

## CASE STUDY: Bindi

### CHALLENGE

Bindi, a well-known Italian manufacturer of gelato and sorbetto, wanted to build foodservice acceptance of its products in the United States.

### SOLUTION

Block & DeCorso developed a brand-building campaign that positioned Bindi to the foodservice as a nationwide supplier of quality desserts for every type of restaurant. Ads featured Bindi dishes served in New York, Miami and Los Angeles and themes such as "Born and raised in Italy. Loved in America."

### RESULTS

Bindi's foodservice reach grew and the company opened a retail location in the New York metro area, which Block & DeCorso launched.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



## BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 [www.blockdecorso.com](http://www.blockdecorso.com)

**CONTACT:** Bill DeCorso  
E: [bdecorso@blockdecorso.com](mailto:bdecorso@blockdecorso.com)