



Positioning Statement:

Nature's finest fruit juices.™

One Sentence Description:

A high-quality collection of refreshing front-of-house dispensed & ready-to-drink juices & juice blends (10% - 100% juice content).

Brand Attributes:

- **Premium quality.** Produced from top-grade fruits & vegetables, our juices & juice blends offer exceptional color, fresh aromas, and refreshing just-picked flavor.
- **Nutritional value.** Healthy, great tasting juices that are full of vitamin-rich goodness. All contain 100% Vitamin C daily value per 4 fluid oz. serving.
- **Comprehensive solution.** We offer a wide variety of thirst-quenching flavors in frozen concentrate & stable bag-in-box forms.

**Acceptable name representation:**

First mention of brand name in text:

Harvest Valley®

Second and subsequent use:

Harvest Valley

**Unacceptable name representation:**

~~GFS Harvest Valley~~

~~HV~~

~~Gordon Harvest Valley~~

**Brand Name  
Represented In Text**

The registration symbol must appear with the first mention of the brand name in text. In a multipage piece, use of the brand name in text on the cover does not satisfy the requirement. The registration symbol must be included on the first text mention on an inside page.

All subsequent text instances in the same document must appear without the registration symbol.

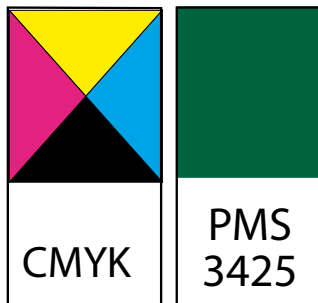
**Note:** The registration symbol in the Harvest Valley logo does not satisfy the requirement to use the symbol in the first text instance.

Examples of acceptable and unacceptable name representations are shown to the left.

Brand Logo:



NATURE'S  
FINEST  
FRUIT JUICES



Key Elements and  
Basic Physical Characteristics

Illustrated to the left are the key elements that make up the Harvest Valley logo.

The Harvest Valley logo stands for freshness. It is reminiscent of a fruit bushel or crate, and features 4 basic equity elements: Harvest Valley brand typography, Fruit Illustration, Background Shape, and the tagline.

The Harvest Valley logo should never be recreated. Electronic art files of the Harvest Valley logo are available in the following formats: .eps, .jpeg, or .wmf.

Tagline

The tagline "Nature's Finest Fruit Juices.™" is a graphic element of the logo, so it must accompany the logo at all times to further drive the brand message. This is an overarching message and applies to print and electronic applications or instances where there is more than one use of the logo.

When the logo is used below 1", the tagline can be placed to the right at a minimum size of 6 pt.

Specifying Color

The Harvest Valley logo is made up of CMYK. The PMS colors shown to the left represent the process match in CMYK for each color.

No substitutions are permitted.



### Logo Safety Net

The safety net is defined as an offset white halo used to isolate the logo from "general" elements that would compete or detract from the best representation of the logo.

The Harvest Valley logo does not require a safety net and can be placed on a variety of backgrounds.



### Logo Clearance Area

The logo clearance area is the area around the Harvest Valley logo that must remain free of type and "specific" graphic elements.

The "S-height" of the word "Nature's" determines the measurement used on all four sides of the logo to create the clearance area. No competing background element is allowed to come within the equivalent of the "S-height".



### Logo Registration Symbol

The Harvest Valley logo is a registered trademark. The registration symbol must always be used with the logo and in the location shown.

The color of the registration symbol must always be black.

The size of the registration symbol is equal to the total width of the three outside green rules. The symbol must be placed away from the box at a distance of 1/2 the width of the outside rules.



Unacceptable element modifications:



Modifying elements or type of the logo.



Moving, resizing, or deleting the registration symbol.



Stretching or condensing the logo.

Unacceptable color modifications:



Misapplication of logo colors.



Reversing the colors.

Unacceptable logo applications:



Allowing graphic elements to cover or obstruct the logo.



Placing a shape around the logo.

Unacceptable Logo Options

For consistent communication and portrayal of the brand message, modification of the logo should be avoided. Use of any logo versions shown here, or components thereof, is prohibited. These examples represent potential logo abuses.

See Page 3 for the acceptable logo.



## Acceptable Logo Backgrounds

The Harvest Valley logo must be placed over the "valley" image shown to the left, which contains blue sky and a green valley image. When placed over the "valley", the logo must include a white glow to set it off from the background.

Product photography is then placed over the valley to complete the image. When placing product photography, the valley must be shown so there is a connection to growth & falling fruit must be added for visual interest.

The logo can appear over the top of the fruit in the background image but must keep a clear space from other graphic elements.

# Shoebop

Used for headers and main descriptors.

## StoneSansBold

Used for headers and main descriptors.

## ITC Stone Sans

Used for body copy.

## ITC Fenice Regular

Used for body copy.

### Add Fonts:

Fenice Regular - POS

Fenice Light - POS

Helvetica Neue 45 Light - POS

## Approved Fonts

The fonts shown to the left are the only fonts to be used for Harvest Valley marketing materials.

Front and Back Pages



Brochures

All brochures must be approved by the Brand Team prior to printing or distributing.

An example of the standard Harvest Valley brochure is shown to the left. All brochures must be printed on 100 lb. Flo Dull text-weight stock containing a minimum of 10 percent post-consumer waste fiber.

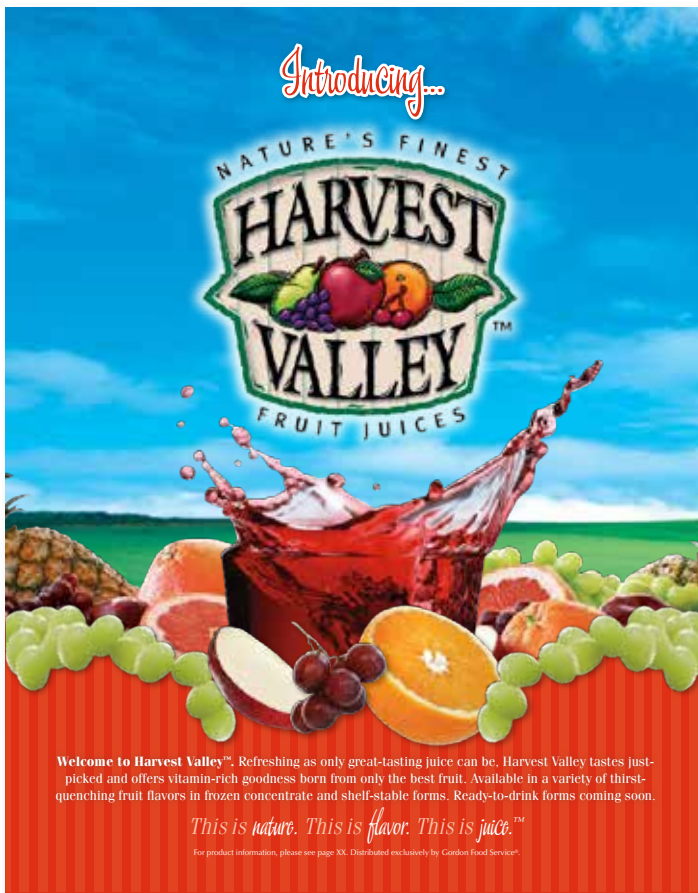
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Inside Spread







All advertisements must be approved by the Brand Team prior to printing or distributing.

#### LOGO

- The logo can be placed at the top or the bottom of the ad, left-aligned at the top or bottom of the ad, or right-aligned at the top or bottom of the ad.

#### HEADER

- The header must appear either over the image at the top of the ad or in the body copy area at the bottom of the ad.
- Font style, color, and size will vary depending on product type and message, but Shoebop or ITC Stone Sans Bold is typically used.

#### COPY BOX

- The copy box can be placed on the left or right column of the ad, or centered across the top or bottom of the ad.
- If left- or right-aligned, the copy box will run approximately 3/4" width of the ad.
- If centered, the copy box will run the entire width of the ad.
- The color of the background will complement the overall page design or photo color scheme and align with the standard colors of the Harvest Valley brand.

#### BODY COPY

- Font style, color, and size will vary depending on product type and message, but Shoebop or ITC Stone Sans Bold is typically used.

#### IMAGERY AND GRAPHICS

- One main photo is used in the top two-thirds of the ad, and smaller supporting images may be inset as needed.

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Get Hydrated • Absorb Fiber • Improve Digestion

### Harvest Valley® Plum Plus

This fruit juice blend provides all the benefits associated with prune juice, but with a new twist in flavor. In addition to the rich, tangy taste, many people enjoy plum juice as part of their regular diet to improve digestion.

- 100% juice blend
- 8 grams of fiber per 5-ounce serving
- 100% Daily Value of Vitamin C
- Also a good source of magnesium, potassium, and vitamin E
- Short-stem plum juice is perfect for healthies
- No preservatives
- Plum with white grape, Concord grape, and apple juices
- A great-tasting, low-calorie alternative to prune juice
- Ultra sealed pack eliminates leaks and contamination

Offer valid on purchases made from July 1-September 30, 2010.  
Offer valid on new business only (products not purchased in the previous six weeks).

Maximum Refund: \$150.00

Header No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
800550	Plum Plus, 100% Juice, 3-1	3/3.5 L.	x \$24.00	\$	
				<b>Total Refund:</b>	<b>\$</b>

Mail this form with proof of purchase to:  
Harvest Valley Plum Plus, Mail Code 10021-4098, P.O. Box 1787, Grand Rapids, MI 49501-1787

Your Name \_\_\_\_\_  
Business Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone Number \_\_\_\_\_ E-mail Address \_\_\_\_\_  
Gordon Food Service® Customer No. \_\_\_\_\_ CDS Name \_\_\_\_\_

Please check one of the following refund options: \_\_\_\_\_ Credit my account \_\_\_\_\_ Send a refund check

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by October 31, 2010. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 00, 2013. Offer does not apply to bid or contract accounts that have special pricing for these items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

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Offer valid on purchases made from June 19-July 26, 2011.  
Offer valid on new business only (products not purchased in the previous six weeks). Customers with contract or special pricing on items listed are not eligible.

Maximum Refund: \$50.00

Header No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
721730*	100% Vegetable Juice	12/48 fl.	x \$3.00	\$	
891291*	Berry Blend, 100% Juice	8/54 fl.	x \$3.00	\$	
175480	Cranberry Juice Cocktail	8/54 fl.	x \$3.00	\$	
175507	Cranberry Juice Cocktail, Low Calorie	8/54 fl.	x \$3.00	\$	
175488	Cranberry Raspberry Juice Cocktail	8/54 fl.	x \$3.00	\$	
175510	Ruby Red Cough syrup Juice Cocktail	8/54 fl.	x \$3.00	\$	
175537	White Cranberry Juice Cocktail	8/54 fl.	x \$3.00	\$	
				<b>Total Refund:</b>	<b>\$</b>

Mail this form with proof of purchase to:  
Harvest Valley Juice, Mail Code 10004-4096, P.O. Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

Contact Name \_\_\_\_\_  
Business Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone Number \_\_\_\_\_ E-mail Address \_\_\_\_\_  
Gordon Food Service® Customer No. \_\_\_\_\_ CDS Name \_\_\_\_\_

Please check one of the following refund options: \_\_\_\_\_ Credit my account \_\_\_\_\_ Send a refund check

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by August 31, 2011. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by September 2011. Offer does not apply to bid or contract accounts that have special pricing for these items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

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### Legal Statement

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by Month 00, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 2013. Offer does not apply to bid or contract accounts that have special pricing for these items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

## Rebates

All rebates must be approved by the Brand Team prior to printing or distributing.

### HEADER

- Font style, color, and size will vary depending on product type and message, but Shoebop or ITC Stone Sans Bold is typically used.

### OFFER VALID DATES

- ITC Stone Sans Regular, 10 pt., 0.0625" paragraph space after.

### PRODUCT ELIGIBILITY STATEMENT

- ITC Stone Sans Regular, 10 pt., 0.1875" paragraph space after.

### MAXIMUM REFUND

- ITC Stone Sans Regular, 11 pt.

### PRODUCT INFORMATION

- The subhead, product category, and table information are 10 pt. ITC Stone Sans Regular.

- In order LEFT to RIGHT: Reorder No., Product Description, Case Pack, # of Cases Purchased, Refund Amount, Total.

### PROOF OF PURCHASE ADDRESS

- The first line is 10 pt. ITC Stone Sans Bold, and the second line is 10 pt. ITC Stone Sans Regular, 0.1875" paragraph space after.

### REBATE FORM

- The first line is 10 pt. ITC Stone Sans Bold, and the second line is 10 pt. ITC Stone Sans Regular, 0.1875" paragraph space after.

### REFUND OPTIONS

- ITC Stone Sans Regular, 11 pt., 0.125" paragraph space after.

### LEGAL STATEMENT

- ITC Stone Sans Regular, 7 pt., 0.125" paragraph space after.
- Postmarked date must be 30 days after promotion ends.
- Fulfilled date must be the month after postmarked date.



Reorder No.	Description	Pack Size
269190	Harvest Valley® Orange Blend, 100% Juice	1/3 gal.
100374	Harvest Valley Apple Juice, 100% Juice	12/46 flz.
260177	Harvest Valley Fruit Punch Drink	4/1 gal.

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All food show collateral must be approved by the Brand Team prior to printing or distributing.

### PRODUCT LISTING

Product listings must follow the example to the left. The Harvest Valley logo is always placed in the center top. The table lists Reorder No., Product Description, and Pack/Size in order from LEFT to RIGHT. The "Distributed Exclusively By" statement is always located at the center bottom of the page.

A product listing can be used as a reference for a specific group of items or the full list of offerings in the Harvest Valley brand.

### RECIPE CARDS

Recipe cards must follow the example to the left. The Harvest Valley logo is always placed in the top left corner. The recipe title text is 22 pt. Times New Roman Bold Italic. The Header text is 12 pt. Times New Roman Bold, and the body text is 12 pt. Times New Roman. The border is PMS 3425.

All items listed must be stocked by Gordon Food Service® and must be active. Harvest Valley items must be included, and the use of other private branded products is encouraged. Ingredients are listed in the order they are prepared.



### *Tropic Thunder*

*Yield: One 8 oz serving*

Reorder No.	Product Description	Quantity
100617	Harvest Valley® 100% Orange Juice	3/4 cup
154530	Harvest Valley Apple Juice	3/4 cup
154510	Harvest Valley Cranberry Juice	3/4 cup

#### Preparation Instructions:

Shake or blend ingredients briefly, strain into a long drink glass. Garnish with fresh fruit, a cherry, and a drinking straw.

Delivery Method: CDS/Broker



Delivery Method: Distribution Centers



All sample kit contents and materials must be approved by the Brand Team prior to printing and distributing.

#### SUBSTRATES

Samples are packed in the same substrate as what product is shipped, whether they are being shipped via U.S. Mail or the distribution center. Harvest Valley products are shipped in an oyster white corrugate.

#### OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

#### MAIN DESCRIPTOR

- Shoebop or ITC Stone Sans Bold
- Font sized 100%

#### SAFE HANDLING STATEMENT

- ITC Fenice Regular in all capital letters
- Font sized 50% of main descriptor

#### NET WT

- ITC Fenice Regular
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- ITC Fenice Regular
- Font sized 33.3% of main descriptor

#### D.C. DELIVERY METHOD

The following information must be included, along with the above:

#### MAIN DESCRIPTOR

- Font style, color, and size will vary depending on product type and message, but Shoebop or ITC Stone Sans Bold is typically used.

#### BAR CODE

- Only required when product is being shipped through a D.C.

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Delivery Method: USPS



Delivery Method: UPS



## Sample Kits (continued)

### OUTER LABELS, WITH INNER PACKAGING USPS DELIVERY METHOD

The following information must be included:

#### MAIN DESCRIPTOR

- Font style, color, and size will vary depending on product type and message, but Shoebop or ITC Stone Sans Bold is typically used.

#### SAFE HANDLING STATEMENT

- ITC Fenice Regular in all capital letters
- Font sized 50% of main descriptor

#### CUSTOMER ADDRESS

- ITC Fenice Regular
- Font sized 100%

#### RETURN ADDRESS

- Gordon Food Service  
P.O. Box 1787  
Grand Rapids, MI 49501

#### POSTAGE

- Permit number from mailing company

### UPS DELIVERY METHOD

The following information must be included:


#### DISTRIBUTED BY

- ITC Fenice Regular
- Font sized 33.3% of main descriptor

#### FOOTER

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Delivery Method: CDS/Broker



**inDescriptorSample**

NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.  
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY  
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Delivery Method: Distribution Centers



**inDescriptorSample**


NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.  
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY  
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Sample No. 123456



0 0 0 9 3 9 0 1 1 2 3 4 5 6

**OUTER LABELS,  
WITHOUT INNER PACKAGING**

**MAIN DESCRIPTOR**

- Font style, color, and size will vary depending on product type and message, but Shoebop or ITC Stone Sans Bold is typically used.

**NOT LABELED FOR INDIVIDUAL RESALE**

- ITC Fenice Regular
- Font sized 75% of main descriptor

**SAFE HANDLING STATEMENT**

- ITC Fenice Regular in all capital letters
- Font sized 50% of main descriptor

**PREPARATION/ALLERGENS**

- ITC Fenice Regular
- Font sized 50% of main descriptor

**NET WT**

- ITC Fenice Regular
- Font sized 75% of main descriptor

**DISTRIBUTED BY**

- ITC Fenice Regular
- Font sized 33.3% of main descriptor

**D.C. DELIVERY METHOD**

The following information must be included, along with the above:

**SAMPLE NUMBER**

- ITC Fenice Regular
- Font sized 75% of main descriptor

**BAR CODE**

- Only required when product is being shipped through a D.C.

**FOOTER**

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Delivery Method: USPS, UPS, Distribution Centers, CDS/Broker



# Main Descriptor Sample

NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.  
CONTAINS: WHEAT, MILK.

## Reorder No. 123456

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548  
ADDITIONAL INFORMATION IS AVAILABLE BY CALLING GFS CUSTOMER SERVICE 800-968-6474.  
[www.gfs.com](http://www.gfs.com)

## Sample Kits (continued)

### INNER LABELS

The following information must be included:

#### MAIN DESCRIPTOR

- Shoebop or ITC Stone Sans Bold
- Font sized 100%

#### NOT LABELED FOR INDIVIDUAL RESALE

- ITC Fenice Regular
- Font sized 75% of main descriptor

#### SAFE HANDLING STATEMENT

- ITC Fenice Regular in all capital letters
- Font sized 50% of main descriptor

#### PREPARATION/ALLERGENS

- ITC Fenice Regular
- Font sized 50% of main descriptor

#### NET WT

- ITC Fenice Regular
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- ITC Fenice Regular
- Font sized 33.3% of main descriptor

#### ADDITIONAL INFORMATION

- ITC Fenice Regular
- Font sized 33.3% of main descriptor

#### FOOTER

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## Photography Standards

Harvest Valley photography is key to conveying the freshness of our juices and creating fun, unique atmospheres. The photography uses a short depth-of-field to achieve select focus. The focal point of the shot is the primary product, while additional elements are in the back and slightly out of focus.

### BACKGROUND & DINNERWARE

The product is shot in modern, clear glassware and typically placed on lighter, backgrounds that vary in color. Examples of background options include: light wood, placemats, or bright-colored tablecloths.

### LIGHTING

Lighting is bright. Using natural sunlight as a lighting vehicle helps place the fruit in its natural outdoor element and creates a feeling of freshness.

### INGREDIENTS & FRESH CUES

A minimal amount of fresh cues are used to complement products and create colorful applications. Key ingredients of the juice are used as fresh cues that are either placed in the juice or appear in the background of the shot. Fruit is utilized as a component of each shot and is often cut into pieces to help convey product quality. Fruit typically requires a spritz of water for a dewy, fresh look. Additional props, such as straws or toothpick umbrellas, can also be used. Fresh bean or alfalfa sprouts are never utilized in product photography.

