



The Urban Grocer

The Urban Grocer is a digital food media brand for the urban food community. Employing a 360-brand model, they create curated content across multiple platforms to connect emerging food pioneers and independent food movements with a global food community of urban influencers. With crowd-sourced content and data from this audience plus expert knowledge of the space, The Urban Grocer then creates bespoke, sponsored and licensed content for high-level media players and brands. They are inspired by a true passion for food and by the exciting influx of new food experiences increasingly available. They are a means to find and share this shift and to celebrate food as lifestyle. Visit www.theurbangrocer.com to see more.

“ The House fulfills exactly what I always need, whether it’s branding, graphic design, digital strategy, or IT support. They are not only creative, smart, inspired, professional, and full of enthusiasm for whatever project I throw their way, but they’re an absolute joy to work with. Each member of the team has always been immediately responsive and they listen to a client’s needs as no other agency I’ve ever worked with has. Better yet, they take the ideas I have and push them forward to new and spectacular heights that far exceed my expectations and imagination.

Caitlin Zaino, Founder of The Urban Grocer

What was the problem?

We have worked with The Urban Grocer since 2009. They came to us with a simple project at first, but this has grown and grown. In the beginning they required a new website/blog that allows them to showcase the best and most cutting-edge food discoveries from around the world. In addition to this they wanted a new brand identity to community the fun, rawness and edginess of the name The Urban Grocer.

As The Urban Grocer has grown so has our list of problems to solve. From infographics, to new website sections, to TV titles and presentations The Urban Grocer has come to us for ideas, designs and smart thinking.

And how did we solve it?

Starting with the logo identity we created one that’s fun and easy to customise. The website is made up of content from around so we wanted to allow the brand to adapt to the content too. A colour system was chosen that was complimentary but also individual. The typeface is bold, but urban at the same time and the apple, a staple diet and symbol of food in general, is hidden within the “O” of “grocer”.

As the the company grows so does the brand and we’re working with them closely to create TV Graphics, presentations, City Guides, a brand new website and a new mobile app for food discovery.

The Results?

With 8000+ Twitter followers, 6000+ Facebook Fans, year on year increases for website views, a TV special in America and over 190,000+ view of the New York City Guide The Urban Grocer continues to grow.

190k city guide views



Which services did this include?

- DESIGN & BRANDING
- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT
- CONSULTANCY & WORKSHOPS

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