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## FOR IMMEDIATE RELEASE

CONTACT: PATRICE SAMARA, DIRECTOR OF STRATEGIC COMMUNICATIONS  
UNISON  
202.337.7887  
UNISONAGENCY.COM

# FRESH BRAND, NEW WEBSITE FOR CAVA MEZZE

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Unison Agency, a Washington, DC based brand and digital agency, is pleased to announce the launch of the refreshed brand identity and website for Cava Mezze Restaurant. The Greek-inspired restaurant has three locations in the Washington, DC metropolitan area serving the freshest and finest in Mediterranean ingredients.

Cava Mezze Restaurant engaged Unison to design an enhanced brand identity and more robust digital experience by implementing an online store and revamped menu layout. The new mobile-friendly site features a dark wood background drawn directly from the look and feel of Cava Mezze Restaurant locations and their signature brand colors, yellow and white. A new menu sidebar allows users to easily navigate between individual subsections, letting patrons find exactly what they are looking for at the click of a button. The updated logo plays off the identity of the fast-casual affiliate-off Cava Mezze Grill - [www.cavagrill.com](http://www.cavagrill.com) - further aligning all three Cava Mezze brands.

Last year, Unison also developed and launched a new website for Cava Mezze Grill and will continue to advance their online presence through a series of updates as new locations open throughout the year. Additionally, a new site for Cava Foods, the company's line of exceptional packaged products, is expected to launch later in this year and will be integrated into the Cava Mezze website. Fans of the Cava Mezze brand will be able to navigate between them easily to locate the very dips and spreads used in the signature Cava Mezze dishes in the restaurant as well as view suggested recipes to try at home.

"The launch of the updated Cava Mezze Restaurant brand and website represents the continued mutually beneficial relationship between Cava Mezze and Unison," said Mary Matalas, Senior Project Manager at Unison. "Last year marked the launch of the revamped website for Cava Mezze Grill, the fast-casual spin off of Cava Mezze Restaurant. We were excited to have the opportunity to align each web portal to create a more cohesive experience across their touchpoints. The result is a truly user-friendly experience, giving patrons the opportunity to take a little Cava Mezze with them wherever they go."

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## ABOUT CAVA MEZZE

Cava Mezze is a Greek-inspired restaurant in Washington, DC serving the freshest and finest in Mediterranean ingredients. There are now 3 Cava locations, a fast casual spin off called Cava Grill and packaged product line that sells their all-natural spreads in food markets up and down the east coast.

For further information, please visit [cavamezze.com](http://cavamezze.com).

## ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients' brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at [info@unisonagency.com](mailto:info@unisonagency.com) or call 202.337.7887.