

Brasa Unveils Major Rebrand as ¡BRASA! Peruvian Superfoods, Debuting at Toronto Pearson International Airport

The restaurant brand is evolving to ¡BRASA! Peruvian Superfoods, putting Peru's vibrant culture and superfood heritage at the center of its next chapter.

TORONTO, ONTARIO, CANADA, August 29, 2026 /EINPresswire.com/ -- Brasa Peruvian Kitchen today announced a major evolution of its brand, becoming ¡BRASA! Peruvian Superfoods, with its upcoming Toronto Pearson International Airport restaurant set to become the first location to open under the new identity.



The rebrand represents much more than a new logo or restaurant design. It reflects a strategic shift in how Brasa communicates what makes the company different: bringing the flavours, ingredients and nutritional power of Peru to modern meals people already know and love.

Since its founding, Brasa has built its menu around healthy, flavour-forward meals inspired by Peru. As the company expanded across Toronto and New York, its leadership recognized an opportunity to more clearly communicate one of its greatest differentiators: Peru's extraordinary diversity of naturally nutrient-rich ingredients and superfoods.

The company will transition its consumer-facing name from Brasa Peruvian Kitchen to ¡BRASA! Peruvian Superfoods, supported by a completely redesigned visual identity inspired by Peruvian textiles, ingredients and culture. The new brand is anchored by the positioning "Good Mood Superfoods" and a mission to redefine fast food through healthy meals that are rich in culture, full of flavour and made with care.

"Brasa has evolved considerably since we opened our first restaurant, and we wanted our brand to better communicate what makes us special," said Michel Falcon, Founder and CEO of Brasa. "Peru has some of the most incredible ingredients and superfoods in the world, yet many people

in North America are still discovering them. Our goal is to make those ingredients approachable by incorporating them into the bowls and smoothies and meals people already enjoy. This rebrand gives us an opportunity to celebrate Peru more confidently while building a brand that can grow far beyond where we are today.”

The new identity was intentionally developed to feel more mature, established and scalable while drawing greater inspiration from Peruvian culture. Bright Carmín red and Crema become the brand's primary colors, complemented by a vibrant graphic system influenced by premium Peruvian textiles and superfoods.

Toronto Pearson International Airport will provide travelers with the first complete experience of the new ¡BRASA! brand, including its new signage, packaging, visual identity and restaurant environment.

Following the Pearson debut, Brasa will begin redeveloping its existing restaurants throughout Toronto and New York over the coming months, gradually introducing the new identity across its physical restaurants, packaging, digital platforms and other guest touchpoints.

The evolution represents the next phase of Brasa's growth while staying rooted in the idea that has guided the company from the beginning: introducing more people to Peru through healthy and flavourful meals.

Julianne Pizzaro
Brasa Peruvian Superfoods
j@brasaperuvian.com

This press release can be viewed online at: <https://www.einpresswire.com/article/938108535>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.