

Lehman's Deli

A TASTY REBRAND WITH CLASSIC APPEAL



MENU AND FOOD CONTAINER LABELS

CLEVELANDERS KNOW LEHMAN'S DELI FOR THEIR HOUSE-SMOKED MEATS AND GOURMET SPECIALTIES. The Westside family neighborhood deli is a local icon: For over 35 years, they've been serving up deli favorites with a huge variety of sandwiches on the menu, homemade soups and fresh bakery.

After more than three decades in business, Lehman's Deli was looking to re-energize its brand and introduce new in-store offerings. They turned to Shamrock for marketing guidance.

Taking care to honor Lehman's longstanding reputation, our creative team updated the logo and branding with subtle changes that maintained the brand recognition they needed but was the refresh they wanted. To follow up the logo, we designed and produced new in-store retail signage and displays to engage customers and drive sales.

THE SOLUTION

Our creative team updated the Lehman's Deli logo to incorporate both the deli and all-new bakery – introducing the new Lehman's Deli & Bakery. The new look felt right, featuring the classic Lehman's color palette for brand integrity and consistency. We designed, printed and produced various items to build the brand, all following the new graphic standards. Items included menus for the deli and bakery, labels for grab-and-go items and t-shirts for employees.

For in-store branding, we designed and created window clings and digital menu boards to promote daily specials and select menu items.

WHY IT WORKS

Change for the sake of change is not always the right move. But when you want to make a brand change to reflect growth, evolution and new products or features—then it works. The Lehman's Deli & Bakery brand refresh did just that by adding a new service segment and giving a more polished, contemporary edge to the classic and beloved hometown brand.



T-SHIRTS



COOLER CLING