



PRESS RELEASE

Taste Unlimited Unveils Re-Branding With Relocation And Expansion Of Hilltop Store In Virginia Beach

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Virginia Beach, VA – After 38 years in the same space, Taste Unlimited has recently relocated its original store and café from the West section of the Hilltop shopping center to Hilltop East, near the YMCA. This move follows the company relocating its [Norfolk store](#) in 2010—from Ghent to the Larchmont section of Hampton Boulevard, where the company’s flagship store is now located. The [new Hilltop store](#) had a “soft” opening on October 28, and [grand opening promotions](#) and events are happening throughout November. Guests who visit the new location by November 19 and register to become a “TASTE BUD,” thereby joining their [loyalty reward program](#), will receive a free sample bottle of the company’s famous house dressing and will be entered in a drawing to win free lunch for a year (see store for details). Product demonstrations and informal wine tastings are also scheduled throughout the month.

With the Hilltop move comes the introduction of a new look and new logo. “As we update and upgrade our stores, it seems like a logical time to update our look and branding efforts to fit our evolving company,” remarks Amy Jordan, the company’s Director of Marketing and Public Relations. Members of the company’s management team worked with Otto Marketing and Design to create a new logo, which has been employed in the signage at the new Hilltop location. Besides the new design of the logo itself, the most noticeable change to some is the emphasis on the word “TASTE,” in capital letters, rather than “Taste Unlimited.” Amy Jordan clarifies, “While the company name is still officially ‘Taste Unlimited,’ many locals and loyal customers already affectionately refer to us as ‘TASTE,’ and we have embraced the simpler form in conjunction with our new, more contemporary store design.” The company is the owner of the federally registered TASTE trademark.

Upon entering the new Hilltop location, guests will see a spacious dining area with seventy seats, featuring a raised communal table illuminated by “Edison-style” lighting. Several smaller tables crafted of sustainable bamboo also fill the

area. The floors are concrete, and fixtures are accented by aged steel. The illuminated sign that promoted the former Hilltop West location for so many years has its place of honor on an interior wall in the new space. Other interesting architectural elements include a geometric application of frosted and unfrosted glass surrounding the central food preparation area. A soft seating area with leather chairs serves as a comfortable spot to take advantage of the free Wi-Fi. A changing display by local artists adorns the walls. Shelves and refrigerated cases are stocked with wine and gourmet provisions from Virginia and around the world. Outside, there is comfortable seating for thirty. New offerings include gelato, beer & wine by the glass, fountain drinks, coffee & hot tea, gluten free retail items, and a refill station for TASTE Greek Extra Virgin Olive Oil, with more to be added in the new year. For a schedule of product sampling events, visit www.tasteunlimited.com, and click on “[Happenings](#).”

About TASTE: TASTE long been known for distinctive [sandwiches](#) prepared with their famous house dressing on freshly baked breads. Now in business for 38 years, the company also offers hand selected wines and cheeses, [gourmet gift boxes and corporate gifts](#), an extensive array of specialty foods and Virginia-made products, [party platters](#) and [boxed lunches](#), and an exclusive line of [TASTE products](#)--including homemade cheese spreads, signature nuts and nut mixes, cheese straws, and other items. TASTE was also honored as 2009 Hampton Roads Retailer of Year by Retail Alliance and was named one of five “Outstanding Specialty Food Retailers” in the nation for 2009 by the National Association for the Specialty Food Trade (NASFT). The company has six locations in Hampton Roads. For store hours, more information, or to shop online, visit www.tasteunlimited.com.





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