

New Fresh Logo For Ivar's Seafood Restaurants



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After successfully marking what would have been founder Ivar Haglund's 106th birthday last week, **Ivar's Seafood Restaurants** set its sights on the future as it unveiled a modern new logo created to better capture the Millennial essence. Notably, the recognizable cursive "Ivar's" has been dropped from the company's identity, leaving behind a clean blue wave simply complemented by the number "1938" to denote Ivar's founding year.



Ivar's modern new logo will also be prominently displayed on the 8,765,432 take-away cups of chowder served to guests annually

"Ivar's key management deliberated over this change for quite some time, but in the end, we felt a fresh logo will help evolve Ivar's to a point that feels more suitable and approachable for today's diner," commented **Kirsten Wlaschin**, head of Marketing for the regional chain. "We must embrace change and be fluid. The wave is symbolic of our ability to do so and adapt as a brand throughout the last 73-years, while still expressing our love of fresh Northwest seafood. It evolves us forward, yet stays true to our maritime roots and our founder Ivar Haglund's entrepreneurial vision and spirit, which is still part of our culture today."



Whether it's an Ivar Haglund original recipe, fish n'chips or clam chowder Ivar's Restaurants guarantee quality, freshness and taste in every bite

The new Ivar's logo will be rolling out to all Ivar's full service restaurants (Ivar's Acres of Clams, Ivar's Salmon House and Ivar's Mukilteo Landing), Ivar's Seafood Bars and stadium locations in the coming months. The logo will also be prominently displayed on the 8,765,432 take-away cups of chowder served to guests annually, as well as integrated into all future marketing campaigns and collateral. In addition, the company will soon launch a line of apparel and lifestyle products marked with the refreshed logo, so fans can enjoy Ivar's in all aspects of their life.



Ivar's Seafood Bars has grown to 26 locations throughout Washington featuring fast casual seafood dining for dine-in or take out

To celebrate this milestone, Ivar's has two large scale logo unveilings planned for the public. The first is based on public feedback in renaming Qwest Field to Ivar's Chowder Bowl. Subsequently, a giant chowder cup adorned with the new logo will be raised to the field's exterior in the coming month. The second will come this fall as a large scale Halloween corn maze replica, in which maze-goers will find their way out of the undulating "waves" of grain cut in the form of Ivar's new look. Ivar's infamous dancing clams will be on hand to greet fans. Complete event details will be released as the dates approach.