



ReFresh

Who We Are & What We Stand For

- We are a small, women-owned start-up looking to help restaurants reach their full potential through the creation of industrial smart fridges!
- Our product accomplishes this by maximizing efficiency, operating sustainably, and seeking out the most healthy outlets for employees and customers alike.
- While we are a start-up and specifically targeting business owners in the Pacific Northwest, we do hope that as we continue to grow that our **“MegaFresh”** and **“MiniFresh”** systems will extend their reach with us.

Our Mission

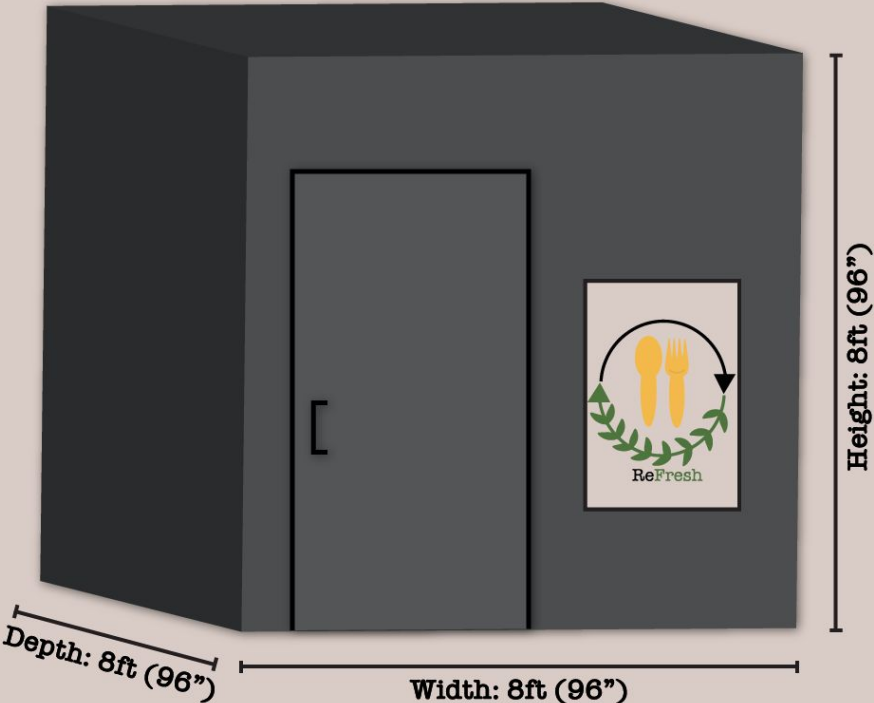
- We have created two versions of an industrial smart fridge that can be modified to fit the individual needs of any restaurant.
- Through a state of the art smart screen, eliminating waste has never been so easy!
 - a. Customizable inventory counts to keep track of product & expiration dates
 - b. Adjustable orders to make sure you are never ordering more or less than intended
 - c. Multiple aspects of our **“ReFresh”** program has been created to maximize employee knowledge, interaction, and overall efficiency

Happy Restaurant = Happy Customers = Happy Earth

Product Illustration

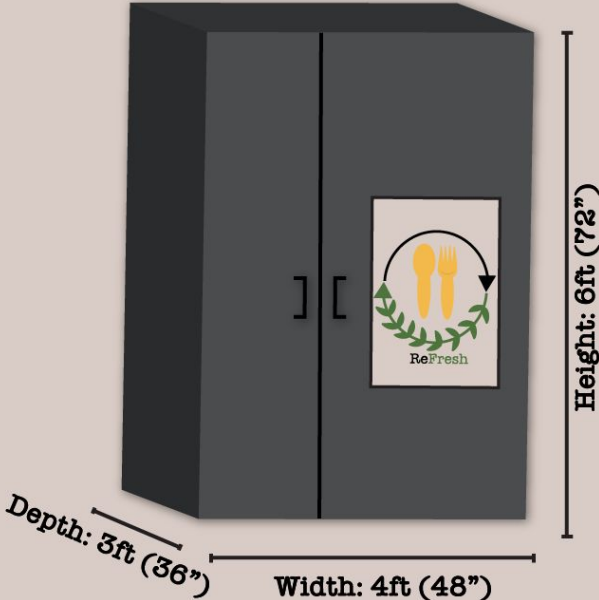
MegaFresh

Smart Screen: 2ft (24") Width
3ft (36") Height



MiniFresh

Smart Screen: 1.5ft (18") Width
2.5ft (30") Height





- This is the main page where each individual employee will sign in.
- Signing in will allow for personal customization for each employee as well as provide the business with accountability to follow-up with workers as needed



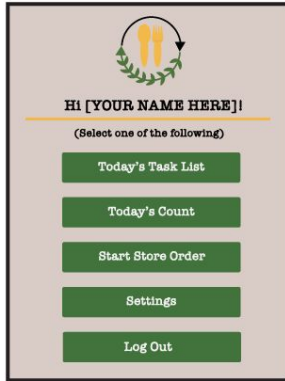
- On this page, the employee will be prompted to enter their personalized pin number they are assigned when getting started with "ReFresh" for the first time.
- Once they have entered their pin, they will click "Enter" to move to the next page.




- Before moving on to the tasks of the day, "ReFresh" will give the employee an overview of the accomplishments from the previous day.
- The goal here is to start the shift on a positive note and to motivate them to have another good day.
- Once they are done viewing this screen, they can push "Continue" to move on.

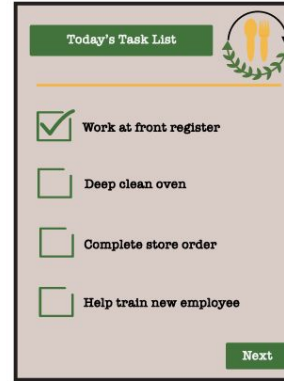



- The next screen offers a list of expectations and goals the business expects the employee to strive for on this particular day during their shift.
- As the day goes on, the employee can come back and check off the completed tasks of the day.
- If there are tasks that are not completed, management can then check-in on the employee to see what barriers they might be facing.




Hi [YOUR NAME HERE]!
 (Select one of the following)
 Today's Task List
 Today's Count
 Start Store Order
 Settings
 Log Out

- This page is where the employee can come back to follow-up on their task list, start their inventory count of the day, complete an inventory order based on the stock accounted for in the “ReFresh” system, adjust personal settings for accessibility, or log out if they are finished.



Today's Task List

 Work at front register
 Deep clean oven
 Complete store order
 Help train new employee
 Next

- This is the more individualized task-page for each employee to complete. The previous “Goals” list is for the whole store to work on as a team, whereas this page has unique tasks for that employee specifically.



Today's Count


#	Bread
#	Eggs
#	Whole Coffee Beans
#	Syrup
#	Paper Towels
#	Sugar

 Finish

- This is a short list of what an inventory count will look like when using the “ReFresh” system.
- Keeping an updated and accurate inventory count can help make the ordering process through “ReFresh” accurate and efficient.
- When used properly, this will ultimately contribute to a substantial reduce in food waste as well as maximizing effectiveness with use of employee time as well.



Store Order


Qty	Product
#	Plates
#	16 Oz cups
#	Cinnamon powder
#	Pastry bags
#	To-go containers

 Finish

- As the store inventory count of supply on hand is routinely kept up-to-date and accurate, the store order will then automatically populate based on business needs and demands.
- With “ReFresh” there is always the option to override in the event that an employee needs to make an adjustment.
- As such, this page is a “review and adjust as needed” step.



- If an employee opts to go to the “Settings” option, they then can make adjustments to use of the screen and the fridge that accommodates them best.

- “ReFresh” is also equipped with a built-in stool that can be used on both models, but is an especially important feature for the “MegaFresh” as it reaches up to 8ft tall.



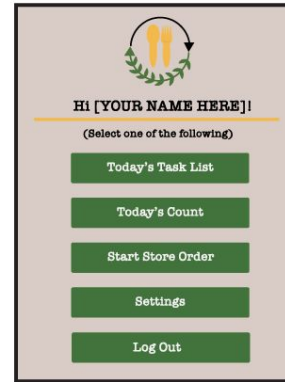
- This “Important!” page is one of the most crucial pages of the “ReFresh” refrigerator system.

- It will pop up directly after signing in to address any expire or soon to expire food.

- It will also remind the designated employee of the order needing to be completed on what days to avoid any missed orders being placed for delivery.

- As stated earlier, there is always an override option so that if adjustments need to be made with respect to expiration, inventories, orders, or updates, the option is always there.

- “ReFresh” allows for flexibility!



- Once an employee is done, they can either revisit any of the pages they have visited previously.

- Or they can simply log out allowing them to visit the “Goodbye” screen before automatically returning to the “Welcome” page.



- This is the final “Goodbye!” page before it automatically reloads to the “Welcome!” page.

- This is the last step before the process can then start all over!

Graphic Design

Website Banner



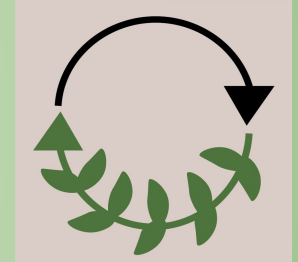
900x500

Main Logo



600x600

Favicon



200x200

- Features our color palette.
- Arrows representing the “refresh” logo you typically see
- Green leaves representing “fresh”
- Spoon and fork representing food, which is what our product holds

Website- Home

Home

Shop

Contact Us



ReFresh

Revamp your
restaurant with
ReFresh

Our Core Values

Lower Food Waste

Our fridges allow restaurants to check on their cold foods everyday and notify when the food goes bad, so there will be less food waste overall

Save On Labor

With our smart screens in every fridge, you can see what you have in your inventory, what you need, and expiration dates so you save time and labor

User Friendly

Our smart screens are big enough to read, and allow you to personalize everything so there is no confusion on how to use them.

Website- Shop

Home

Shop

Contact Us



ReFresh

Our refrigerators allow you to...

- Set store goals
- Customize preferences to fit your employees' needs
- Fine tune your orders to eliminate food waste
- Save time and money with our customizable inventory management tools
- And more!

Our MegaFresh refrigerator is perfect for any restaurant looking for a large cooler. It has a smart screen with many functions and features.

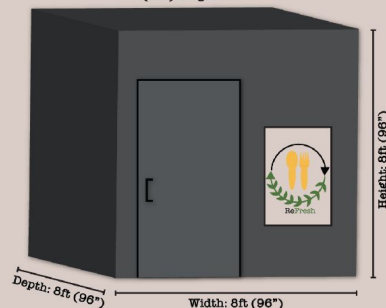
\$20,000

Current Offer:
Buy 2 for
\$35,000!

Product Illustration

MegaFresh

Smart Screen: 2ft (24") Width
3ft (36") Height



MiniFresh

Smart Screen: 1.5ft (18") Width
2.5ft (30") Height



Our MiniFresh refrigerator is perfect for any restaurant looking for a smaller fridge. It has a smart screen with many functions and features.

\$12,000

Current Offer:
Buy 2 for
\$20,000!

Website- Contact

Home

Shop

Contact Us



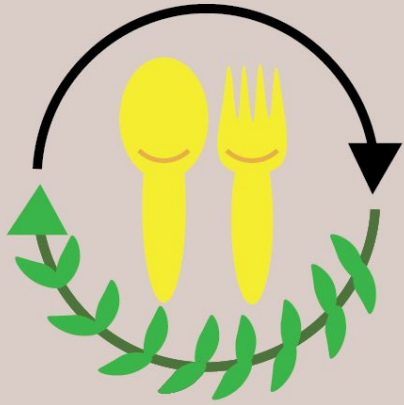
Have a question about our products
or want to partner with us?
Fill out this form!

Name

Email

Subject

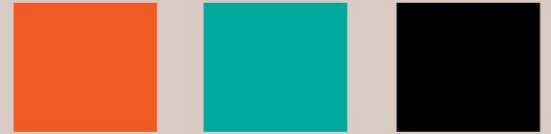
Message



ReFresh



ReFresh

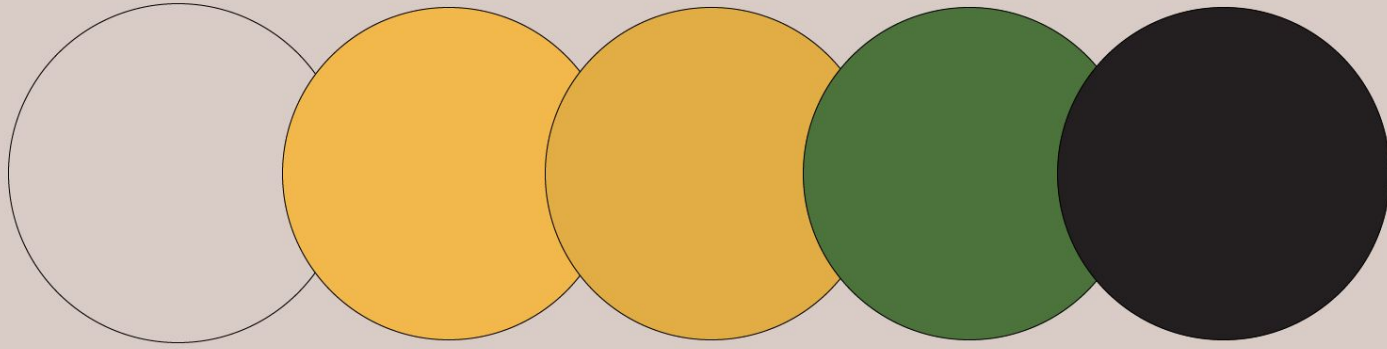


No different color logos allowed

The space needed around the logo at its minimum size is .25 (6.35mm) in print, or 21px on screen, measured by height.

On rare occasions, smaller sizes may be needed for print. Larger sizing may be necessary for large advertisements.





RGB 217, 203, 197

HSV 18, 9, 85

CMYK 0, 6, 9, 15

LAB 83, 4, 5

RGB 242, 184, 75

HSV 39, 69, 95

CMYK 0, 24, 69, 5

LAB 78, 10, 61

RGB 227, 173, 70

HSV 39, 69, 89

CMYK 0, 24, 69, 11

LAB 74, 10, 58

RGB 77, 115, 60

HSV 101, 48, 45

CMYK 33, 0, 48, 55

LAB 44, -25, 26

RGB 35, 31, 32

HSV 345, 11, 14

CMYK 0, 11, 9, 86

LAB 12, 2, 0

FRESH - ORGANIC - EARTHY

The color scheme represents the sustainable tones of ReFresh.

ReFresh

not

REFRESH

not

refresh

American Typewriter Font

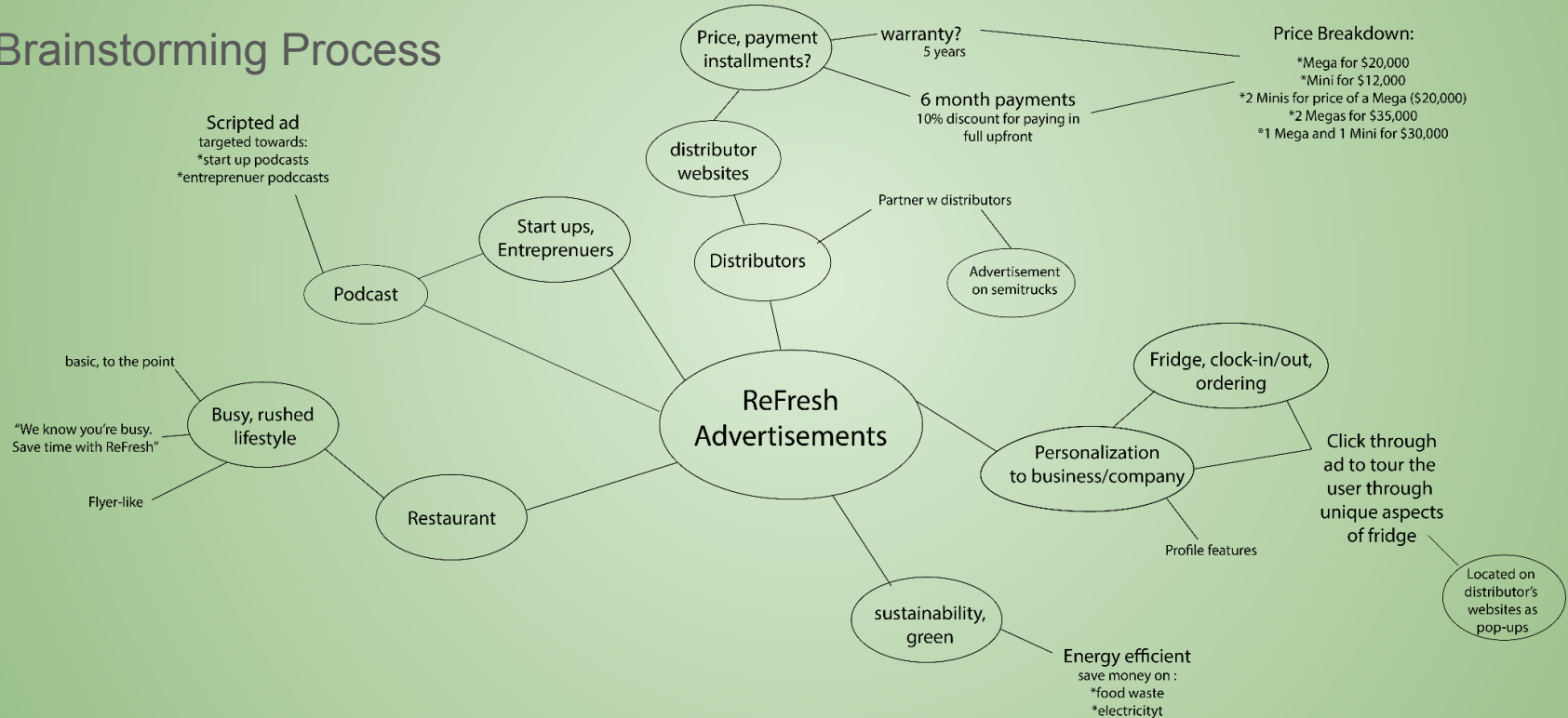


There is intentional capitilazation of the
“R” and “F”

No other letters are to be capitalized other than
certain promotional purposes

Advertising

Brainstorming Process



Advertising

ReVamp
your restaurant with
ReFresh

THE NEW COMMERCIAL SMART FRIDGE

MegaFresh



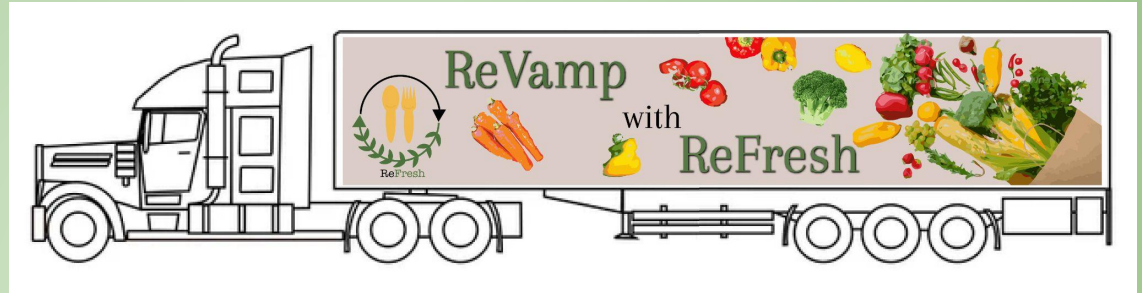
- Inventory Management
- Time Clock for Employees
- Create Less Waste
- Customizable Settings

Smart Interface. Sleek Design. Stainless Steel.

Also introducing the
MiniFresh
for smaller restaurant needs



VISIT OUR SITE FOR MORE DETAILS



Website Ad

Representing both the MegaFresh and MiniFresh
-Specs: 240px x 400px

Truck Ad

Used to get the name out there
-We will partner with distribution companies to host our ad
-Specs: 8' x 20'

Advertising

Interactive Ad

Gives the user a look at how the fridge can be used and to see the unique features that it has to offer.

-Specs: 336px x 240px

Meant for a website advertisement, specifically a distributor's website.

