

Workshop: Branding Your Dining Services

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Critical Components of Establishing a Dining Brand

Component	Description
Brand Discovery	
Brand Strategy	
Brand Identity	

Brand Discovery (Self-Audit)

Is it time for repositioning or rebranding?

- **Exploration:** How do people currently feel about our brand?
- **Validation:** What do our residents value most—and least—from what we offer?
- **Consistency:** Is our visual brand identity consistent at all touchpoints (website, menu, dining room)?

SWOT Analysis	Notes
Strengths	
Weaknesses	
Opportunities	

Threats

Developing Your Brand Strategy

- **Mission Statement:** A concise summary of why your organization exists and who it serves.
- **Differentiation:** What makes you stand out from similar brands
- **Target Audience:** Identifying the specific needs of residents, family members, visitors, and staff.

Drafting Our Mission:

EX: "Our [Brand Name] dining program at [Community Name] aims to provide delicious, wholesome, and nutritious foods that help to build healthier communities."

Brand Identity

- **Verbal & Visual Elements:** These include the logo, menu design, atmosphere (color scheme, sound, dishware), and service etiquette.
- **Staff Engagement:** The best way to engage staff in your brand promise is through intentional planning and training.
- **Training Tools:** Consider resources like Service Excellence Training or the Pineapple Academy to ensure message consistency.

Team Training Ideas:

How can we better engage our team in delivering our brand promise?

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Key Takeaways & Action Items

- **Manage Intentionally:** You have a brand whether you manage it or not; intentionality sets consumer expectations.
- **Alignment:** Ensure brand strategy aligns with the overarching mission and vision of the community.

- **Regular Review:** Evaluate the brand regularly through the Brand Discovery process.

Resources Mentioned:

- Your Food Your Story Guide
- Service Excellence Training
- Benbria
- Pineapple Academy