



KEVIN AKERS design + imagery

Tony's Fine Foods

In 1998, Northern California's food distributing powerhouse, Tony's Fine Foods asked Kevin Akers design + imagery to review the company's 64 year-old logo and recommend a new look.

Rather than replace a hard-earned icon, Kevin suggested a few typographical modifications and consistent application.

Here is a peek into Tony's success story.

925.735.1015

www.kevinakers.com



Respecting Heritage

Tony's Fine Foods specializes in distributing fine quality deli, bakery, food service and perishable products. With over 250 employees and a fleet of more than 50 tractor-trailers, they distribute over 6,000 world-class products throughout California.

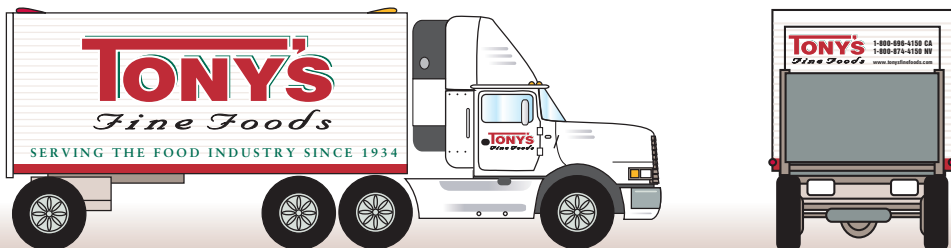
Tony Ingoglia, an Italian immigrant, started his little company in 1934 bringing groceries, salami and cheeses to Northern California customers. Before long his company wasn't little anymore and his simple logo was on trucks, packages and signage which created priceless equity and customer loyalty.



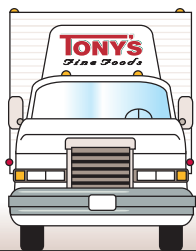
Kevin Akers refined the logo's proportions, added a drop shadow and fashioned the script into a logo that would retain the flavor of the original and add just a little extra spice.



Final Design- 53 foot trailer



Final Design - 28 foot trailer



Final Design - Cab



Another Tony's truck on the road!

The primary image carrier for Tony's new identity is their fleet of trucks.

COLOR SAMPLES Specify Tony's corporate colors as PANTONE® 187 (red) and PANTONE 342 (green). (PMS/PANTONE matching system is a



CORPORATE IDENTITY GUIDELINES

Tony's Fine Foods specializes in the sale and distribution of perishable deli, bakery and related foodservice products. The company strives for excellence, placing customers first, and emphasizing reliability, selection, freshness and accuracy. The company's aim is to build on the reputation for quality upon which the company was founded; to see our customers as partners, and to satisfy our employees, vendors and shareholders.

Our Corporate Identity program provides the integrated, controlled visual presence of our company. The success of the identity depends on consistent, controlled use of our logo in the approved configuration.

THE CORPORATE IDENTITY The Tony's Fine Foods corporate identity consists of the Tony's logotype, drop shadow and *Fine Foods* descriptor.

Tony's corporate identity has been designed to be flexible. The logo should be printed in Color Scheme 1 or Color Scheme 2 whenever possible. If this is not possible, the logo can be printed in PMS 187, PMS 342 or black.

The logo should be printed on white or light backgrounds whenever possible. If this is not possible, the logo can be reversed to white on dark backgrounds. On a black background, the logo can be used in the two-color variation as shown or reversed to white.

ACCEPTABLE LOGOS

COLOR SCHEME 1 - PMS 187, PMS 342 & black



COLOR SCHEME 2 - PMS 187, PMS 342



PMS 187



PMS 342



Black



PMS 187, PMS 342 reversed out of black



White reversed out of PMS 342



White reversed out of PMS 187



UNACCEPTABLE LOGOS



Do not switch or change colors of logo.



Do not substitute any typeface for the "Fine Foods" descriptor.



Do not skew or alter any of the logo elements.



Do not condense or expand any of the logo elements.



Do not remove the drop shadow under the logo.



Do not change the drop shadow in any way.



Do not tilt the logo on any angle.



Do not use tints of the approved colors on the logo.



Do not alter the length of the "T" in the logo.



Do not remove the "Fine Foods" descriptor.



Do not reverse out just the "Fine Foods" descriptor to white.



Do not print the logo on low contrast backgrounds.



Do not print the logo on patterned backgrounds.



TONY'S FINE FOODS
3575 REED AVE. PO BOX 1501
WEST SACRAMENTO, CA 95605-1501

(916) 374-4021 office
(916) 372-0727 fax
(916) 374-4150 customer service

Dedicated to Customer Service Since 1934



TONY'S FINE FOODS
3575 REED AVE. PO BOX 1501
WEST SACRAMENTO, CA 95605-1501

Dedicated to Customer Service Since 1934



KARL BERGER
DIRECTOR OF SALES



3575 REED AVE. PO BOX 1501
WEST SACRAMENTO, CA 95605-1501

(916) 374-4021 office
(800) 464-5429 main office
(916) 374-4150 customer service
(916) 556-7737 pager
(916) 372-0727 fax
(800) 696-4150 toll free

Dedicated to Customer Service Since 1934

A variety of business papers were developed with the new standards.



The crowded cheese marketplace

Marketing Wholesomeness

Tony's distributes many of the world's finest cheeses but the company decided it needed to create its own brand. This line of cheese would serve as the private label for smaller grocery stores and be Tony's own brand for restaurants, food service and pizza makers.

The creative brief called for a wholesome, friendly and colorful identity that reflected the natural goodness of Real California Cheese. It also needed to telegraph to the consumer freshness, flavor and fun in an affordable package.

Tony's is headquartered in California's Gold Country so the name Gold Rush Creamery was a natural.



NET WT. .91 lb **E3** **SELL BY** 03 24 12
PRICE PER LB. \$3.69
TOTAL PRICE: \$3.36 2 730473 23534 4

DISTRIBUTED BY TONY'S FINE FOODS, SACRAMENTO, CA
INGREDIENTS: PASTEURIZED MILK, CHEESE CULTURE, SALT, ENZYME

Nutrition Facts		Amount/Serving	%DV	Amount/Serving	%DV		
Serving Size 1oz. (28 g) About 1 inch cubes)							
Servings Varied							
Calories	110	Total Fat	9g	14%	Total Carb. 9g	0%	
Fat Cal.	80	Sat. Fat	6g	30%	Fiber	0g	0%
		Cholest.	30mg	10%	Sugars	0g	
		Sodium	200mg	8%	Protein	7g	

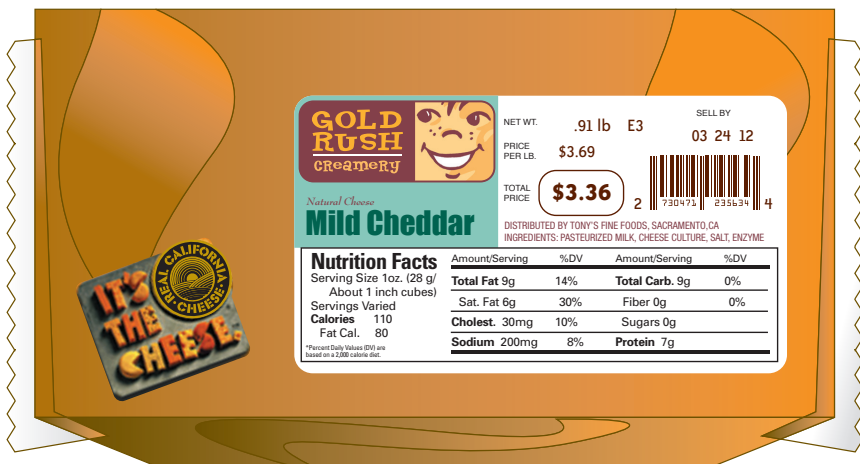
*Percent Daily Values are based on a diet of other people's secrets.

IT'S THE CHEESE! CALIFORNIA REAL CHEESE

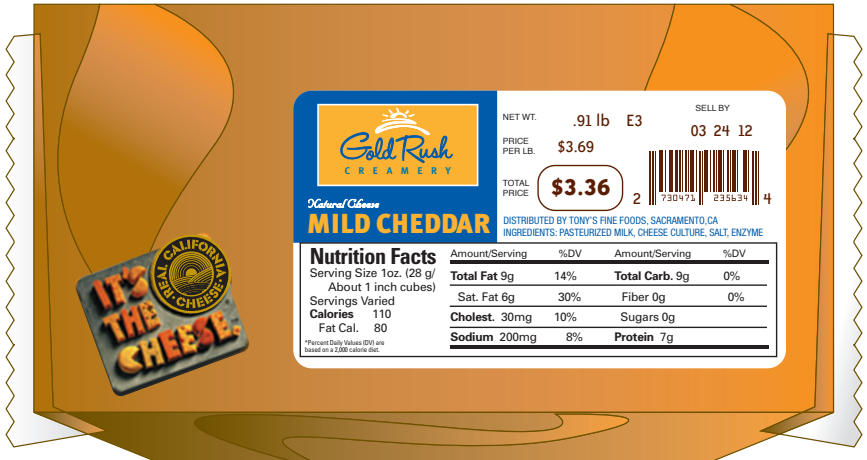
Logo, color palette and package with a traditional Wild West flavor.



Modern and whimsical script rests beneath a playful pioneer cow icon.



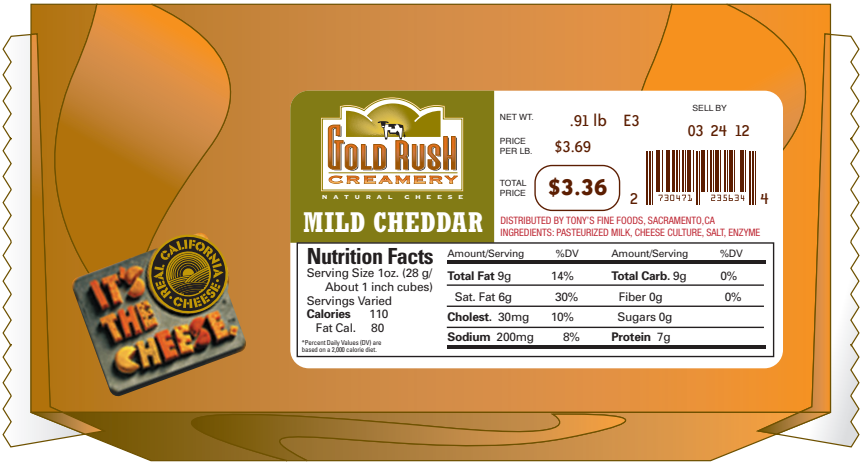
A brand geared more toward families—wholesome and happy.



A subtle tie-in with the Real California Cheese logo.



N A T U R A L C H E E S E



A Holstein in a California pasture became the brand's central image.



MONTEREY JACK

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




MILD CHEDDAR

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




AMERICAN

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




MEDIUM CHEDDAR

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




PEPPER JACK

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




SHARP CHEDDAR

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




Low Moisture Part-Skim
MOZZARELLA

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




LONGHORN CHEDDAR

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




PROVOLONE

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




EXTRA SHARP CHEDDAR

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




SWISS

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)




COLBY JACK

NATURAL CHEESE

INGREDIENTS: cheese (from pasteurized cultured milk, salt, and enzymes), water, whey cream, lactic acid, sorbic acid salt, guar gum, annatto color.


Distributed by Tony's Fine Foods, W. Sacramento, CA

NET. WT. 1 LB. (16 oz.)



A distinctive color coding system helps consumers find their favorite flavors easily.

SHREDDED




GOLD RUSH
CREAMERY
NATURAL CHEESE

MONTEREY JACK

INGREDIENTS: Ingredients: Sharp cheddar cheese aged 9 months (made from pasteurized cultured milk, salt, and enzymes), water, reduced lactose whey, whey, cream, lactic acid, sorbic acid (a preservative), salt, guar gum, annatto color.


Distributed by Tony's Fine Foods, W. Sacramento, CA 95605

Nutrition Facts		Amount/Serving	%DV
Serving Size 1oz. (28 g/ About 1 inch cubes)	Total Fat 9g		14%
Servings Varied	Sat. Fat 6g		30%
Calories 110	Cholest. 30mg		10%
Fat Cal. 80	Sodium 200mg		8%



NET. WT. 5 LBS. (80oz)

SHREDDED




GOLD RUSH
CREAMERY
NATURAL CHEESE

Low Moisture Part-Skim
MOZZARELLA

INGREDIENTS: Ingredients: Sharp cheddar cheese aged 9 months (made from pasteurized cultured milk, salt, and enzymes), water, reduced lactose whey, whey, cream, lactic acid, sorbic acid (a preservative), salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA 95605

Nutrition Facts		Amount/Serving	%DV
Serving Size 1oz. (28 g/ About 1 inch cubes)	Total Fat 9g		14%
Servings Varied	Sat. Fat 6g		30%
Calories 110	Cholest. 30mg		10%
Fat Cal. 80	Sodium 200mg		8%



NET. WT. 5 LBS. (80oz)

SHREDDED



GOLD RUSH
CREAMERY
NATURAL CHEESE

PIZZA BLEND

INGREDIENTS: Ingredients: Sharp cheddar cheese aged 9 months (made from pasteurized cultured milk, salt, and enzymes), water, reduced lactose whey, whey, cream, lactic acid, sorbic acid (a preservative), salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA 95605

Nutrition Facts		Amount/Serving	%DV
Serving Size 1oz. (28 g/ About 1 inch cubes)	Total Fat 9g		14%
Servings Varied	Sat. Fat 6g		30%
Calories 110	Cholest. 30mg		10%
Fat Cal. 80	Sodium 200mg		8%



NET. WT. 5 LBS. (80oz)

SHREDDED



GOLD RUSH
CREAMERY
NATURAL CHEESE

TACO BLEND

INGREDIENTS: Ingredients: Sharp cheddar cheese aged 9 months (made from pasteurized cultured milk, salt, and enzymes), water, reduced lactose whey, whey, cream, lactic acid, sorbic acid (a preservative), salt, guar gum, annatto color.

Distributed by Tony's Fine Foods, W. Sacramento, CA 95605

Nutrition Facts		Amount/Serving	%DV
Serving Size 1oz. (28 g/ About 1 inch cubes)	Total Fat 9g		14%
Servings Varied	Sat. Fat 6g		30%
Calories 110	Cholest. 30mg		10%
Fat Cal. 80	Sodium 200mg		8%



NET. WT. 5 LBS. (80oz)

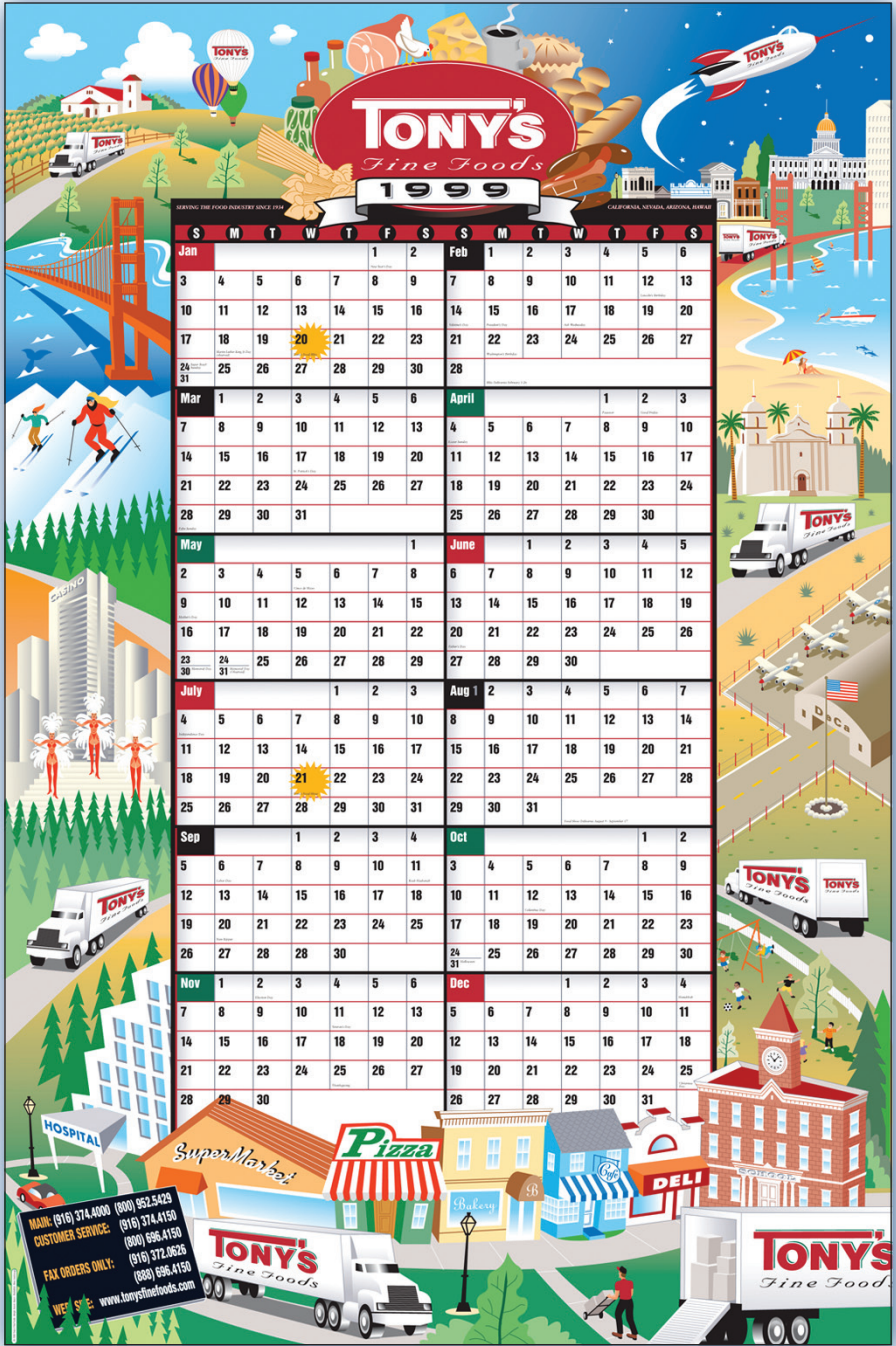
Larger packages and labels were developed for food service application.



Day-to-Day Reminder

Tony's Fine Foods started a tradition of creating artful and interesting calendars for their customers. These over-sized wall calendars usually rest on a back room wall where they aide the customer in ordering and keeping track of product rotation.

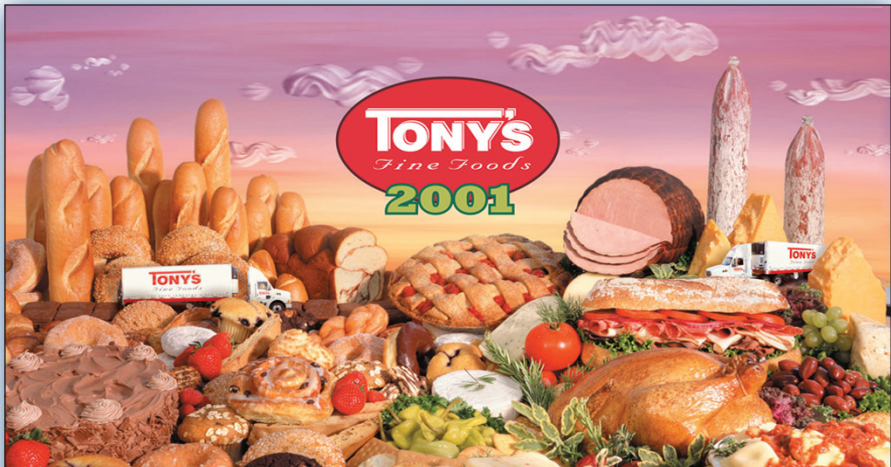
Decorative and fun, informative and useful, this simple marketing tool helps to keep Tony's quality products top-of-mind and contact information handy.



The new logo was introduced on a wall-sized calendar for customer's back rooms.



Tony's wanted to dedicate the year 2000 to people in food service.



JANUARY							FEBRUARY							MARCH										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
	1	2	3	4	5	6							1	2	3							1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	9	10				
14	15	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	16	17				
21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	23	24				
28	29	30	31				25	26	27	28				25	26	27	28	29	30	31				
APRIL							MAY							JUNE										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
1	2	3	4	5	6	7			1	2	3	4	5							1	2			
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9				
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16				
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23				
29	30						27	28	29	30	31			24	25	26	27	28	29	30				
JULY							AUGUST							SEPTEMBER										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
1	2	3	4	5	6	7			1	2	3	4							1					
8	9	10	11	12	13	14	5	6	7	8	9	10	2	3	4	5	6	7	8					
15	16	17	18	19	20	21	12	13	14	15	16	17	9	10	11	12	13	14	15					
22	23	24	25	26	27	28	19	20	21	22	23	24	16	17	18	19	20	21	22					
29	30	31					26	27	28	29	30	31	23	24	25	26	27	28	29					
OCTOBER							NOVEMBER							DECEMBER										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
	1	2	3	4	5	6							1	2	3								1	
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8				
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15				
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22				
28	29	30	31				25	26	27	28	29	30	23	24	25	26	27	28	29					

Customer Service (916) 374-4150 or (916) 696-4150

Serving the Food Industry Since 1934

Fax Orders only (916) 372-0626 or (888) 696-4150

The iconic Tony's truck meanders through a fantastical foodscape!

2002



Customer Service:
(916) 374-4150 or (800) 696-4150

Fax Orders Only:
(916) 372-0626 or (888) 696-4150

JANUARY							FEBRUARY							MARCH							
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	
		1	2	3	4	5							1	2							
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	
27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	
APRIL							MAY							JUNE							
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	
		1	2	3	4	5	6				1	2	3	4							
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29	
JULY							AUGUST							SEPTEMBER							
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	
		1	2	3	4	5	6					1	2	3	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
28	29	30	31				25	26	27	28	29	30	31	29	30						
OCTOBER							NOVEMBER							DECEMBER							
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	
		1	2	3	4	5	6						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31					



An Italian Renaissance masterpiece featuring food by Tony's!

2003

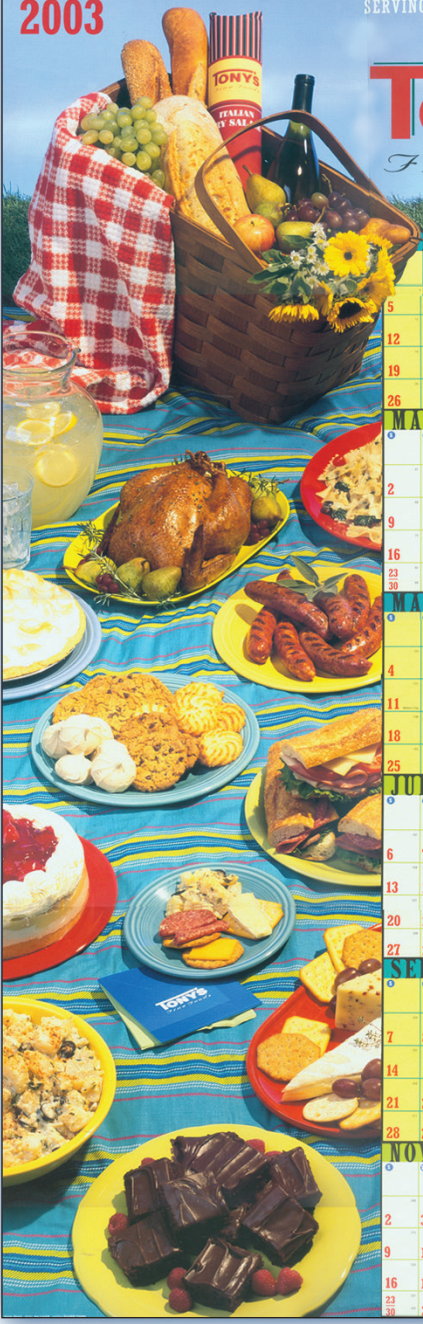
SERVING THE FOOD INDUSTRY SINCE 1934



TONY'S

Fine Foods

Customer Service
(916) 374-4150 or (800) 696-4150
Fax Orders Only
(916) 372-0626 or (888) 696-4150
www.tonysfinefoods.com



JANUARY							FEBRUARY							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	8
8	9	10	11	12	13	14	9	10	11	12	13	14	15	
15	16	17	18	19	20	21	16	17	18	19	20	21	22	
22	23	24	25	26	27	28	23	24	25	26	27	28		
29	30	31												
MARCH							APRIL							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	
29	30	31					29	30						
MAY							JUNE							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	
29	30	31					29	30						
JULY							AUGUST							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	
29	30	31					29	30						
SEPTEMBER							OCTOBER							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	
29	30						29	30						
NOVEMBER							DECEMBER							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	
29	30						29	30						

Tony' carries every product under the sun.

SERVING THE FOOD INDUSTRY SINCE 1934

TONY'S

Fine Foods

2004

Customer Service:
(916) 374-4150 OR
(800) 696-4150

Free Orders Only:
(916) 372-0626
OR (888) 696-4150

WWW.TONYSFINEFOODS.COM



January IS THE PERFECT MONTH TO BEING HOME A PARTY TRAY FOR ALL THOSE NEW YEAR'S RESOLVERS AND FOOTBALL FANATICS.



February MIGHT BE COLD OUTSIDE BUT THINGS HEAT UP A LITTLE WITH TONY'S FRESH BAKERY ITEMS SPECIALLY BREAD FOR VALENTINE'S DAY.



March IS THE ST. PATRICK'S DAY HOLIDAY WITH THE TRADITIONAL IRISH FEAST OF CORNED BEEF, CABBAGE AND ALL THE THINGS.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April SHOWERS BRING OUT THE FLOWERS... WHILE THE EASTER AND PASCHER HOLIDAYS PROVIDE AN OPPORTUNITY TO INDULGE IN SOME TASTY TREATS FROM TONY'S FINE FOODS.



May GET-TOGETHERS RANGE FROM ELEGANT MOTHER'S DAY BRUNCHES TO HIP-BOATING CINGO DE MAYO PARTIES TO RELAXED FAMILY BEACH TRIPS ON MEMORIAL DAY.



June MOVES WAY TO LONGER DAYS AND A LONG LIST OF CELEBRATIONS. WEDDINGS, SHOWERS, GRADUATIONS AND FATHER'S DAY FILL THE MONTH OF JUNE WITH JOY AND CELEBRATION!



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July FOURTH IS AN IDEAL DAY FOR A SUMMER BARBECUE. A MIX OF STEAKS, CHICKEN, HAMBURGERS AND HOT SOBBY ADDS VARIETY.



August INVITES THE PIONEERS TO STAKE OUT THE PERFECT SPOT FOR A SUMMER SPREAD. FILL HIS BASKET WITH SALAMI, CHEESE, A FRESH BAGUETTE AND A CALIFORNIA WINE!



September IS A GREAT TIME TO SAMPLE THE WIDE VARIETY OF CALIFORNIA CHEESE INCLUDING CHEDDAR, MONTEREY JACK, MEXICANELLA, BIEBE OR ARIZONA CHEESE.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October MARKS THE END OF THE HARVEST SEASON AND A WONDERFUL TIME TO CELEBRATE THE BOUNTY OF THE EARTH. TONY'S HAS ALL THE GOODS TO MAKE AN OCTOBERFEST SPECIAL.



November ALLOWS AMERICANS TO FILL THEIR TABLES WITH A CORNUCOPIA OF GOODNESS AND OFFERS A TIME TO GIVE THANKS FOR FAMILY, FRIENDS AND FREEDOM.



December CELEBRATIONS CENTERED AROUND FESTIVE FOOD AND DELICIOUS DELICACIES HELP CREATE HOLIDAY MEMORIES THAT LAST FOR A LIFETIME.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Every month of the year is a reason to celebrate with Tony's products.



TONY'S
Fine Foods
2005

www.tonyfoods.com

DELICIOUS DELI

CHICAGO'S BEST
SERVING SINCE
(916) 374-4150
OR
(800) 696-4150

MAKING CHEESES
ONLY
(916) 372-0626

CUSTOMERS FIRST

TONY'S

SERVING THE
FOOD INDUSTRY
SINCE 1934

Honors Forever

SENSATIONAL SEAFOOD

BUTTERY BAKERY

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

CLASSIC CHEESES

QUALITY MEATS

TONY INGOLLIA, SR.
FOUNDER

PERFECT POULTRY AND

MARVELOUS MEATS

DECADENT DESSERTS

DELIVERING THE FINEST PERISHABLE FOODS
TO CITIES AND TOWNS THROUGHOUT THE WEST

A Victorian vaudeville poster was the inspiration for 2005.



2008 was the year of the Italian kitchen!

1934 75 2009
TONY'S
Fine Foods

JANUARY Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

FEBRUARY Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

MARCH Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

APRIL Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

MAY Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

JUNE Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

JULY Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

AUGUST Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

SEPTEMBER Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

OCTOBER Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

NOVEMBER Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

DECEMBER Read our 50th and 60th Birthdays on page 544 on page 545
 Tony's Fine Foods was founded in 1934 in the heart of the Midwest.

In celebration of Tony's 75th Anniversary, find these 75 items hidden in the drawing above!

DialAmerica Service (816) 374-4500 or (800) 696-4150
Fax: 816-374-2066
www.tony'sfinefoods.com

A commemorative 75th logo and a scavenger hunt calendar to find 75 items....



If you have a time-honored brand you need to revive
or you want to launch a new brand that will endure,
please contact:

KEVIN AKERS design + imagery
at 925.735.1015
or kevin@kevinakers.com

To learn more about Kevin's work, visit
www.kevinakers.com
and
<http://issuu.com/akers>