



NEW BRAND FAQ:

Why was the logo changed?

In light of our 35th anniversary and our Bold Goal, we took a big look at our brand to understand what Pampered Chef means in today's world. What we heard was a story about togetherness and we wanted our brand to reflect that. So, we set out to identify a single, recognizable image that symbolizes who we are, and that's how we landed on the Happy Spoon – a simple basic tool that spans the entire meal process. How perfect for us! Learn more at [Consultant's Corner > News & Events > Our Brand](#).

What will a new logo do for the company and my business?

The new logo will help appeal to more new Pampered Chef consultants and customers by showing that we're staying fresh and continuing to innovate in this fast-paced modern world. As an organization, we'll keep evolving our products, our recipes, and our sales tools to stay contemporary with the times and give both long-time and new customers the best experience fit for the way they live.

Where can I find the story of the Happy Spoon?

You can find the story of the Happy Spoon on [Consultant's Corner > News & Events > Our Brand](#). It'll also appear in several Pampered Chef publications and channels throughout the year such as the catalog, our website, and social media platforms to spotlight our new look and feel and give everyone the opportunity to get familiar with it.

Can I share the Happy Spoon story with my team and my customers?

Of course! We'd love for you to spread the word and share what the Happy Spoon represents with your teammates and customers.

What's the best way to share the new brand with my customers?

However you're most comfortable! Share the pieces that resonate the most with you and that you think your audience will connect with the most. Reflect on personal experiences that bring the story of the brand to life. What Pampered Chef moments have you experienced of togetherness? How is Pampered Chef fit for the way you live?

Is it OK for me to continue to use business materials with the classic logo?

You can use up your current inventory of business materials before you re-order supplies with the new logo.

Can I still wear my classic logo wear?

We still value and cherish our classic logos – they were with us for some of our favorite Pampered Chef memories! New logo wear will be available from Merrill, but there’s nothing wrong with hanging on to any of your classic logo wear.

Can I still wear my recognition items with the classic logo?

Wear what you’ve earned with pride! As we transition over the next several seasons to our new logo, we’ll assess all of our recognition items to make sure that they align with our new look.

When will business supplies and support materials have the new logo?

We’ll make many things available for you to get your hands on immediately like Independent Consultant logos, business cards, and merchandise, but some things, like our products and packaging, will take a bit longer to roll out. Given the widespread nature of this change, we’ll be transitioning to our new look over the next several seasons. Our catalog, Season’s Best®, and most of our seasonal update materials will have the new logo starting with the fall season. We’ve also made some design updates to the New Consultant Kit. You can find a timeline of our expected rollout on Consultant’s Corner > News & Events > Our Brand.

When will products have the new logo?

Starting with spring/summer 2016, new products will have our new logo. We will also start to transition our existing product line to the new logo, but as with any change of this magnitude, it’ll take time. You can find a timeline of our expected rollout on Consultant’s Corner > News & Events > Our Brand.

How can I get an apron and tote with the new logo?

Both the apron and tote will be available to order on the supply line starting August 3rd.

Where can I get the new Independent Consultant logos?

Go to Consultants Corner > Training and Resources > Online Marketing, which directs to our Pinterest board with the updated logos.

What happened to the “The” in Pampered Chef?

After vigorous discussion and hearing many of you refer to the brand in this more casual way, we decided that the “the” made us feel too formal and too singular. There is not just one Pampered Chef – it’s all of us, all around the world!