
Marketing & Advertising Support

Our marketing approach is designed to connect with our customers by personalizing their experiences at Gino's Burgers & Chicken. We supply each restaurant with specials, promotions, and copies of our monthly newsletter. In addition, print ads, point-of-purchase materials, traffic-building campaigns, our e-mail program, and a strong campaign of public relations are all part of the Gino's Burgers & Chicken Marketing program aimed at attracting and maintaining customer loyalty.

Use of Logo & Trade Properties

The Gino's Burgers & Chicken Logo has been registered with the Federal Trade Commission. All other trade dress properties to include but not limited to menu, Item Descriptions, Decor, Furniture, Fixtures & Equipment are for use by the franchisee.