



**PROJECT**  
Buffalo Wild Wings  
Rebranding

**FIRM**  
Larsen, Minneapolis  
(952)835-2271;  
www.larsen.com

**CLIENT**  
Buffalo Wild Wings  
Grill & Bar

**TIMELINE**  
Five months

**SOFTWARE**  
Adobe Illustrator

**CREATIVE TEAM**  
Peter de Sibour,  
design director;  
Gwyneth Dwyer,  
director of writing  
services; John  
Schneider, senior  
account executive;  
Nick Zdon, designer;  
Amy Ambrose, project  
manager; Pam  
Borgman and Liz  
Leino, production

BEHIND THE DESIGN

WILD ABOUT DESIGN



A chance meeting led to this huge rebranding project for Buffalo Wild Wings: Larsen designers and BWW in-house creatives volunteered together on an AIGA/Minneapolis project. It confirmed two of Larsens business-development beliefs: Relationships *do* matter, and designers make great clients.

The project's three main challenges were to grab guests' attention with an entertaining but informative menu that didn't look like it came from a chain; to create unified branding for a line of 14 signature sauces while making each sauce unique; and to influence the way guests read and order from the menu, driving

them to high-revenue items. Buffalo Wild Wings is one of the fastest growing restaurant chains in the country, and Larsens bold, irreverent menus and packaging are getting rave reviews—and helping boost revenue.

In the first-quarter 2006 earnings call, CEO Sally Smith said that the new menu design and offerings were a contributing factor to increases in in-store sales, which were up 26.7% for company-owned operations and 25.3% for franchised operations. Kathy Benning, senior vice president of marketing and brand development, called the project "a great addition to the brand."