

News Release

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Concept Branding Group Teams with AccessPoint Media Group to Offer Gourmet Branding to Restaurants

Leading operations and branding firms poised to assist forward thinking restaurant owners to fully activate brands, wow guests, and elevate operational performance

San Diego, CA, September 26, 2011 -- With more than 140 years of collective small business, retail, hospitality and restaurant brand building expertise, Concept Branding Group has teamed up with San Diego-based AccessPoint Media Group to expand, adding depth in restaurant business/operational reviews, guest loyalty, as well as in state-of-the-art design, web and social media capabilities.

The expanded team will bring striking visual life to the brand, brand story, and organizational efficiencies of restaurant and hospitality clients, building long-term brand sustainability - offering *Gourmet Branding*, something unlike anything found in a typical agency or consulting firm.

"Since our founding in 1994, we have always sought to provide our restaurant, food and hospitality clients with the tools necessary to refine their brands, improve operations and move to the next level of performance – we call it BRAND WOW. By creating this "mind trust" and centralizing our ideas, recommendations and concept refinements, we are fully able to bring a fresh perspective to restaurant operators and managers to set new levels of achievement by activating brand loyalty and enforcing brand promises – and keep them wow-ing their guests," commented Tom Kelley, Principal of Concept Branding Group. "We are well poised to add value and grow client profile in bold, creative ways for restaurants and hospitality locally, regionally and nationally."

"Our goal is to become a strong Brand Ambassador for our client's business. We want to deliver much more than simply decorative solutions, but rather bring intelligent, strategic visual problem solving to the table – the kind of stuff that resonates with target audiences, builds the brand for long-term success, and improves the restaurant's bottom line", says Larry Bevins, Principal of AccessPoint Media Group.

Long time Southern California restaurant and food and beverage coach and manager Steve Gostin will also complement the existing restaurant tune up and business reviews that the firm will be conducting for existing and new entrepreneurs entering the restaurant and retail food industry.

The firm is aggressively seeking and already is in contention for both small and large projects both locally and regionally. It welcomes all inquiries from individuals, companies and organizations seeking to enliven their brand identities.

Concept Branding Group works with forward-thinking clients, entrepreneurs, business leaders and their teams to unleash their full brand potential. A *Gourmet Branding* firm, we look at your world with a fresh, informed, unvarnished and imaginative point-of view -- only then do we reveal possibilities that challenge and elevate expectations – and wow customers. Ultimately, we inspire alliances and new avenues for growth by creating powerful brand strategies and solutions to evolve and activate your brand story and profile in communities where you do business. www.conceptbrandinggroup.com

AccessPoint Media Group provides intelligent, strategic, visual solutions to grow brands. Our tagline is "Web. Print. Momentum", meaning that we help small businesses move forward by providing a high-level of expertise in branding, design, copywriting, web and interactive solutions, printed materials, advertising, corporate identity, tradeshow materials, and much more. www.ap-mg.com