

## Quiznos Brand Refresh Program

Various, United States

**Client**  
Quiznos

**Value**  
US\$4,750,000

**Completion**  
2010

**Assignment**  
Program Management



Bovis Lend Lease is managing the three-month, brand refresh program involving the re-imaging of 1,200 to 1,600 Quiznos locations across the United States.

The program entails the re-branding of Quiznos sites to 'The New Quiznos' image and involves a deep cleaning, wall-covering installations and updating graphics at each location.

Bovis Lend Lease will complete the renovations in fully operational facilities, minimizing possible disruptions to staff and patrons.

The three-month, brand refresh program aligns with the Quiznos marketing schedule.

The Bovis Lend Lease proven track record for completing multiple, geographically wide-spread retail projects, promptly contributed to the project award.

