### Giving Sales Team a Boost

Tapping into its expertise with the food industry, STEPINOFF + CROSIER wrote and produced a series of short, creative, internal sales training videos on a variety of food products featuring their benefits, features and advantages. The Quality Assurance Team is also featured in an informative video. Also, STEPINOFF + CROSIER developed for the internal marketing program attractive POS sales sheets for their customer members.

STEPINOFF + CROSIER has produced for IMA:

- Food Product Sales and Training Videos
- Food Photography
- Art Direction
- Script Writing
- Copywriting
- Point-of-Sale (POS) brochures and flyers
- Logos
- Quality Control Presentations
- Trade Show Videos

***"Since starting a working relationship with STEPINOFF + CROSIER I have been very impressed by their ability to grasp my needs as well as suggest new and innovative directions for our projects. They are great at understanding my challenges and coming up with solutions that fit everyone's requests. They make managing my projects easy with their excellent communication skills and timely manner of delivering projects. They truly are a well-oiled machine with a great personality behind it."***

Amanda Hunt  
Marketing Specialist, IMA



CAN Brochure Cover and Back Page



CAN Brochure Spread



IMA QA Logo



IMA QA Video Series





Breaded & Pre-cooked Meats POS



Pre-cooked Meatball POS



Raw & Fully-cooked Sausage POS



Natural Cheeses POS



Steak Cut Fish POS (Spread)



Natural Cheeses Videos (Stills)

HAVING THE RIGHT  
*Recipe*  
MAKES ALL THE *Difference!*

STEPINOFF + CROSIER has perfected our recipe for an unparalleled commitment and attention to detail that will deliver outstanding results.

We would be honored to start a working relationship with you and your company and we believe you would be making a great choice for quality and service as well as your bottom line.

Call us for an interview. STEPINOFF + CROSIER guarantees that you will not be disappointed and will come away with a great thirst to freshen up your brand!

*Let us Pour You a Glass!*  
713.701.1728





17515 Spring Cypress Rd., Suite C312  
Cypress, Texas 77429

713.701.1728  
[stepinoff-crosier.com](http://stepinoff-crosier.com)