



TENDERLING DESIGN

Tenderling Design Named ‘Branding Agency of the Year’ by Hospitality Business Review

February 18, 2025

Austin, Texas: Tenderling has been honored as the *Hospitality Branding and Marketing Agency of the Year 2025* by *Hospitality Business Review* (HBR), a leading print and online publication serving hospitality management professionals.

With a readership of over 95,000, HBR recognizes industry excellence through a rigorous selection process, requiring nominations from its subscribers and evaluation by its expert editorial team.

Tenderling Design stands out as the sole recipient of this year's award, a distinction that came as a complete surprise to the team.

"This recognition reaffirms what we strive for every day—helping hospitality brands build meaningful, lasting connections with their guests," said Partner James W. Moore. "Being nominated organically by industry professionals is the highest compliment we could receive. It validates our approach and the impact that our work has on the hospitality space."

Partner Penny echoed the excitement. "We're beyond proud of our team and the work we do for our clients. This award is a huge moment, but we're already looking ahead to what's next."

Both James and Penny are featured in this month's edition of *Hospitality Business Review*, where they share insights into Tenderling's approach to branding and marketing in the hospitality space, including the launch of their brand-new offering, *Turnkey by Tenderling*.

"We're constantly evolving to meet the needs of our clients, and this year, we're making high-quality branding more accessible than ever with *Turnkey by Tenderling*," said James.

With *Turnkey by Tenderling*, clients can launch a fully realized brand in as little as two weeks. This streamlined offering provides a comprehensive catalog of expertly designed brand identities, paired with brand maintenance plans to ensure long-term success and seamless activation.

Turnkey by Tenderling launches later this year.

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Tenderling Design is a full-service branding studio dedicated to building powerful, strategy-driven brand identities that not only inspire but drive measurable business impact. With over 15 years of experience, their team of expert designers, strategists, and storytellers crafts compelling, visually-stunning brand experiences that enhance guest engagement, increase brand loyalty, and elevate market positioning.