

Fuzhou Noodles Inc.: Rebranding for the Changing Consumer

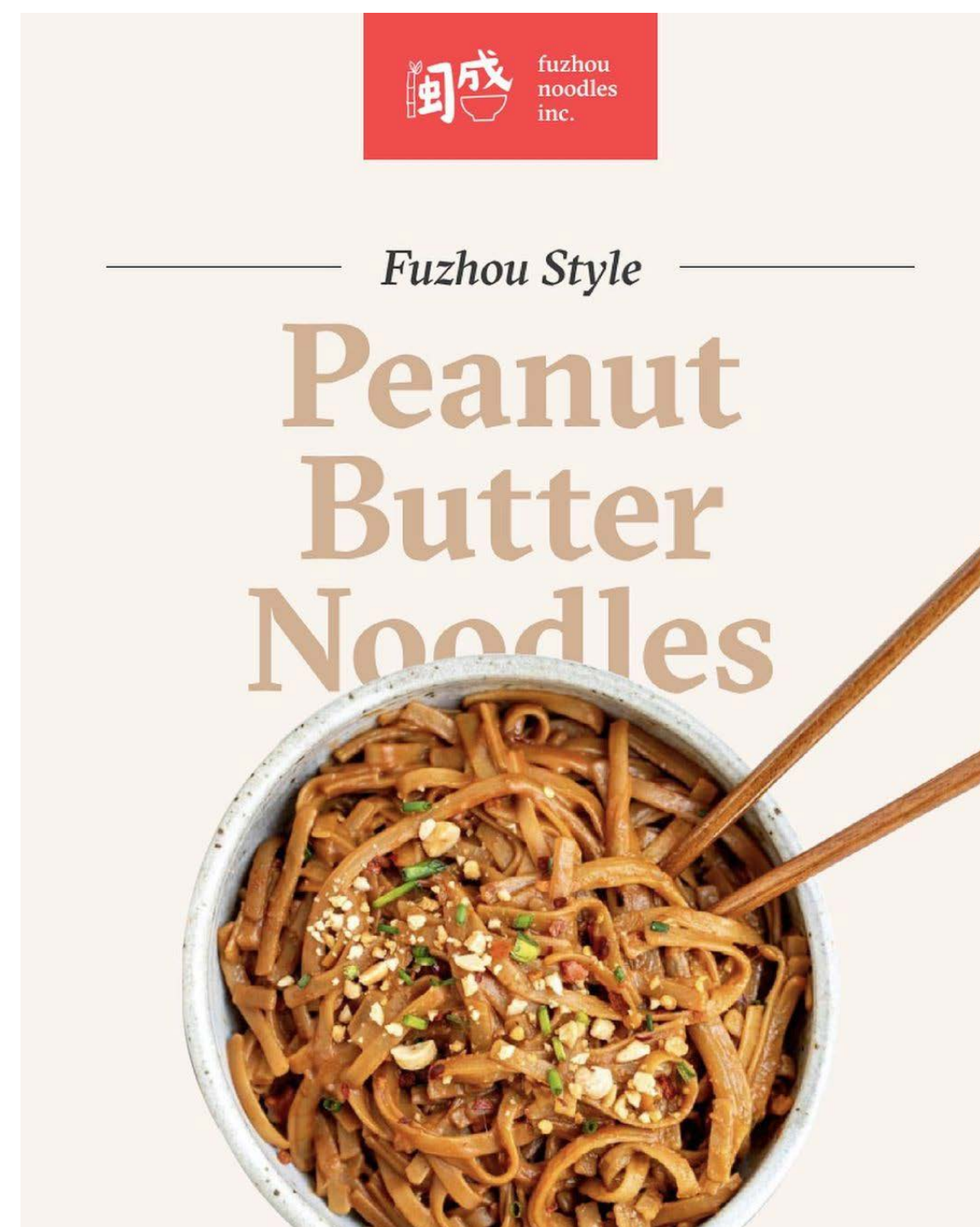
Branding Consultation, Visual Design

Contributors: Sunny, Daniel

In College Park, Queens is a small family-run Chinese noodle wholesaler: Fuzhou Noodles Inc. Between wonton wrappers, dumpling wrappers, and a vast variety of noodles, they have an array of goods that they usually sell directly to restaurants. However, with restaurants shutting down early in the pandemic, most of their sales stopped- and so Fuzhou Noodles needed to shift their strategy. They realized they needed to start selling directly to customers, but didn't have any marketing materials to kickstart this transition.

Fuzhou Noodles came to SCL for assistance with their marketing strategy- in particular, to create brand assets for their WeChat page. SCL volunteer designers Sunny and Daniel stepped in and restyled their logo to reflect a more modern, contemporary feel that would appeal to their consumers. From there, they expanded that visual branding to their digital menu design, social media graphics, and digital recipe cards in both Chinese and English.

Check out their new menu [here](#), and support Fuzhou Noodles by ordering for pickup! Email fznoodlesinc@gmail.com or order delivery through FreshGoGo!



Testimonial

What was preventing you from creating branding/social etc. before?

We lacked the people capacity to create branding, because we are only a 4-staffed small family business and we have little experience with making logos, menus, or other promotional materials

How did Send Chinatown Love remove those barriers/make it easier?

The SCL team really helped us with thinking about branding and social media presence via wechat and Instagram and obviously, helped us design the logo, menus, and recipe cards that remained true to what this business stood for - and that is a small business Asian noodle manufacturer in queens.

How will this help your business?

The menus and logo go a long way to represent our business and products. In the future, we can still use these designs for more material on social medias.

What did you like most about working with us?

The people! Everyone was so patient and kind and really eager to work with us and this entire experience has been really unique and productive. Thanks, SCL!