







Re - Branding

*Spicecat*



Journey from a Centralized Kitchen  
to QSR/ Meal box service



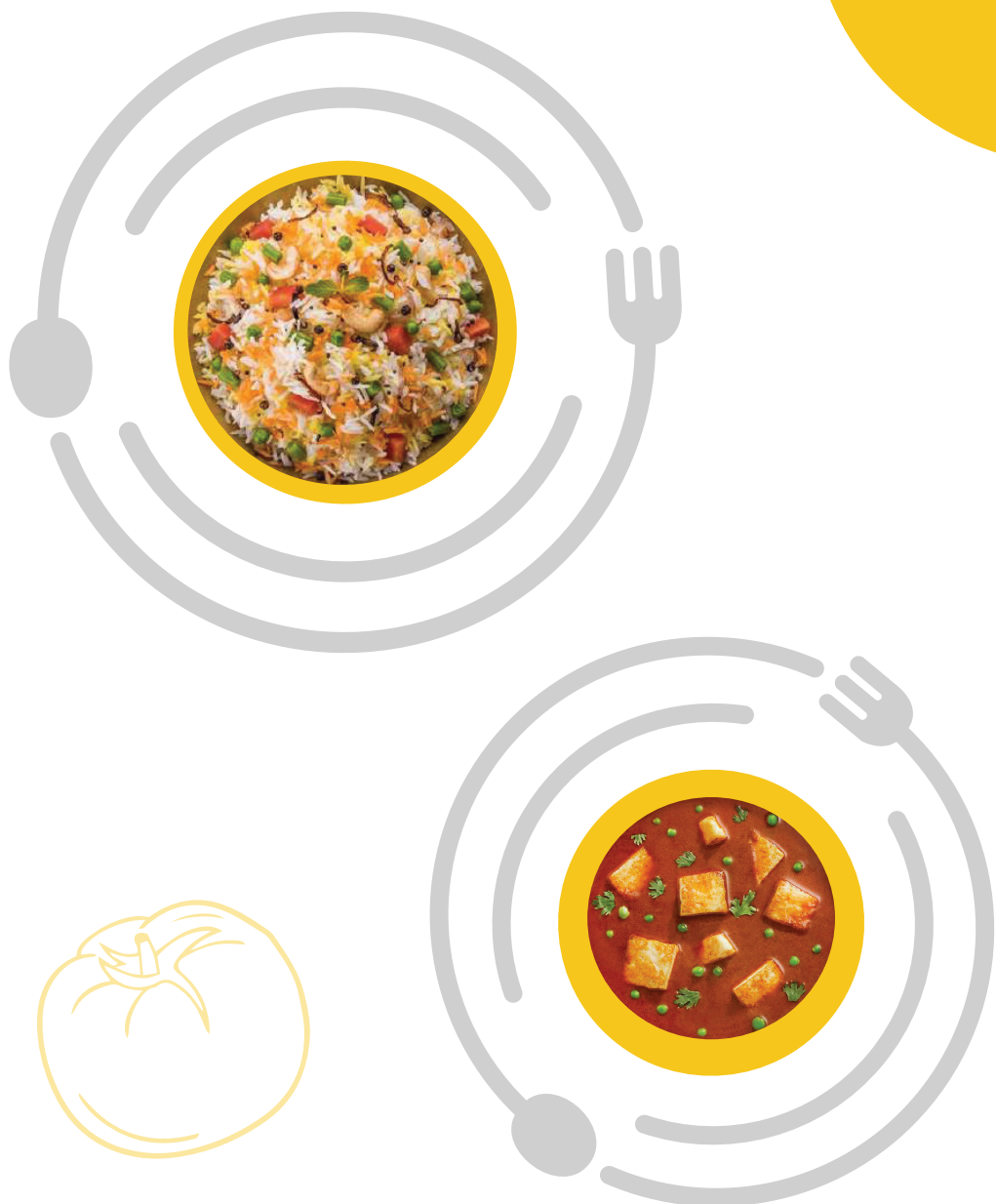
# About

Spicecote is one of a kind multi cuisine QSR. It has been prominently known in catering and meal box arena for quality food and value for money service. They have their own centralized kitchen



## Client Challenges

Spicecote mainly working as a centralized kitchen was now venturing into the quick service outlet/meal box service. The vision was to start as a franchise model with appealing Branding and brand positioning in order to differentiate themselves.



# Creative Solution

A Branding Strategy was developed for its services and main product-the meal box. Logo elements, colors and typography were chosen depicting the vibrant look and feel of the brand imagery.

The positioning statement with a hinglish approach was developed to easily connect with the urban crowd.



Then



Now















## Tea

Tea  
varieties of tea  
Coffee  
varieties of coffee



₹20

## Breakfast

Idli chutney sambar  
Upma chutney  
Poha chutney  
Bun maska  
Bun maska jam  
Bun maska jam  
cheese

₹30



₹39

₹39

₹39

₹29

₹39

₹49

## Lunch Meals



Sabzi- Paratha  
Vegetable sabzi  
Paneer sabzi  
Jeera rice  
Dal fry  
Biryani - rita  
Thali  
Rotis

₹79

₹99

₹59

₹69

₹89

₹119

₹119

₹19





# Creating Value

With the new brand guidelines and storytelling, spicecot was in position to commence with their franchisee model.

