

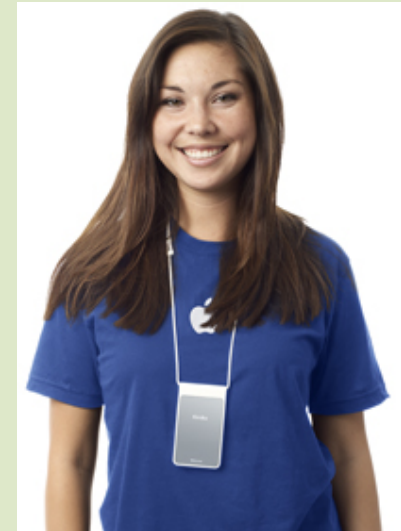


Marketing & Branding

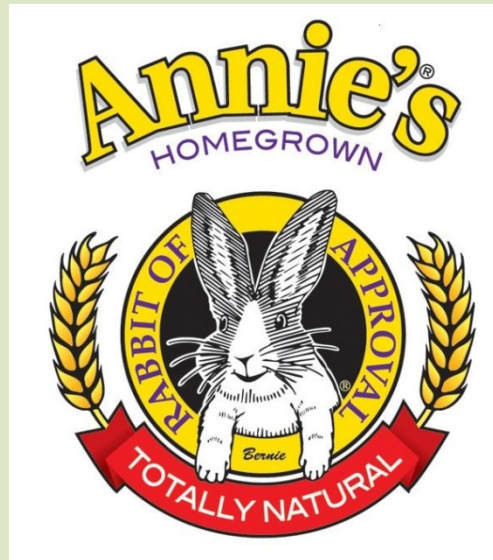
Elyse Ditzel
Dabney Gough

BRANDING & PACKAGING

Importance of Identity



Importance of Identity



What's your product personality?



Attributes & differentiation



The same, but different



The same, but different



The same, but different



The same, but different



Same, but different



The same, but different



Importance of shelf impact



Flexibility in display



How is your product perceived?



How is your product perceived?



What's your "voice"?




FILTHY FARMGIRL

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0 Items

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Creamy Coconut Cutie

\$ 8.00

“By the time I get through scrubbing’...I’m spanking’ clean and ready for a roll in the hay!”

100% Natural Ingredients:

Saponified Coconut oil, Saponified Palm oil, Saponified Castor oil, Saponified Safflower oil, Kosher Vegetable Glycerin, Purified Water, Coconut Extract, Ground Coconut, Sorbital, Sorbitan oleate, Soy protein.

Not tested on animals. Contains no animal products, detergents or yucky stuff!

NO YUCKY STUFF

Large

Quantity

What's your "voice"?



  1.1k



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sort by
BASE

ALL BASES
Dairy Base
Water Base

sort by
INGREDIENT

ALL INGREDIENTS
Banana Basil Butter Cane Chocolate Cinnamon Coffee
Cream Cream Cheese Egg Five Spice Goat Cheese Green Tea Guava
Habanero Honey Lemon Lemongrass Li Hing Mango Melon Milk Mint Orange
Passion Fruit Pineapple Salt Starfruit Strawberry Tamarind Vanilla
Watermelon

All Ingredients are Locally Sourced, Organic or Both.



Abbie Pi



'Butters' Mochiko



Choco the Naughty Monkey



Uncle Doe Fang



Moka Anisette



Charlene Kuawa



Gary & Tamarine



Dewey Melon



Mauka Miguel



Dr. Orchid Mr. Passion



Pepper Pitt



Honey Girl Pitt



Genmai Chai



Pedro Xocatl



Admiral Raj

BUILDING YOUR PRESENCE

Meet & Personalize your Product



Different venues beyond traditional store/markets

The Flatbread Company

89 Hana Highway, Pa'ia (808) 579-8989
All natural, wood-fired, clay oven pizza

OUR ORGANIC SALAD

Kula Farm mesclun and organic sweet leaf lettuces tossed with organic green papaya and carrots from Hale Akua Farm, toasted sesame seeds, organic Arame seaweed and our homemade Maui pineapple vinaigrette 7.75

.... With aged blue cheese add 1.75 Our own blend of Hawaiian goat cheeses add 2.25

NO BOUNDARIES SALAD - Start with an organic salad and add your choice of...

Veggies - choose from fire - roasted red bell peppers, organic red onions, Kalamata olives, sulfate-free organic sundried tomatoes, Maui avocado (when available), Maui pineapple, mushrooms, Maui organic rosemary, Haiku grown organic tomatoes, or any other veggie from our specials

Cheeses - Parmesan cheese, our own blend of Hawaiian goat cheeses, or blue cheese

Meats - Kiawe smoked free-range pork, free-range chicken, or any meats from our daily special
One veggie only add 1.75 Two or more veggies add 3.50

Parmesan & Aged Blue Cheese add 1.75 Our blended Hawaiian goat cheeses add 2.25

Clean, chemical-free meats add 4.00

FLATBREADS - one 16 inch flatbread is generally enough for two people

Our dough is made daily from 100% organic wheat that is milled into white flour and the wheat germ restored

Cheese & Herb - premium whole milk mozzarella and imported Parmesan cheese, baked on organic bread dough with homemade organic garlic oil and sprinkled with our own blend of organic herbs. 16 inch 15.75 12 inch 11.25

Homemade Sausage - our own homemade nitrate-free maple-fennel sausage with organic sulfate-free sundried tomatoes, caramelized organic onions, mushrooms, whole milk mozzarella and Parmesan cheese baked on organic bread dough with homemade organic garlic oil and organic herbs 16 inch 20.50 12 inch 13.50

Coevolution - Imported Kalamata olives, fresh Maui organic rosemary, organic red onions, our own blend of Hawaiian goat cheeses, fire-roasted sweet red peppers, and premium whole milk mozzarella baked on organic bread dough with homemade organic garlic oil and our own blend of organic herbs 16 inch 19.75 12 inch 13.50

Mopsy's Kalua Pork - Kiawe smoked free-range pork shoulder, homemade organic mango BBQ sauce, organic red onions, Maui pineapple, our own blend of Hawaiian goat cheeses, premium whole milk mozzarella, imported Parmesan cheese and our organic herb mix 16 inch 21.25 12 inch 14.50

Pele Pesto - Homemade organic Maui basil, macadamia and garlic pesto with our own blend of Hawaiian goat cheeses, whole milk mozzarella fresh Haiku organic tomatoes, Kalamata olives and organic herbs 16 inch 19.75 12 inch 13.50



Demos=SALES!



the power of SAMPLING

A recent independent study of 32 strategic, active in-store sampling programs showed significant sales lifts.

First Day of Active Sampling... .

New Products
SAW UP TO
329%
SALES LIFT



Existing Items
SAW UP TO
400%
SALES LIFT



Private Label
SAW UP TO
310%
SALES LIFT



20 Weeks Later...

The average lift for all items sampled was still

46%

Eighty seven percent of shoppers surveyed indicated they would **choose to purchase a slightly more expensive, sampled product over a less expensive product they did not try.**



Demos=SALES!



Demos=SALES!



How to Schedule

- Contact store at least 3 wks ahead of time
- Connect with team & marketing team
- Review expectations & policies
 - Will need to supply all equipment necessary for demo (table, linen, product to sample, cups, etc.)

Best Practices

- Elevator Speech
- Solution Driven Demos
- Coupons, special incentives



Best Practices



Smile!



CREATIVE PARTNERSHIPS

Creative Collaborations



Creative Collaborations



Creative Collaborations



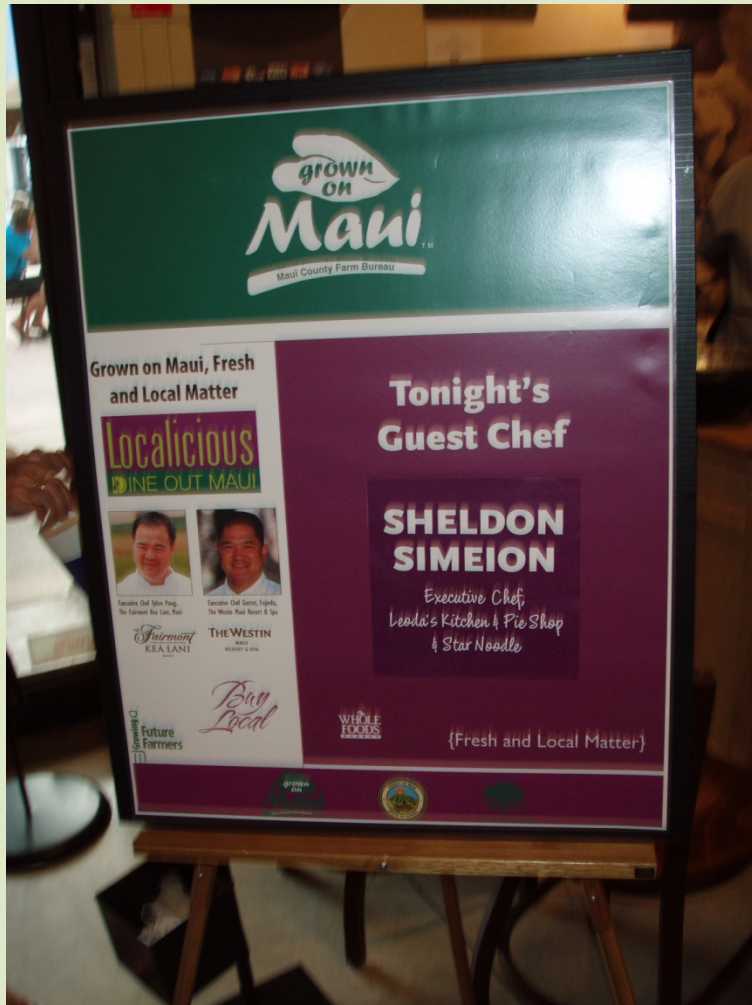
Creative Collaborations



Creative Collaborations



Creative Collaborations



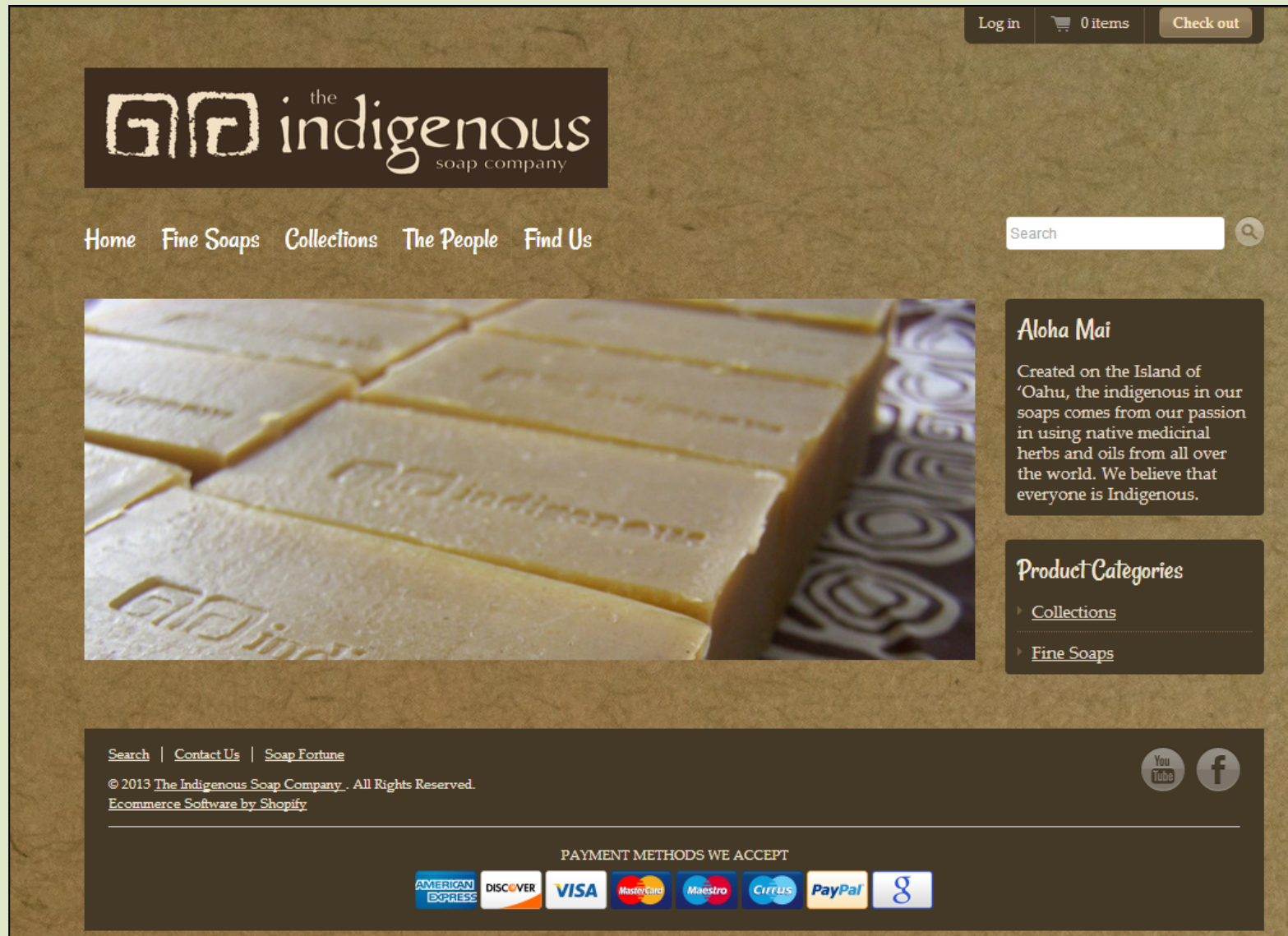
Creative Collaborations



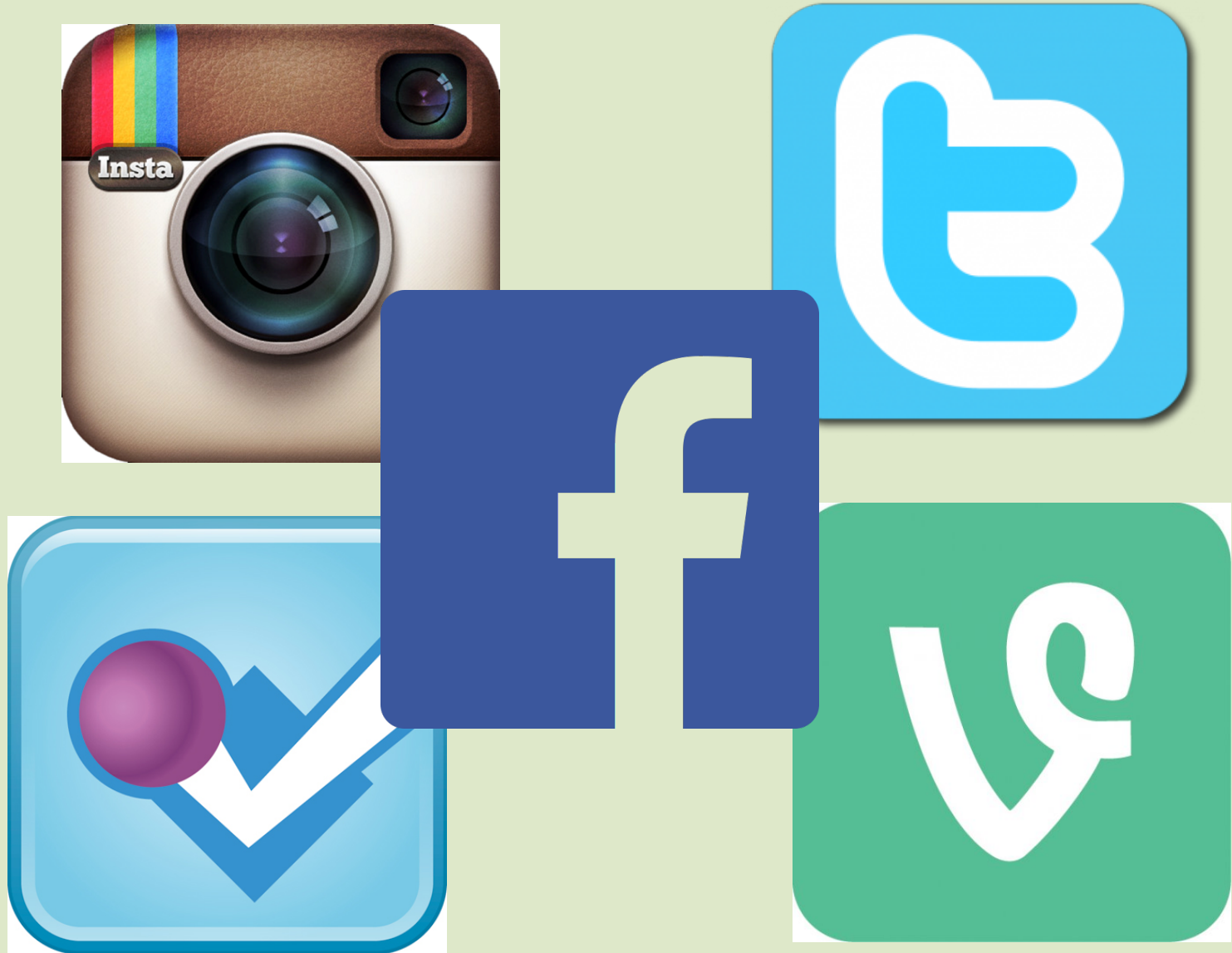
Exclusive Products



STAYING CONNECTED



Social media



What are you up to?



Whole Foods Market Kailua

July 19

How many of you caught sight of Vishan on Kailua Rd. today? He's our new Associate Store Team Leader, transferred over from the Kahala store. What a good sport he is!



Unlike · Comment · Share

1



Whole Foods Market Kailua and 61 others like this.

Top Comments ·



Write a comment...



Jan Dale Kailua hazing?

Like · Reply · 3 · July 19 at 3:37pm via mobile



Rhea Yamashiro I came home with 3 delicious pints of strawberries!

Like · Reply · July 19 at 4:52pm



View 2 more comments

1,142 people saw this post

Boost Post



Whole Foods Market Kahala

Saturday

Demo Bob and Natalie scooping it up at the Whole Foods Market Kahala Ice Cream Social!



Like · Comment · Share




Jim Daniels and 29 others like this.




Write a comment...

What are you up to?

**Adoboloco**
July 15


Our new TOP SECRET flavor of hot sauce. 100% Hawaii Sourced Ingredients! Going to make its debut at the Made In Hawaii Festival Aug. 16-18 @ the Blaisdell in Honolulu.




Like · Comment · Share


20 people like this.

Write a comment...

**Dustyn Lyon** Mangodobolocober?
Like · Reply · 3 · July 15 at 4:35pm

**Tim Parsons** 😊 Close.... BUT NO!
Like · July 15 at 4:41pm


Write a reply...


**Allen Fry** yay
Like · Reply · 1 · July 15 at 12:36pm

Like · Comment · Share


Elizabeth Lily Pinto and 24 others like this.

Write a comment...

**L Howard Richards** Nice!
Like · Reply · July 16 at 6:07pm via mobile

**Adoboloco**
July 13


Super healthy baby Habanero popping this morning with a petal ring around the tip. Sauce made from these is going to be tasty.



Like · Comment · Share

Elizabeth Lily Pinto and 9 others like this.

Write a comment...

**Adoboloco** Thx Brah
Like · Reply · July 14 at 6:45am

Effective cross-promotion



Makaha Mangoes

Sunday

Did you catch our Candy Suiso on the cover of MidWeek last week? If not...here's the story on their website:

<http://www.midweek.com/hawaii-food-wine-festival-2013/>

Photo by Nathalie Walker of Midweek



Like · Comment · Share

2



47 people like this.



Write a comment...



Effective cross-pollination

Andalou Naturals Promotional Posts - July

July National Promotions – Age Defying Hair Care + Brightening Skin Care Line

July National Promotional Post 1: Age Defying Hair Care: Now you can confront the common causes of thinning hair and associated stress 'head on' with Andalou Naturals Age Defying Hair Care with Argan Fruit Stem Cells. This best-selling hair care system stimulates dormant root cells, accelerating the natural repair process to combat the chronological aging of hair follicles. The result is significant age defying for healthy, thicker, fuller hair. Now on sale in store!



July National Promotional Post 2: Brightening Skin Care: Andalou Naturals Brightening Skin Care formulated with Fruit Stem Cell Science + Vitamin C, is a complete routine that invigorates dermal circulation and cell turnover, boosts collagen and elastin, and fortifies skin's immunity to defend against free-radicals that can age skin prematurely. Skin looks younger, brighter and more luminous. Now on sale in store!



Consistency across channels

Madre Chocolate

Home Shop Where to buy Classes Buzz Blog About Us Contact Us

Hawaii's best bean-to-bar chocolate



Winner of 6 Hawaiian, US, and International chocolate awards.




Welcome to the World of Chocolate Straight from its Origins

At Madre Chocolate, our quest to make truly amazing chocolate is driven by a passion to inspire greater appreciation among consumers for the rich cultural heritage and ecological diversity surrounding cacao. We aim for our selection of organic, fair trade chocolate bars to connect chocolate-eaters directly to the source, and in doing so to contribute to the well-being of cacao farmers and their communities.

Our chocolate is carefully made bean-to-bar in Kailua, Oahu, Hawaii from lightly processed cacao that preserve many healthy antioxidants while still providing a rich, deep




We need you! To become a chocolate maker! Email not displaying correctly? View it in your browser.



Aloha Dabney,

Thank you all of you that came to meet Mary from Heale weeks ago, who grows the incredibly nutty Criollo cacao Criollo bars. She had a wonderful time meeting you all, growing cacao, and signing beans. Although we sold out a new batch of her beans and will have them turned into the **Made in Hawaii Festival, August 16-18** at the Blaisd we have bars of her cacao fermented by a different grow some Kauai Steelgrass Farm Criollo bars so you can taste flavors and terroir that this heirloom Mayan cacao can provide.

If you want to see what you can do with raw cacao bean beautiful finished chocolate bars with just an oven, coffee processor, while tasting 14 different chocolates from around Hawai'i and learning about the history of chocolate in Central led the Maya to breed the subtle Criollo cacao, then our popular bean-to-bar chocolate making class this Sunday in Kailua. We've gone to Sweden, Seattle, and New York had people fly in from Vancouver, Dominica, and Missouri so why not take advantage of the fact that you have one-to-bar chocolate making classes in the world right here. The world needs more chocolate makers... why don't you?

Madre Chocolate
July 26 · 4h

Our new test batches of @TeaTea Genmaicha and @GreenGeckoFarm Vi Apple chocolate bars are so good our staff nearly devoured all of them as soon as they came out of the molds. Come to our Pau Hana this afternoon 4:30-6. We might even serve some of the US's first Taiwanese chocolate that is just coming out of the grinder!



Like · Comment · Share

10 people like this.

Jeanine Copp I think you need to negotiate a special package with the airlines so neighbor island chocolate fends like me don't have to regret every post you make.
July 26 at 4:09pm · Like

Madre Chocolate Join our limited edition bar club and you can get specials like this shipped to you quarterly or monthly.
<http://madrechocolate.com/Shop.html>


Shop
madrechocolate.com
Not sure what your favorite chocolate lover might

Activity Recent

Madre Chocolate created O'ahu Cacao Farm & Chocolate Factory Tour (Kailua).

Madre Chocolate
July 26 · 4h

Come by on Sunday to learn how to make this delicious Hawaiian-grown chocolate with just an oven, coffee grinder, and food processor in our bean-to-bar chocolate making class 1-4 pm! A few spots are left. Sign up at <http://madrechocolate.com/Classes.html>. #HawaiianChocolate #HawaiiGrown #BecomeAChocolateMaker #GetTonsOfNewFriends



Like · Comment · Share

9 people like this.

Write a comment...

Best Resources – Team Members!

- Samples for team to try
- Team Trainings
- Special pricing (initial release)
- Special incentives for team to sell
 - Increase sales FP over FP : win a gift card