

**VISCONTI'S
HOSPITALITY
GROUP**

MEDIA & BRANDING GUIDE

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MEDIA CONTACT

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MARKETING@VISCONTIS.COM

REVISED 06.12.2020

ABOUT VISCONTI'S HOSPITALITY GROUP

Visconti's Hospitality Group is committed to bringing balance and well-being to every relationship we have with our family, our team members, guests, community and vendors. We do this by developing a culture in all of our restaurants that is based on tradition, quality and commitment.

TRADITION

Every dish made will follow "Old World" cooking traditions that are centered on using fresh, simple ingredients with roots that trace back to their origins.

Visconti's follow strict recipes prepared with the freshest locally grown products available alongside authentic, imported ingredients that ensure every guest's culinary experience remains the same, as it has been for more than three generations of diners.

QUALITY

The family of restaurants and shops were opened to provide the communities where we do business with the best quality products available. Visconti's ensures quality standards are met by following three basic rules:

- 1) *Purchase only the highest quality ingredients*
- 2) *Always look to improve*
- 3) *Empower every employee to do whatever is necessary to ensure our quality standards are met.*

Ultimately, the goal is to have guests fall in love with their dish every visit, no matter how many times they have had it.

HOSPITALITY

Visconti's shoots for "creating long lasting memories" one visit at a time by crafting a great dining experience where food and service are second to our guests' engagement with each other. Achieving this through training and holding team members accountable to core values of tradition and quality.

"GOOD FOOD, GOOD FRIENDS, ALWAYS!"

EIGHT BUSINESSES SERVING THE WENATCHEE VALLEY



The original Visconti's was opened in 1985 in Wenatchee, Washington. After much encouragement from friends and the community, Visconti's opened its second location in Leavenworth in 1999. The restaurant not only featured traditional Italian fare, but also opened with a pub to serve beers of the original Leavenworth Brewery.

Starting in 2005, Viadolce began showcasing gelato and sorbetto by opening up a village friendly, true to tradition, Italian Gelateria shop at the Visconti's building in Leavenworth.

In April of 2008, cured by Visconti opened in a retail space next to Viadolce and under Visconti's in Leavenworth. Originally selling gourmet meat products made by outside sausage companies wanting to capture the same quality and feel as a specialty meat shop in Tuscany. It is now a USDA inspected producer of artisan handcrafted Italian and northern European dry cured and old world fermented salumi.

In 2011, a small parking lot was converted into the Leavenworth Sausage Garten, a year round outdoor sausage and beer garden that helped make sausages from cured more accessible.

May of 2013 brought the opening of Pybus Public Market in Wenatchee and the addition of Fire, a Neapolitan Pizzeria and ICE, an Italian Gelateria.



MILLER STREET KITCHEN & CATERING

With the completion of the Miller Street Production Facility Project in January of 2020 came the birth of Visconti's newest endeavor: Miller Street Kitchen & Catering. Not just Italian, Miller Street Kitchen & Catering is a full service catering business and commerce kitchen set to meet the needs of each unique individual.

VISCONTI'S HOSPITALITY GROUP

1501 N Miller Street | Wenatchee, Washington | 509.888.5018



LOGO

A nod to the past and a look to the future, the Visconti's Hospitality Group logo features the iconic Vivaldi "V" seen throughout time in many phases of the group. It is contrasted with the more modern Alternate Gothic No3 D on the right.

SECONDARY LOGO:



*These logos must only be used as presented.
May not be altered in any shape or form.*

COLORS



Simple. Clean. Precise.

Black is the only color seen on the Visconti's Hospitality Group logo to ensure a sharp image.

Other colors may be used with the discretion of the group and only when available from the group.

FONTS

"V" Font | *Vivaldi*

Logo Font | **Alternate Gothic No3 D**

Branding Font | **Alternate Gothic No3 D**

THIS IS

Visconti's Wenatchee

YEAR OPEN: 1985

LOCATION: 1737 N Wenatchee Avenue, Wenatchee, Washington 98801

PHONE NUMBER: 509. 662. 5013

MANAGERS: Sammi Townsend (FOH), Nelson Gonzalez (BOH)

Visconti's was opened in Wenatchee, Washington in the former Northway Inn on Wenatchee Avenue. The building was a former orchard home that had the home-spun look and feel that was wanted for an intimate Italian eatery. There was one simple statement on the menu, "We welcome you, and your friends."

Initially featuring classic traditional southern Italian cuisine, the restaurant was a place where guests were literally a part of the extended family.

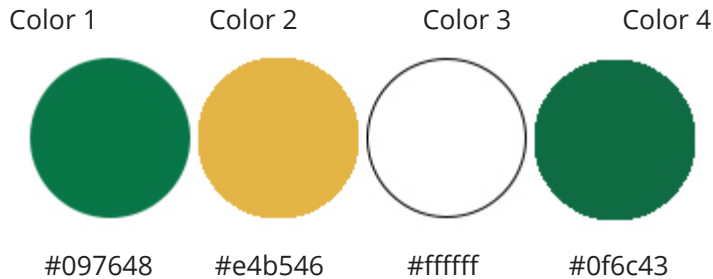
In 1996, after a visit to New Orleans where owners Candy Mecham and Daniel Carr came across Italian foods cooked in a traditional wood-fired oven, Visconti's of Wenatchee installed its own wood fired oven, bringing the restaurant closer to using true, old-world methods.



LOGO

This logo must only be used as presented. Color alterations include black & white, grayscale or as shown.

May not be altered in any shape or form. Perspective must stay the same.



COLORS

COLOR 1: C 88, M 29, Y 88, K 18

COLOR 2: C 11, M 28, Y 85, K 0

COLOR 3: C 0, M 0, Y 0, K 0

COLOR 4: C 88, M 33, Y 87, K 24

FONTS

Main Logo Font: *Vivaldi*

Secondary Font: *Medici Script*

THIS IS

Visconti's Leavenworth

YEAR OPEN: 1999

LOCATION: 636 Front Street, Leavenworth, Washington 98826

PHONE NUMBER: 509. 548. 1213

MANAGERS: Byron Fenske (GM), Daniel Ripley (FOH), Ryan Yazell (BOH)

Ultimately, encouragement from multiple areas led to the opening of the second Visconti's location in Leavenworth, Washington. The restaurant met the unique needs of the community and not only featured traditional Italian fare, but also initially opened with a pub to provide beers of the original Leavenworth Brewery.

In 2002 the Leavenworth Brewery sold and moved operations to Fish Brewing in Olympia, Washington. This paved the way for the building to be remodeled and allowed Visconti's to add the current outdoor patio and retail space.

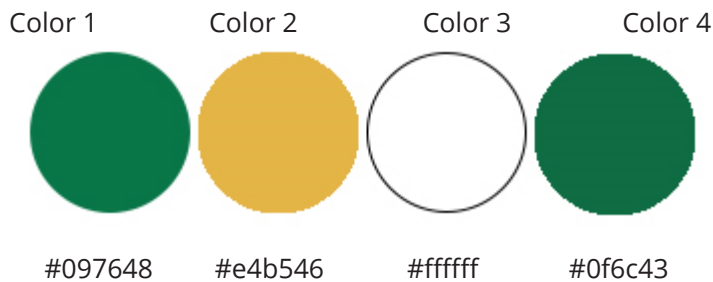
The Leavenworth location serves as a staple in a town that has seen many changes over the past 20 years with an influx in tourism.



LOGO

This logo must only be used as presented. Color alterations include black & white, grayscale or as shown.

May not be altered in any shape or form. Perspective must stay the same.



COLORS

COLOR 1: C 88, M 29, Y 88, K 18

COLOR 2: C 11, M 28, Y 85, K 0

COLOR 3: C 0, M 0, Y 0, K 0

COLOR 4: C 88, M 33, Y 87, K 24

FONTS

Main Logo Font: *Vivaldi*

Secondary Font: *Medici Script*

THIS IS

Viadolce!

YEAR OPEN: 2005

LOCATION: 636 Front Street D, Leavenworth, Washington 98826

PHONE NUMBER: 509. 548. 6712

MANAGER: Derek Baugh (GM)

Viadolce began showcasing gelato and sorbetto by opening up a village friendly, true to tradition, Italian Gelateria shop in the heart of Leavenworth, Washington. Featuring the finest fresh gelato and sorbetto made with traditional ingredients imported from Italy and fresh local fruits and made in house from scratch.

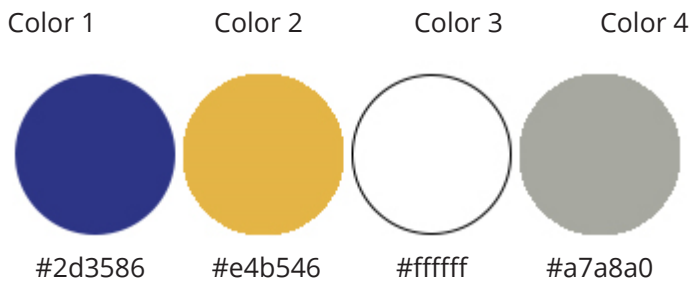
Serving as the only gelato shop in the Bavarian Village, Viadolce has grown to become a popular spot for both locals and visitors year-round.



LOGO

This logo must only be used as presented. Color alterations include black & white, grayscale or as shown. May not be altered in any shape or form.

Perspective must stay the same.



COLORS

COLOR 1: C 99, M 95, Y 13, K 2

COLOR 2: C 11, M 28, Y 85, K 0

COLOR 3: C 0, M 0, Y 0, K 0

COLOR 4: C 37, M 28, Y 35, K 0

FONTS

Logo Font: *Vivaldi*

Buisness Font: *Vivaldi*

THIS IS cured *by* *Visconti*

YEAR OPEN: 2008

LOCATION: 636 Front Street C, Leavenworth, Washington 98826

PHONE NUMBER: 509. 888. 0424

MANAGERS: Derek Baugh, Amy Burns

It was not a new idea or venture, cured was an extension of the quest for that product and experience in food that is disappearing today. Aiming to create products to bring back memories if you are older, be a discovery if you are young, but mostly to be a fond memory tomorrow of what you have found here, brought back from the past.

Aged salami's are fermented for 1 to 3 days then aged for 22 to 90 days under controlled USDA conditions. The spices only come from one source to guarantee consistency, quality and freshness paired with the freshest local meats available.



LOGO #1

This logo must only be used as presented. Color alterations include Black & White, Grayscale or as shown. May not be altered in any shape or form, Perspective must stay the same.



LOGO #2

This logo must only be used as presented. Color alterations include grayscale or as shown. If applicable, logo may be changed to white with black lettering under company discretion. Perspective must stay the same.



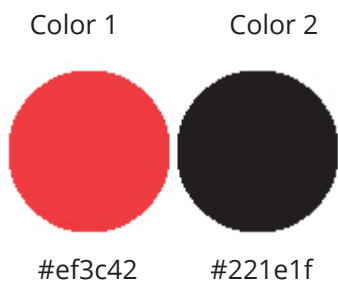
LOGO #3

This logo must only be used as presented. Color alterations include Black & White, Grayscale or as shown. May not be altered in any shape or form. No colors should be added. Perspective must stay the same.



LOGO #4

This logo must only be used as presented. Color alterations include Black & White, Grayscale or as shown. May not be altered in any shape or form. Perspective must stay the same.

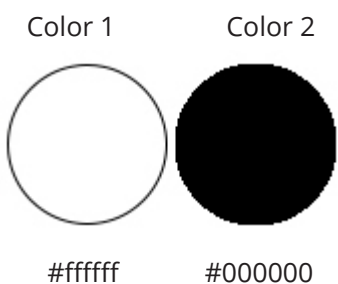


COLORS

LOGO #1

COLOR 1: C 0, M 91, Y 76, K 0

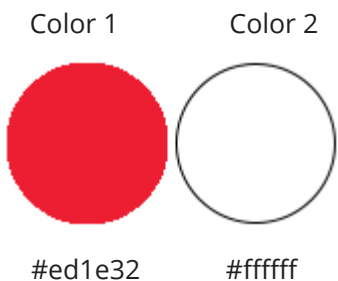
COLOR 2: C 70, M 68, Y 64, K 75



LOGO #2

COLOR 1: C 0, M 0, Y 0, K 0

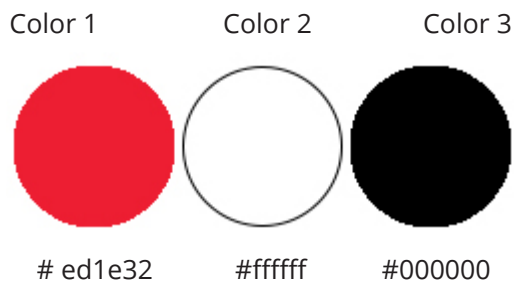
COLOR 2: C 75, M 68, Y 67, K 90



LOGO #3

COLOR 1: C 1, M 99, Y 86, K 0

COLOR 2: C 0, M 0, Y 0, K 0



LOGO #4

COLOR 1: C 1, M 99, Y 86, K 0

COLOR 2: C 0, M 0, Y 0, K 0

COLOR 3: C 75, M 68, Y 67, K 90

FONTS

Logo Font 1: **San Marco LT Std**

Logo Font 2: *Vivaldi*

Logo Font 3: *Medici Script*

Buisness Font: **San Marco LT Std**

MILLER STREET PRODUCTION FACILITY

The Miller Street Production Facility is a 18,000-square-foot food preparation and production facility that not only lessens the the stress in restaurant kitchens, but also paves the way to larger meat distributing.

The facility includes a bakery, prep kitchen and the USDA meat production area. The site also host several offices and serves as the headquarters for the Visconti's Hospitality Group.

Miller Street Kitchen and Catering also runs out of the facility.

(SEE PAGE 22)

THIS IS Leavenworth Sausage Garten

YEAR OPEN: 2011

LOCATION: 636 Front Street G, Leavenworth, Washington 98826

PHONE NUMBER: 509. 888. 4959

MANAGER: Steven Coin

What was once a small parking lot is now a year round outdoor sausage and beer garden. The Leavenworth Sausage Garten is the town's finest purveyor of locally-produced authentically German sausages (Wurst) made right next door at the cured facilities.

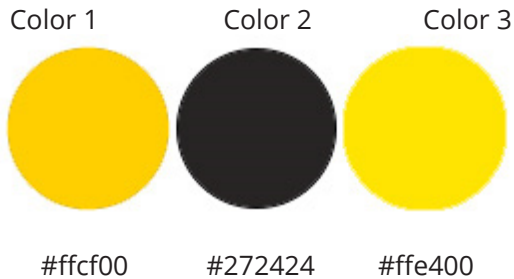
Leavenworth Sausage Garten highlights only the finest ingredients in the Bratwursts, Bockwursts, Currywursts and any food served.



LOGO

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May not be altered in any shape or form. Perspective must stay the same.



COLORS

COLOR 1: C 1, M 17, Y 99, K 0

COLOR 2: C 69, M 66, 64, K 71

COLOR 3: C 2, M 5, Y 99, K 0

FONTS

Logo Font: **San Marco LT Std**

Business Font: **San Marco LT Std**

THIS IS FIRE & ICE

YEAR OPEN: 2013

LOCATION: 7 N Worthen Steet, Wenatchee, Washington 98801

PHONE NUMBER: 509. 888. 4347

GENERAL MANAGER: Joseph Nagy (GM)

At the core of Pybus Public Market opening in Wenatchee stood the possibility of featuring high quality selections of artisan and ethnic products, locally grown fruits and vegetables, Washington wines, meats, flowers, oils, nuts, pastries and freshly-made, prepared foods from some of the best restaurants in the state.

Constantly striving to capture both the essence of Pybus Public Market and the passion for authentic food that Visconti's is known for in the Wenatchee Valley FIRE, a Neapolitan Pizzeria featuring wood-fired oven pizzas, fresh salads and full bar highlighting local and Italian wines has been a central vendor at the market since the start.

Along with Fire, came ICE an Italian Gelateria, featuring gelato, sorbetto, crepes and coffees. Featuring only the best and freshest ingredients, ICE has also been a central vendor at the market since its opening.



LOGOs

This logo must only be used as presented. Color alterations include Black & White, Grayscale or as shown. May not be altered in any shape or form. Perspective must stay the same.



Color 1



#d72829

Color 2



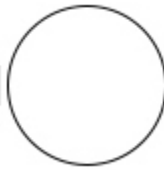
#6fd5ee

Color 3



221e1f

Color 4



#ffffff

COLOR

COLOR 1: C 10, M 97, Y 98, K 1

COLOR 1: C 49, M 0, Y 6, K 0

COLOR 3: C 70, M 68, Y 64, K 75

COLOR 4: C 0, M 0, Y 0, K 0

FONTS

Business Font: **Alternate Gothic No3 D** Logo Font: **LEAGUE GOTHIC**

Business Font: **LEAGUE GOTHIC**

THIS IS
MILLER STREET
Kitchen & Catering

YEAR OPEN: 2020

LOCATION: 1501 N Miller Street Wenatchee, Washington

PHONE NUMBER: 509. 888. 5018

CATERING MANAGER: Derek Som

CATERING SALES: Jodi Johnston

No longer just Italian food, that is the idea behind Miller Street Kitchen & Catering. Instead of adding to what was previously known as Visconti's Catering, Miller Street Kitchen & Catering was created to differentiate the past from the future. Serving unique menus for any size or budget, Miller Street Kitchen & Catering runs out of the Miller Street Production facility.

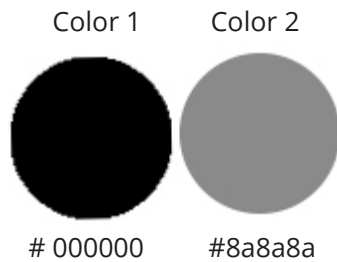
Along with being a full service catering company, Miller Street Kitchen & Catering also has a commerce kitchen and dining room in the building which can be used for private events.

For more information visit: millerstreetkitchen.com



LOGO

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COLORS

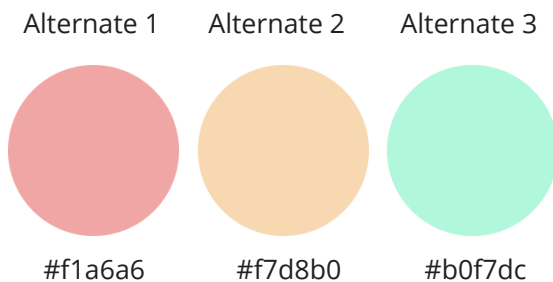
COLOR 1: C 75, M 68, Y 67, K 90

COLOR 2: C 48, M 40, Y 40, K 4

ALTERNATE 1: C 2, M 42, Y 24, K 0

ALTERNATE 2: C 3, M 15, Y 32, K 0

ALTERNATE 3: C 28, M 0, Y 21, K 0



FONTS

Logo Font: **INDUSTRY INC**

Buisness Font: *Fenway Park FF*

