



GROUCHO'S DELI

Media Kit

South Carolina's Most Loved, Historic & Awarded Deli

EST. 1941

Born in the South. Built to Last.

GROUCHO'S® DELI has been a Southern institution for over 85 years.

Born in South Carolina, built on bold flavors and neighborhood loyalty — our signature STP Dipper®, Formula 45 sauce, and award-winning sweet tea have earned their place on the table. Across 30+ franchise locations in three states, the brand that started it all is still the one people come back to.

85 YEARS

30+ LOCATIONS

3 STATES

1941 FOUNDED

SIGNATURE ITEMS

- STP Dipper® — Our most iconic sandwich
- Formula 45 Sauce — The legendary house dressing
- Award-Winning Sweet Tea — A Southern tradition
- My Wife's Salad Bowl — A fan favorite since day one

LOGO SYSTEM

The GROUCHO'S® DELI logo is available in three forms. Each must be used in its original, as-designed proportions. When depicted in color, logos must use only the approved brand colors: red and black on a white or unobstructed background.

Logo Variants

The Groucho's Deli logo is available in three forms:



GROUCHO'S® DELI Full Circle Logo

The full circle logo is a registered trademark, always to be used in its original, as-designed proportions. Never condense, expand, or distort the logo beyond its original proportions. The full circle logo must, when depicted in color, be in the approved colors, red and black. The logo must always be used on a background that will not impede its readability. The logo should never be used on a patterned background. White is the preferred background color.



GROUCHO'S® DELI Half Man Logo

The half man logo is always to be used in its original, as-designed proportions. Never condense, expand, or distort the logo beyond its original proportions. The half man logo must, when depicted in color, be in the approved colors, red and black. The logo must always be used on a background that will not impede its readability. The logo should never be used on a patterned background. White is the preferred background color.



GROUCHO'S Famous® Logo

The Groucho's Famous logo is for use on Groucho's Deli food packaging ONLY and is not authorized for use by franchisees.

Logo Use

All Groucho's Deli franchised units should use the Groucho's Deli logos exclusively. No Groucho's Deli logo should be used by any non-franchisee entity to imply a relationship with Groucho's Deli without the express permission from Groucho's.

Placement

The Groucho's Deli logo must be clear and prominent in publication layouts. This is especially true when the logo is combined with or appears with another logo or additional artwork. Instances that combine the Groucho's Deli logo with another logo must be approved by the Groucho's Digital Marketing Coordinator.

PLACEMENT STANDARDS

- 01.** Only use official Groucho's Deli logos downloaded from Groucho's Google Drive.
- 02.** Do not use scanned copies, website logos, or "homemade" versions.
- 03.** The Groucho Man element may be used independently, but use of the Groucho Man element by itself requires approval from Groucho's Deli.
- 04.** For best results, let Groucho's Deli Brand & Marketing team assist with print projects.

Color Palette

A specific red, black, and white color scheme is used across all channels. Consistency in color reinforces brand recognition at every touchpoint.

Classic Red

HEX #ED1C24

RGB 237 / 28 / 36

CMYK 0 / 100 / 100 / 0

Jet Black

HEX #000000

RGB 0 / 0 / 0

CMYK 0 / 0 / 0 / 100

White

HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Accent Red

HEX #C00000

RGB 192 / 0 / 0

CMYK 15 / 100 / 100 / 10

Font Styles

In an effort to maintain consistency and readability throughout all our communications, we use the Montserrat Font family for all paragraphs of text, headlines, calls to action, fine print, phone numbers, addressing, and most other text in all our customer-facing materials. The “GROUCHO’S DELI” name should always be in all caps. Dom Casual Std Bold is also used for some communications, mainly as an accent to Montserrat.

Montserrat

Montserrat is the primary typeface across all customer-facing materials, including headlines, body text, calls to action, fine print, and addressing.

WEIGHT RANGE

Aa

Aa

Aa

Aa

Aa

Light 300

Regular 400

Semi 600

Bold 700

Black 900

BODY COPY

Taste the Good! Come try the STP Dipper, award-winning sweet tea, and our famous Formula 45 sauce at one of our locations.

Dom Casual Std Bold

Dom Casual Std Bold serves as an accent face for select communications.

WEIGHT RANGE

Aa

Bold

BODY COPY

Taste the Good! Come try the STP Dipper, award-winning sweet tea, and our famous Formula 45 sauce at one of our locations.

Examples of proper logo usage and type usage:

Trade your
golf clubs
for
Deli
Clubs



GROUCHO'S[®] DELI

is proud to be South Carolina's
Most Loved, Historic, & Awarded
Deli **since 1941**



STP DIPPER[®]



MY WIFE'S SALAD BOWL[®]



Come try the STP Dipper, award-winning sweet tea, and our famous Formula 45 sauce at one of our locations! grouchos.com

DISPLAY / HEADLINES

GROUCHO'S® DELI

The "GROUCHO'S® DELI" name should never be presented in lowercase letters. All channel letters, vehicle wraps, and print/digital advertising should be in all caps.

KEY RULES

- 01.** The "GROUCHO'S DELI" name should always appear in all caps.
- 02.** All channel letters, vehicle wraps, and print/digital advertising must use all caps.
- 03.** Montserrat is used for all paragraphs, headlines, CTAs, fine print, and addressing.
- 04.** Dom Casual Std Bold is used as an accent to Montserrat in select communications.

CAPTIONS

Our brand voice is simple, witty, and confident. Communicating with clarity and personality across every touchpoint. Copy should feel approachable yet polished. All written content must reflect the values and integrity of the brand. The use of profanity, political commentary, and religious references is strictly prohibited across all copy, captions, and communications. Content should remain inclusive, respectful, and appropriate for a broad audience regardless of platform or context.

EXAMPLES

01. Be sure to grab your catering before your next big event! [#grouchosdeli](#) [#tastethegood](#)

02. When you sign up for our rewards program, you get rewarded for eating at YOUR neighborhood deli! Sign up next time you order, or on our website!
[#grouchosdeli](#) [#tastethegood](#)

03. Friday calls for a BLT 🙏 [#grouchosdeli](#) [#tastethegood](#)

04. Happy Mothers Day from Groucho's Deli! [#GrouchosDeli](#) [#TasteTheGood](#)

Approved Name Formats

As we continue to strengthen the Groucho's Deli brand, we must concentrate on how we refer to Groucho's Deli in print, on the web, and verbally.

RECOMMENDED NAMES:

● GROUCHO'S® DELI

● Groucho's Neighborhood Deli

● GROUCHO'S® DELI (LOCATION)

● Groucho's Since 1941

● Groucho's® Deli of [Location]

● GROUCHO'S® GIVES BACK

● Groucho's® of [Location]

● GROUCHO'S® CATERING

NEW JUNE 2023:

The "GROUCHO'S® DELI" name should never be presented in lowercase letters. All channel letters, vehicle wraps, and print/digital advertising should be in all caps.

Our Legacy

Groucho's Deli upholds the same tradition from generation to generation: we serve only the highest-quality products and ingredients. In turn, Groucho's® Deli sits at legendary status for 85+ years of excellence. Groucho's started franchising in 2000 with its first franchise in Lexington, South Carolina. Groucho's has grown into multiple cities across South Carolina, North Carolina, and Georgia. Each Groucho's location is empowered to be "Your Neighborhood Deli." Our guest experience and each location should be location-specific to their community.

Who We Work With

We collaborate with creators and media professionals who share our values and morals. We prioritize authenticity and engagement. If our brand resonates with you and your audience, we'd love to connect.

Content & tone guidelines

Our brand voice is simple, witty, and confident. All content associated with our brand should feel authentic, considered, and visually consistent with our aesthetic. Profanity, political commentary, and religious references must be avoided across all copy and captions. All text must remain clearly legible across print and digital formats.

Disclosure & Compliance

All sponsored content must be clearly disclosed.

Assets & Resources

High-resolution logos, product photography, campaign imagery, and brand guidelines are available upon request and will be delivered within ample time.

Get In Touch

Whether you're a content creator, journalist, or media professional, we'd love to hear from you.

<https://www.grouchos.com/contact>

Location Directory

GEORGIA

Augusta

758 Broad Street, Augusta, GA 30901

SOUTH CAROLINA

AIKEN

216 University Parkway, Aiken, SC 29801

BATESBURG-LEESVILLE

139 North Oak Street, Batesburg-Leesville, SC 29006

CAMDEN

168 Wall Street, Camden, SC

CHARLESTON

975 Savannah Hwy, Charleston, SC

NE COLUMBIA

111 Sparkleberry Crossing, Columbia, SC

CONWAY

219 Laurel Street, Conway, SC

FLORENCE

1725A West Palmetto St., Florence, SC

GEORGETOWN

913 Front Street, Georgetown, SC

GREENWOOD

1632 Bypass 72 NE, Greenwood, SC

IRMO

700 Columbiana Drive, Irmo, SC

LEXINGTON

117 1/2 E.Main Street, Lexington, SC

NEWBERRY

2828 Main St., Newberry, SC

ROCK HILL

1039 Charlotte Ave., Rock Hill, SC

SUMMERVILLE

118 N Main Street, Summerville, SC

NORTH CAROLINA

Charlotte

5110 Park Road, Charlotte, NC 28209

Statesville

101 East Broad Street, Statesville, NC 28677

ANDERSON

129 East Whitner St, Anderson, SC 29624

BLYTHEWOOD

730 University Village Dr, Blythewood, SC

CHAPIN

138-B Amick's Ferry Road, Chapin, SC

CLEMSON

104 Fendley Street, Clemson, SC

5 POINTS

611 Harden Street, Columbia, SC

MCLEOD

800 East Cheves Street, Florence, SC 29506

FOREST ACRES

4717 Forest Drive , Forest Acres, SC

GREENVILLE

20 East Coffee Street, Greenville, SC

HARTSVILLE

146 E Carolina Avenue, Hartsville, SC

LAURENS

113 E. Laurens Street, Laurens, SC

MOUNT PLEASANT

1200 Queensborough Blvd, Mount Pleasant, SC

ORANGEBURG

1208 St. Matthews Rd., Orangeburg, SC

SPARTANBURG

100 E. Main Street, Spartanburg, SC

WEST COLUMBIA

2265 Sunset Blvd, West Columbia, SC

OVERVIEW

Groucho's Deli spends time on the production, quality, and character of our kitchen directly to your event. From intimate executive gatherings to large-scale celebrations, our full-service catering program is designed to deliver an exceptional culinary experience. It is executed with precision and care at every touchpoint. Our team manages every aspect of the catering process, from initial consultation through final cleanup, so that you and your guests can remain fully present for what matters most.

OUR CATERING SERVICES

Our catering options supply for meetings, staff lunches, and special events. Many local businesses rely on us for fresh, reliable catering that is easy to order and consistently delivered on time. Whether you need a one-time order or recurring meals, our team is set up to make the process simple and dependable.

We would love the opportunity to serve your next group meal. Please feel free to reach out with any questions or to request menu information.

Thank you for supporting your neighborhood deli, and we look forward to working with you.

CONTACT & INQUIRIES

To order or learn more about our catering, please reach out through our website, our app, and over the phone at various locations.

Inquiry Form: <https://www.grouchos.com/catering#catering-inquiry>

Order Now: <https://togo.grouchos.com/web>

Download The Menu: <https://static.spacecrafted.com>

TIMELINE

1941

Harold "Groucho" Miller founded the deli in Columbia, SC.

He arrived from a Philadelphia orphanage with original recipes for potato salad, coleslaw, and signature dressings. He set out to work opening his first restaurant based on these recipes. To this day, we honor and repeat his founding philosophy: "Quality is the most important ingredient in a sandwich."

1945

Formula 45™ sauce perfected

The signature dressing that would define Groucho's flavor identity for generations is finalized.

1960's

The Dipper™ Sub Debuts

Groucho's introduces its innovative sub style served with original sauces. The Apollo Dipper™ — named after the space capsule — is advertised as "landing in a cup of 45 Sauce."

1980's

Retail shop phased out; dining room expands

Ivan Miller — Harold's son — takes over as second-generation proprietor. The front retail shop gives way to a larger seating area.

2000

First franchise opens in Lexington, SC

Third-generation growth begins. Exclusive distributor partnerships and on-site training ensure quality is consistent across every location.

Today

Multiple locations across SC, NC & GA

Each Groucho's is empowered to be "Your Neighborhood Deli", community specific in spirit, consistent in quality.

Menu Images

Specific angles and requirements are used for our menu image items. Here is Groucho's Deli most ordered/ popular menu items. Following below is a link to all Groucho's Menu item images



STP Dipper



Groucho's BLT



Apollo Dipper



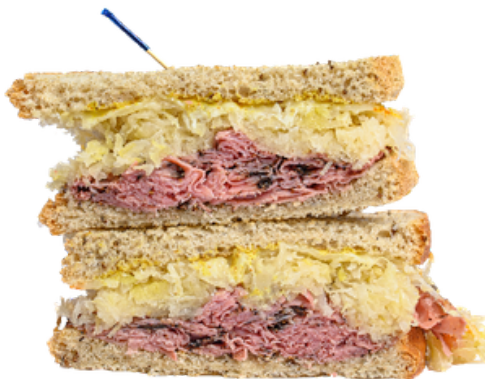
Arcadian Chicken Salad



Deli Club



My Wife's Salad



Reuben Variation



Arcadian Chicken Pita

Menu Image Folder

<https://www.grouchos.com/contact>



GET IN TOUCH.

READY TO PARTNER?

For media inquiries, marketing requests, co-branding opportunities, or access to brand assets, reach out to the GROUCHO'S® DELI team.