

TESSER USES FRESH THINKING TO “CREATE” A NEW STORE EXPERIENCE AT PAPA MURPHY’S

*San Francisco Brand Strategy Firm Helps Leading Take ‘N’ Bake Pizza Chain
Get a Bigger Piece of the Pie*

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SAN FRANCISCO – Topping the leading take ‘n’ bake pizza category requires some hands-on experience. Papa Murphy’s new CREATE store prototypes brings guests up close to the company’s personalized fresh prepared pizza-making process and delivers a memorable experience that engages the senses.



Tesser worked closely with Vancouver, Wash.-based Papa Murphy’s team to design and develop the new CREATE store prototype, which emphasizes the brand’s passion for making fresh, made-to-order take ‘n’ bake pizzas, tailored to satisfy the craving of each individual guest.



“Our goal with the CREATE store concept is to engage guests and let them experience the high level of freshness and detail Papa Murphy’s has to offer in every pizza,” says Tré Musco, president and chief creative officer at Tesser. “We’ve designed the stores with an open layout, so guests can see the fresh ingredients and appreciate the pizzas being created before their eyes.”

Transparency is the key visual element in the design. Each new prototype store spotlights the prep areas where customers can see pizza dough made from scratch, then topped with hand-chopped vegetables, butcher quality meats and freshly grated, 100 percent whole-milk mozzarella cheese. The physical openness of the store is maximized with welcoming, intuitive navigation for guests as they move through the space, making them

feel at home from start to finish.

“Guests can see how fresh the ingredients are,” Musco adds. “Seeing the high-quality, hand-prepped dough and toppings positively impacts the overall experience for them.”

Crisp, clean signage throughout the store reinforces the brand positioning: “Always Fresh“, “Fresh Dough Made Daily” and “Start Creating” remind guests that the food is not frozen or factory made.

“We are extremely passionate about providing a take-home dinner experience our guests can be proud of—just like we are proud of the new store design,” says Kevin King, Papa Murphy’s chief development officer.

To showcase Papa Murphy’s complete meal offerings, Tesser also introduced a new Murphy’s Market within the store. This striking custom cabinet and sleek grab ‘n’ go refrigerator case displays freshly made salads, dessert pizzas, cookie dough, the Mini Murph™ Make ‘N’ Bake Kids Pizza Kit, cold beverages, gift items and more.

Papa Murphy’s plans to launch three CREATE store locations to pilot specific materials, design elements and customer flow. Future plans will also offer franchisee partners the opportunity to open new locations and remodel existing units with the new store design.

About Tesser

Since 1993, Tesser has been building powerful brands by focusing on the big picture: 360 degrees of uncompromised thinking on branding and integrated design. As strategic consultants, designers, and branding experts, Tesser helps clients create both long-term brand value and highly effective design programs. Tesser provides a unique mix of strategy, naming and verbal branding, corporate identity, retail design, merchandising, packaging and menu board design. Based in San Francisco, Tesser’s clients include Wendy’s, Denny’s, KFC, Ben & Jerry’s, Auntie Anne’s, Chili’s, Del Taco, Domino’s, Ruby Tuesday, Cost Plus World Market, Musco Family Olive Co., Popeyes, Baja Fresh and more. For further information on Tesser’s innovative work, visit www.tesser.com.

About Papa Murphy's

Papa Murphy's Pizza has been named Zagat’s “#1 Rated Pizza Chain” for the past three consecutive years. The company currently operates more than 1,370 franchised and corporate-owned fresh pizza stores in 37 States, Canada and United Arab Emirates. Papa Murphy’s core purpose is to bring all families together through food people love with a goal to create fun, convenient and fulfilling family dinners. In addition to scratch-made pizzas, the company offers a growing menu of grab 'n' go items, including salads, sides and desserts. For more information, visit www.papamurphys.com. Find Papa Murphy’s on Facebook at www.facebook.com/papamurphyspizza.

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