



JUMP

Jump wins prestigious NASFM design award for South St. Burger Co.

MARCH 11, 2007, LAS VEGAS – Jump Branding & Design Inc. received an Outstanding Merit award in the 2007 Restaurant category from the National Association of Store Fixture Manufacturers for their South St. Burger Co. concept. Jump President Eric Boulden and Creative Director Jerry Alfieri were in Las Vegas at the Retail Design Awards Presentation at the GlobalShop trade show to receive the prestigious award. The winners were selected from projects submitted from around the world that were completed between January and December 2006. The submissions were judged by marketing and design managers from leading retailers such as Bank of America, Harley Davidson and Neiman Marcus, as well as trade publication editors and other design professionals. This is Jump's first entry into the retail awards arena.

High open ceilings, warm colors, and modern furnishings characterize the South St. Burger Co. restaurant concept, located in Toronto, Canada. The restaurant elevates consumer perception of QSR dining with a variety of seating options including intimate single seats, cantilevered banquette seating with loose tables and chairs, high stool window seating, and

semicircular, tall-backed booths. Signature artwork uses light brand humour to contrast the upscale design. The menu design is clean and simple with items categorized by close-cropped photography. A vertical column of frosted glass, stainless steel, and stone cladding accentuates the grill. The restaurant concept was developed in partnership with New York Fries, a Canadian retailer.

Founded in 1956 and based in Hollywood, Fla., NASFM has stood for quality and professionalism for 50 years. NASFM members are proven industry leaders – companies that are well known for excellent craftsmanship, topflight service, and cutting-edge innovation.

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