

ROCKSUGAR A PAN ASIAN KITCHEN FINDS ITS SWEET SPOT

When Cheesecake Factory wanted to launch RockSugar, they turned to us to create an authentic, accessible Pan Asian experience.

WHAT WE DID

Strategy
Positioning
Corporate Identity Development
Production Management



The identity we created inspired the interior and exterior elements of the RockSugar dining experience.



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CHALLENGE

The Cheesecake Factory sought expansion through the launch of its first new restaurant concept since 1999—RockSugar Pan Asian Kitchen—in the highly competitive and unpredictable Los Angeles market. RockSugar represented a truly unique concept, as there was no other restaurant in upscale casual dining that brought the flavors of Thailand, Vietnam, Malaysia, Singapore, Indonesia and East India to a broad audience.

Taking its name from an essential ingredient used by Asian chefs, RockSugar needed to set the bar in upscale casual dining by standing for best-in-class, luxurious yet approachable Pan Asian cuisine. The Cheesecake Factory turned to us to give life to this exclusive new dining concept.

SOLUTION

We led a strategic effort that uncovered consumer insights into dining decision drivers and the desired levels of experiential authenticity. Leveraging these insights, we employed a strategic design process that yielded a brand expression influenced by traditional Asian iconic themes—striking the right balance between authenticity and approachability for the LA market.

This brand identity, which also served as inspiration for the restaurant’s environmental design, proved to be the key ingredient in establishing the RockSugar experience. Brandimage further defined the RockSugar dining concept through the design of key touch-points that continued telling the restaurant’s cross-cultural story: the Web site, menu, chopstick holder, gift cards and business papers.



Menu



Gift Certificates



Business Cards

