

COMPANY BRIEFS

LEAF AND MEAT

Company Name: Leaf and Meat or Leaf & Meat

Tagline/Slogan: "A place for vegans and their friends"

Company Profile:

We are a start-up restaurant venture with the goal to establish and maintain a successful chain of vegan fast food locations nationwide. The primary customer base is intended to be people who want to eat a plant-based diet and who also want the convenience of a traditional fast-food restaurant. The layout and feel of the restaurant is friendly and trendy artisanal burgers with a rustic but upscale feel.

The philosophy of the owners is to be as welcoming as possible to all customers. The chain will offer a limited selection of meat-based food, but this will always come from sources that are local, organic and as humane as possible to the animals being used. The higher goal is to make people who are not yet vegan welcome at the restaurant, give them the most humanely delivered meat possible, and perhaps win them over to a totally plant-based diet in the long term when they see the convenience and delicious selection of the plant-based offerings.

That's the basis for the "& meat" part of the name and the "and their friends" part of the slogan.

There are no pre-existing ideas for the logo yet. Apart from incorporating the name of the restaurant, you have full control over choosing colors, typography, iconography and layout.

Contact Person:

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