



SANDELMAN
Restaurant Market Intelligence

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Sandelman & Assoc. introduces new brand identity

SAN CLEMENTE, CALIF. – Sandelman & Assoc., a leading provider of consumer insights to the restaurant industry, today announced the launch of its new brand identity to reinforce its long-term positioning and growth strategy.



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The new brand identity speaks to Sandelman’s focus on serving restaurant chains with clear and concise analysis, gleaned from comprehensive data. “Sandelman is laser-focused on leveraging its experienced research analysts and delivering the finest market intelligence to its clients,” says Sandelman president Bev Cain.

“Sandelman has evolved over its 27-year history,” says Ms. Cain. “We have grown as a company and as a brand, introducing new syndicated tracking services like Emerging Chain-Track and Coffee Share-Track, enhancing our proprietary research capabilities and augmenting our Casual-Track study to best partner with our restaurant chain customers. Our new brand identity reflects who we are.”

The new brand identity will be reflected across all client materials, plus all company marketing collateral. The company will now operate and be branded as Sandelman, while its corporate name will remain Sandelman & Associates Inc. For more information, please contact Andrew Postell at andrew@sandelman.com or (888) 897-7881 option 2.