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Basket Food Shelf Rebrands, Launches New Logo and Program Expansion Plan

Chaska-based Bountiful Basket Food Shelf, with locations in Chaska and Cologne, serves over 15,000 people annually with over 10,000 volunteer hours.

Chaska, MN, September 9, 2024 – Bountiful Basket Food Shelf, serving the communities in Eastern Carver County and surrounding areas for over 15 years, is announcing the launch of a new logo, brand identity and the beginning of a new strategic plan for future progress and expansion of services. The incredible growth of the food shelf, especially over the last few years, has necessitated understanding the needs of the growing community and ensuring those needs can be met.

"We worked with a consultant, Board members and staff to develop a new strategic plan that could meet our growing needs. A key component of the plan was to modernize our brand identity in a way that brings us into the future. It is important to help our clients, volunteers and donors understand who we are, what we stand for, and how we will accomplish our goals," said Patti Sinykin, Executive Director.

The new mission statement is:

Nourishing neighbors, inspiring hope, and supporting families on their road to self-sufficiency.

The new vision statement is:

With a mindset of abundance, we envision a community where people feel cared for, and families can spend their energy fulfilling their dreams as opposed to basic needs.

The new values include:

- **Dignity**
- **Equity & Inclusion**
- **Integrity**
- **Flexibility & Adaptability**
- **Nutrition**
- **Abundance**

A new logo and tagline were developed through a grant partnership with **IN Food Marketing & Design (infoodmktg.com)**, an award-winning marketing agency in Minneapolis.

Former Logo

New Logo

The new logo not only helps modernize the Bountiful Basket brand identity but also draws strength and recognizability from its clever combination of our initials in a warm yet elevated manner that's inviting to our clientele, volunteers, donors, and partners. The inclusion of a leaf and green color palette conveys freshness and nourishment, aligning with the new mission.

The new tagline: **Nourish. Support. Empower.** is a short, impactful statement that walks through the process of how Bountiful Basket helps clients and cleanly encapsulates their holistic mission. It reflects the organization's ability to grow services beyond food security.

Bountiful Basket will be implementing the new brand identity over the next 3-6 months with updated signage, communications, and marketing materials.

About Bountiful Basket

Bountiful Basket Food Shelf has been serving Chaska, Carver, Chanhassen, Victoria, and the surrounding area for over 14 years helping people and families with hunger relief, and they have recently expanded to Cologne. Their mission is to nourish neighbors, inspire hope, and support families on their road to self-sufficiency. Bountiful Basket strives to ensure every individual has access to healthy and nutritious food through a grocery store-like experience. They believe non-judgmental, compassionate experiences are key components as they serve local communities.

To visit Bountiful Basket, visit their location at 1600 Bavaria Road in Chaska, MN 55318, 102 Lake Street in Cologne or call for hours at 952-556-0244. Bountifulbasketfoodshelf.org