

BETTER FOOD WILL BRING US TOGETHER

THIS BRAND COOK BOOK BELONGS TO

FIRST NAME: _____

LAST NAME: _____

OWNER COORDINATES

STREET: _____

ZIP CODE: _____

CITY: _____

COUNTRY: _____

RECEIVED DATE: _____

LOCATION: _____

**IF MISPLACED PLEASE RETURN
TO OWNER AND RECEIVE A
SURPRISING GIFT OF:**

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Zurich, 2017

BRAND INTRODUCTION

Since we incorporated UrbanFarmers, the movement of urban farming has been described either as pure hype or as a tech-driven disruption to replace the food system as we know it.

Both of these things are false or prove to be wrong.

I'd eat my hat to demonstrate that consumers are more than ever willing to appreciate sustainable, healthy food. I also believe that food should be grown where it's eaten, because that eliminates the middlemen and creates a more transparent, trustworthy food system that is better for all of us. I strongly believe in the potential to grow food in cities is massive and global. This is what we do, but it does not explain why we do it.

The question is not how much urban farming can replace existing agriculture, but whether UrbanFarmers can contribute something more meaningful to the lives of our consumers. This is what we have to explain better in order to be understood better.

In essence, we believe that better food will bring us together. Growing food better is the only recipe for better food. Better food is for the body, soul and mind. This is what we strive for to achieve.

We believe that the power of food enjoyed together, in a mindful and healthy way, is a conversation, not a transaction. Our values of joy, togetherness and healthiness are therefore at the core of what we do.

We believe that this conversation about better food is what makes UrbanFarmers unique in the world and that we want to champion this message wherever we go.

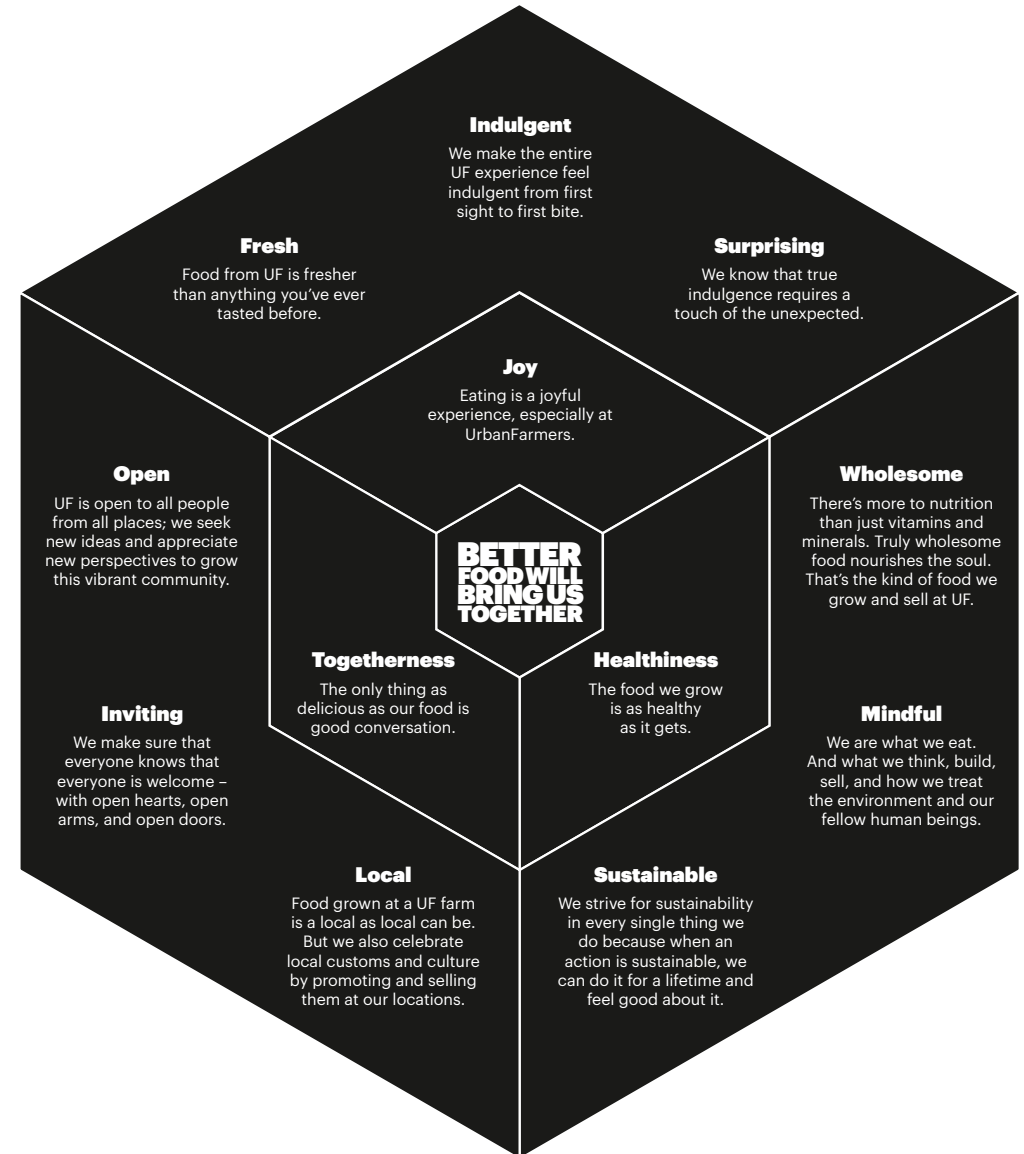
I invite you to join us, experience delicious food together and enjoy the happiness that this can bring.

Best,

Roman Gaus
Founder & CEO

YOUR NOTES

OUR BRAND VALUES AND PURPOSE



YOUR NOTES

OUR VALUES

YOUR NOTES

1

JOY

**EATING
IS A JOYFUL
EXPERIENCE
ESPECIALLY
AT URBAN
FARMERS**

2

HEALTHINESS

**THE FOOD
WE GROW
IS AS
HEALTHY
AS IT GETS**

3

TOGETHERNESS

**THE ONLY
THING AS
DELICIOUS
AS OUR FOOD
IS GOOD
CONVERSATION**

**PEOPLE
DON'T BUY
WHAT YOU DO
THEY BUY
WHY
YOU DO IT
AND WHAT
YOU DO
SIMPLY PROVES
WHAT
YOU
BELIEVE**

SIMON SINEK — START WITH THE WHY

YOUR NOTES

BRAND CHECKLISTS

1

Checklist for indulgence

- Are we growing and delivering a mouth-watering experience?
- Is the whole experience at Urban Farmers pleasant and does it feel indulgent?
- Is there a little bit of surprise somewhere?

2

Checklist for community

- Are we inviting, open and truly connecting?
- Do we include others in what we do and let them participate?
- Do we celebrate enough?

3

Checklist for healthiness

- Are we talking about more than mere nutrition?
- Are we mindful about what we eat?
- Is every step of our actions sustainable?

YOUR NOTES

OUR NEW LOGO

**It stands for a bold,
simple message.**

**It supports our
mantra of better food
will bring us together
with a clean, daring
identity.**

Black is the new orange
(unknown)



OUR NEW FOOD CAMPAIGN

YOUR NOTES

Grown in
your
neighbor-
hood.

Better food will bring us together
urbanfarmers.com



Food –
grown
where it's
eaten.

YOUR NOTES

Better food will bring us together
urbanfarmers.com



OUR NEW BRAND CAMPAIGN

IMAGE © IAN JAMES VINCENT, 2017

YOUR NOTES

SOIL IS FOR MOTHER NATURE

WE GROW YOUR
**FOOD
IN YOUR
CITY.**

Better food will bring us together
urbanfarmers.com



IMAGE © IAN JAMES VINCENT, 2017

YOUR NOTES



**LET THE
OCEAN
BREATHE**

**WE FARM YOUR
FISH
IN YOUR
CITY.**

Better food will bring us together
urbanfarmers.com



OUR NEW COMMUNITY CAMPAIGN

IMAGE © MAD C AKA CLAUDIA WALDE, 2017

YOUR NOTES



PEOPLE
DO BEAUTYFUL
THINGS
IN THE CITY
WE GROW
FOOD

Better food will bring us together
urbanfarmers.com



YOUR NOTES

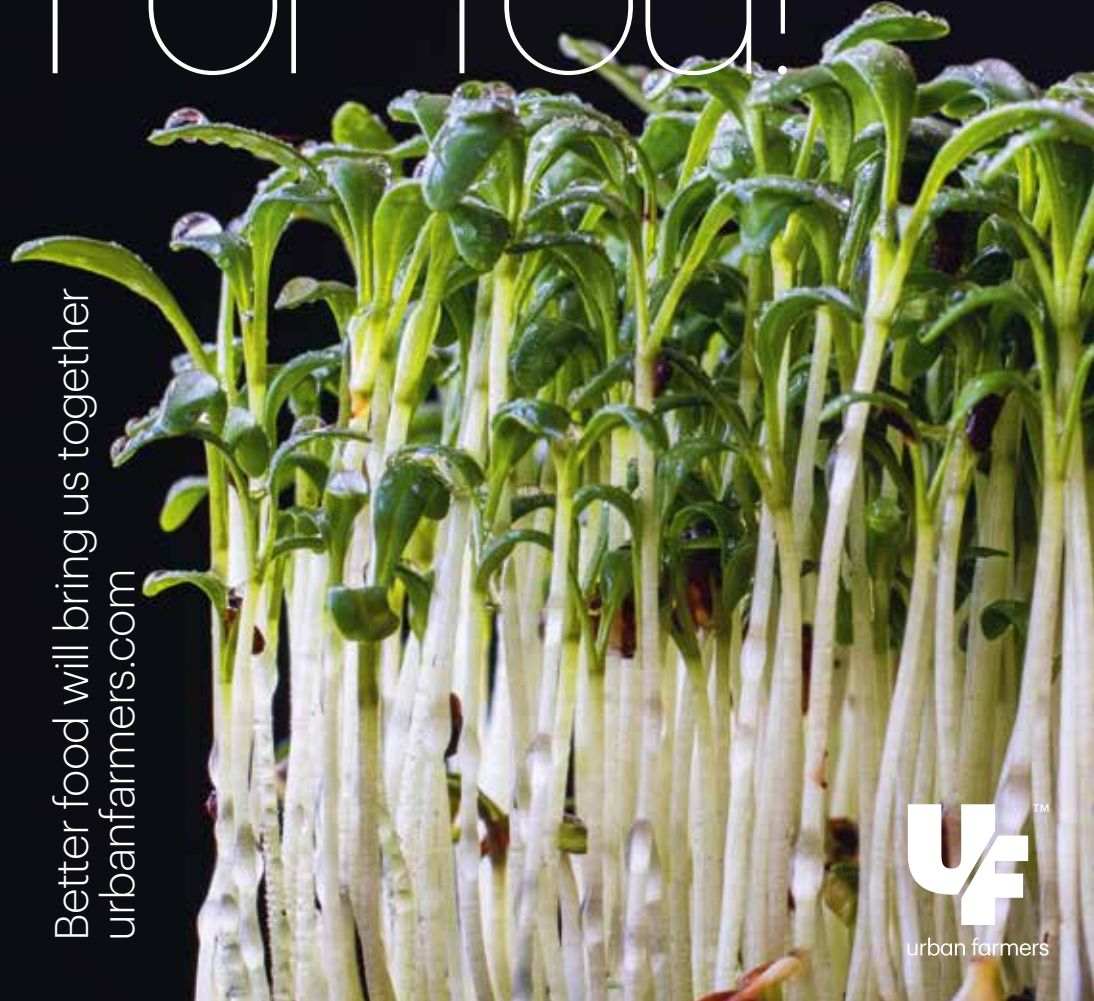
**WE GROW
FOOD
IN THE
CITY
YOU
LOVE**

Better food will bring us together
urbanfarmers.com



Our Fresh Friends For You!

Better food will bring us together
urbanfarmers.com





Truly Fresh Rooftop Salads

Better food will bring us together
urbanfarmers.com



