



**Offer/ Conditions: Half Day of Consulting (valued at \$1,500).**

NPCI provides a wide range of consulting services for new and established companies navigating the rough waters of the natural foods industry. These include strategic planning, budgeting and pricing, developing sales and marketing plans, building distribution, broker selection and management, organizational development, strategic options, sales training, export plans, fundraising, staffing and exit strategies.

**Contact Information:**

**Natural Products Consulting Institute**

8 Cobblestone Lane

Andover, MA 01810

Bob Burke and Rick McKelvey

**Ph:** 978-975-9902 **Email:** bburke@NPCInstitute.com **Website:** www.npcinstitute.com



SAMPLE

**\$500  
savings**

on a \$2,500  
purchase for first  
time clients\*



## **SUCCESSFULLY NAVIGATE THE EXPANDING MARKET**

Leading and emerging manufacturers and retailers alike rely on SPINS' unmatched natural and specialty expertise, dynamic data, actionable insights, and transformative technology solutions to better understand their business.

For a limited time, new SPINS clients can receive \$500 off their reporting purchase of \$2,500 or more.

## **CONTACT US TO REDEEM**

Email us with your contact information, and we'll be in touch to give you new perspective into the industry.

Emily Temkin | 847.728.5442 x683 | [etemkin@spins.com](mailto:etemkin@spins.com)

\*Not to be combined with any other offer or non-standard report.

**BRAND BUILDING**

**SALE**



**FREE**  
**Brand Expression Assessment**  
 — A \$5,000 Value —

**Offer**

A free consultation with Bright strategic + creative team resulting in a set of qualified recommendations for improving your brand expression. Applies to new clients only.

**About Bright**

Bright is a creative branding agency that creates meaningful brand expressions for underperforming and/or fledgling natural products companies in high growth circumstances.

**Contact: Christian Klawitter**

**310.305.2565, christian@brightdesign.com**



**bright.**

Senior level marketing strategy and execution...  
 all for less than the cost of one CMO.

*New clients receive one free month of service when signing a 12-month outsourced marketing contract. Email Marlo Fogelman at mfogelman@marlomarketing.com to redeem.*

strategic planning  
 graphic design/branding  
 website design/maintenance  
 social media  
 email marketing

loyalty programs  
 public/influencer relations  
 advertising  
 digital marketing  
 online reputation management

**marlo**  
 marketing  
 CPG | Hospitality | Lifestyle  
 marlomarketing.com



# FREE \$15,000

## STRATEGY WORKSHOP

with every new branding  
+ packaging partnership

We're here to help your business find its place in the hearts and minds of your consumers. Develop your new brand identity and packaging system with Interact, and your custom strategy workshop will be free of charge.



SAMPLE



# BRAND CHECKUP

(Valued at  to \$3,000)\*

This service includes a 1-hour kick-off call and a 2-hour follow-up consult. Depending on your needs, it may include:

- An evaluation of consumer target and how your brand can be both relevant and unique
- An assessment of your packaging and ways to optimize it
- Tips for improving your go-to-market plan
- A discussion about product innovation and potential adjacencies to explore for further growth

Helping businesses like yours grow is what we're here for.

Put our experience to work for you. Join the ranks of some of the consumer-facing brands that we've helped:

VerMint's

Tribe

Welch's

ZARBEES  
NATURAL

perfectlyfree  
energy-friendly frozen treats

KEURIG  
GREEN MOUNTAIN

FLAHAVANS

CORAVIN



COMPASS  
MARKETING

HOW WILL  
YOU GROW?

Contact us today to start charting your path:

T. 617.209.4358

[info@compassmarketingboston.com](mailto:info@compassmarketingboston.com)

[compassmarketingboston.com](http://compassmarketingboston.com)

\*Actual value depends upon client request.

SAW



# \$5,000 DISCOUNT

## on Conversion Market Research™ Study and Branding & Communications Strategy Package

Increase your marketing ROI with our proprietary one-on-one Conversion Market Research and Branding & Communications Strategy

Through our proprietary methodology, you will discover your:

- Brand Barriers and competitor weak points
- The emotional motivator that will create want for your exact target audiences
- Category white space and strategic growth opportunities
- Price points – are you charging too little?
- Preferred shopping channel(s) and habits
- Product launch strategic branding and communications data
- Advertising / Ambassador priorities
- Best packaging call outs to get attention

Our technology gets results. Call us and let's discuss how we can support your success.

## CHRISTIE & CO

Santa Barbara. Los Angeles. New York. Boulder.

FROM DREAM TO MAINSTREAM

805.969.3744

[christieand.co](http://christieand.co)

**MOXIE SOZO**



A GLOBAL BRANDING AGENCY BASED IN BOULDER, CO

STIMULATE THE INTELLECT AND STIR THE SOUL  
STIMULATE THE INTELLECT AND STIR THE SOUL  
STIMULATE THE INTELLECT AND STIR THE SOUL

WE SPECIALIZE IN DEVELOPING STANDOUT BRANDS IN THE NATURAL PRODUCT SPACE.

A 2-hour virtual workshop  
focused on addressing a brand,  
category, or consumer challenge  
that your brand is facing.

**COMPLIMENTARY  
VISIONING SESSION**

VALUED AT **\$2,550**

RUN BY: **Evan Faber**  
MOXIE SOZO'S **CEO & Head Strategist**



## Insights for Scaling Your Brand

- **Pricing & Promotion Strategy:** Identify the right price, promotion, package, and product size structure, which are among the most impactful decisions you can make for your product line up.
- **Concept Testing:** Validate your ideas, branding, messaging, and more with a consumer audience.
- **Product Positioning Research:** Determine how consumers perceive your product compared to competitive offerings.
- **Support Retail & Investor Sell-In:** Develop insights and refine messaging for your sales pitch to retailers, investors, brokers, and others.

**growcery**  
PARTNERS

*Exclusive for  
Natural Products Field Manual owners*

**350 Free Consumer Panel  
Responses**  
with Pricing Strategy,  
Concept Test, or other Market  
Research Project

**Contact: Scott Sanders**  
**Growcery Partners**  
**+1 617-283-6607**  
**scott@growcerypartners.com**

*Terms & conditions apply to offers. Inquire for details.*



✘ **Optimizing Your Brand To Meet Recent Consumer Shifts (valued at \$2,500)**

C.A. Branding is the creative and marketing pillar of C.A. Fortune, the consumer brands agency. With over 20 years in the natural industry, they're experts in finding the one-thing that sets their clients' apart from everyone else in the category, identifying the white space for innovation through data, driving an emotional connection to their target consumer and providing a journey-to-market or market-expansion strategy.

**C.A. Branding is offering a shoppable content strategy session at a \$2,500 value or \$2,500 off brand strategy\*.**  
*(please connect to confirm availability)*

With the changing landscape brands are having to pivot quickly to navigate digital and social to drive shoppable content through:

-  (retailername).com
-  Click & pick
-  Instacart /Shipt
-  Shopify
-  Amazon

It's created new challenges causing us to adapt to a different marketplace almost daily. Contact us to start the convo and we'll be in touch to give you a new perspective on how to navigate this evolving landscape.

*\*Learn more about our brand strategy process at [cabrandingagency.com](http://cabrandingagency.com) or through contact below.*



At McGinn eComm, we're experts in navigating the intricate world of eCommerce. After all, we've worked with Amazon for over a dozen years, and learned a thing or two along the way. The most important thing we have learned is it is essential to do your work **before** you ever stick your toe in the Amazon waters so we've developed a framework to ensure that you have dotted every **i** and crossed every **t** to take advantage of your Amazon opportunity. And don't worry, if you have already launched and need some help, we're there for you, too.

**Offer: \$500 off your Amazon Launch Project plus a copy of "The Amazon Roadmap: How Innovative Brands are Reinventing the Path to Market." authored by Betsy McGinn and Phil Segal.**

Betsy McGinn | 415.846.0824 | [betsy@mcginnecomm.com](mailto:betsy@mcginnecomm.com) | [www.mcginnecomm.com](http://www.mcginnecomm.com)



**SCOTT MILLER**  
— DIGITAL MARKETING —

*Half Day of Consulting (valued at \$1,000).*

Data-driven, ROI focused DTC marketing. Plain and simple.

We provide consulting services focusing on DTC marketing, including E-Commerce, strategic planning, tactical execution, digital marketing, customer lifecycle management, marketing campaign design, IT implementation, analytics, reporting, acquisition evaluation and support.

We can help create your DTC business or accelerate your existing business.

Scott Miller Digital Marketing, Two Newton Executive Park, Newton, MA 02462

(617) 584-1950 | [hello@scottmiller.co](mailto:hello@scottmiller.co) | [www.scottmiller.co](http://www.scottmiller.co)



## One Hour of Free Costco Consulting Services (Valued at \$3,000)



LaunchPad is the official home to the entrepreneurs of food brands. The dreamers, doers, troublemakers, disruptors and mavericks, who spend every day breaking the rules accomplishing what others foolishly believe to be impossible. We are exactly like nothing else in the Food Industry, an anti-agency, a rebel with a cause. When it comes to Costco, we have reinvented what being broker a should be. We will guide you, push you and never B.S. you. In today's new market, the old rules of broker representation and brand building no longer apply.

(potential new clients only)

Jeremy Smith | [jeremy@launchpadgroupusa.com](mailto:jeremy@launchpadgroupusa.com)  
o. 925-329-6425 ext 100 | c. 650-576-8803  
[www.launchpadgroupusa.com](http://www.launchpadgroupusa.com)



### **Offer/ Conditions: 2-hour Initial Evaluation/Consulting (Valued at \$1,000).**

Rowland Global LLC provides a wide range of consulting services for global growth and expansion as well as the more traditional US channels of Chain Pharmacy, Independent Pharmacy, Mass and Club. Covering the Consumer Healthcare, Health & Beauty and Consumer Packaged Goods industries, this includes **Strategy, Tactics and Execution**. We deliver full-scale strategy development for business and brand growth providing customized analysis and hands-on execution serving start-ups to mature businesses.

#### **Contact Information:**

Ed Rowland  
Rowland Global LLC  
North Tower, 12<sup>th</sup> Floor  
89 Headquarters Plaza  
Morristown, New Jersey 07960, USA  
[ed@rowland-global.com](mailto:ed@rowland-global.com)  
+1-973-462-9695 (Intl. Mobile)  
[www.rowland-global.com](http://www.rowland-global.com)





Elohi Strategic Advisors is focused on empowering companies to pioneer, develop, and innovate in the food industry. We provide leadership, strategy, and execution expertise across sales, marketing, product management, operations and finance. We don't just tell you what you should be doing, we actually help you achieve your goals!

### **Foodservice Foundations™ \$500 off**

for you and your entire team. Learn the basics of navigating this complicated channel.

### **B2B Foodservice Marketing Foundations™ \$500 off**

for you and your entire team. Foodservice speaks a different language. Learn how to craft your message and communications to effectively reach your target audience.

### **Pricing Architecture 50% off**

for a single channel (foodservice or retail). Set yourself up for profits! Trade and program needs can quickly make your margin disappear. Set-up a pricing structure that will enable profitable channel growth.

Startup or large brands, we can be your commercialization engine  
for breaking into foodservice, industrial or retail. Contact us today to learn more!

Stephanie Lind, Founder | [stephanie@elohi.us](mailto:stephanie@elohi.us) | 847-474-9242 | [www.elohi.us](http://www.elohi.us)



SALE



#### Offers/Discounts

-Free 60 minute "intro to Foodservice" call as well as  
Foodservice Q&A (\$250 value)

-**\$1,000 off first month of signed contract**

Rooted Food Sales is the ideal strategic partner to grow your Foodservice business! Rooted's founder, Matt Cotton, brings nearly a decade of experience growing brands through the Foodservice channel. Matt has worked as Director of Foodservice Sales for two startups, Farmwise (acquired by B&G Foods) and Buen Sabor, helping both to turn Foodservice from scratch into strong businesses in under a year. He deepened his understanding of the industry by spearheading Foodservice sales for PGI, a 40-million-dollar company. Matt has done extensive work with most of the industry's major distributors and management companies, and he has sales experience in nearly every Foodservice category, specializing in College & University, Business & Industry, Healthcare & Convenience.

Contact: Matt Cotton, Founder

[Matt@rootedfoodsales.com](mailto:Matt@rootedfoodsales.com), 617-851-2728



From Concept to Consumer Helmsman Group delivers and activates new products for food and beverage CPG.

## **\$2,500 off First Project**

- **New Product Development**
- **Commercialization**

**[HelmsmanGroup.com](http://HelmsmanGroup.com)**

**Contact Mark Haas 510-671-8300 x 107 or [mark@helmsmangroup.com](mailto:mark@helmsmangroup.com)**

Offer is valid for new clients and may not be combined with any other offer.







specialty food brokerage to airlines & their suppliers

# airlineemporium

**Ever wanted to see your brand  
on American, United, or Delta Airlines?  
Is your product ready for the airline market?**

**Free evaluation of your product for the airline market,  
and high level strategy for your approach.**

**Discussion to include success factors and incorporation  
of airline brand exposure into your marketing strategy.  
\$500 value**

**To schedule, email [evaluation@airlinemporium.com](mailto:evaluation@airlinemporium.com).**

David LaGro, Director | 813-230-4176 | [david@airlinemporium.com](mailto:david@airlinemporium.com) | [airlinemporium.com](http://airlinemporium.com)

## **25% Discount for Strategic Planning, COGS and Trade Spend Analysis, and One-to-One Workshops**

The Lyric Group provides a broad range of consultative services for both emerging and established brands in the specialty food space. We work with pre-revenue brands to develop effective go-to-market strategies, assist established brands to navigate retailer, distributor, co-packer and designer relationships and help multi-nationals tap into growing domestic consumer trends.

In conjunction with Natural Products Consulting we are pleased to offer:

A \$750 coupon towards any of the following projects:

- COGS Analysis by SKU, including long-term pricing strategies
- 3-Year Sales Projections & Analysis: by channel, retailer, distributor & region
- 3-Year Trade Spend Projections & Analysis: by channel, retailer, distributor & region

Or, a \$1,000 coupon towards a one-to-one, 1-day workshop

---

Each of these services typically range in cost from \$3,500-\$7,500 (a 10%-25% savings). For more details or to learn about what we do, please reach out:

Rob Leichman, Founder & CEO  
The Lyric Group  
917-287-8777  
rob@lyricgroup.com  
LyricGroup.com



---

## PEERtrainer

**Offer/Conditions: \$1000 off a 3-month consulting contract.**

The internet distribution channel can be the lowest cost with the highest return of all of your distribution channels. Designed correctly, you can make a 1000 percent return and dominate online. Unfortunately, marketing dollars spent on the internet can be a black hole, garish and a money sink. Most online marketing campaigns lack transparency. They can't report how dollars directly converted to customers. Most of the agencies lack specialized knowledge of the high dollar natural health product consumer.

**Successful internet strategy will drive sustained competitive advantage.**

PEERtrainer has driven over 70,000,000 unique visitors (different people) –the high dollar health conscious consumer – to natural health brands over the last decade. We have created online distribution channels resulting in millions of dollars of sales for our clients and partners. In plain English, we use the internet to get customers including:

- Lead acquisition
- Transactional data
- Email conversion
- Driving traffic to leads and customers

Our clients are top health brands, both Fortune 500 and new companies. We love building brands. Call us anytime.

Contact: Jackie Wicks, Co-founder, PEERtrainer  
EM: Jackie@peertrainer.com; PH: 917.806.4980



**CMS4CPG.COM**

## Category Management Solutions

*Strategic Innovative Ideas And Actionable Insights For CPG Companies Looking To Gain A Significant Competitive Advantage*

**Consulting - Training - Advanced Strategy - True Category Management  
Connecting Brands With Shoppers For Over 25 Years**

Visit My Website To Learn More About How I Can Help Your Brand

**1/2 day consulting** (new clients)  
**20% off training** (up to \$1,000)

Valid through 12/31/16

*"True Category Management" does not rely on "push-button" analytics. It transcends well beyond traditional resources to develop deep dive actionable consumer driven insights capable of helping a brand or retailer compete more effectively in any channel and any economy. This is what differentiates me from other solution providers.*

**Daniel Lohman, CPSA**  
Organic & CPG Industry  
Strategic Advisor  
CMS4CPG.COM

**Published Works**  
New Hope, Independent, nfm, GROCER, INSIDER, SN, iEXT, ECRIL, NOSH, F&B

**Speaker/Keynote**  
iEXT, CircleUp, BWGStrategy, NOSH, F&B

**Advisor/Mentor/Expert**  
iEXT, CircleUp, BWGStrategy, NOSH, F&B

SAMPLE

## OPERATIONAL CONSULTING AND SERVICES

**FOODCRAFTERS**  
CONSULTING  
A division of Beneficial Blends, LLC

**Complimentary 2-Hour Consultation**

**\*\$400 Value\***

**813-887-3030**

**YOUR PRODUCT IS UNIQUE**

WE HAVE A NETWORK OF **VERIFIED SUPPLIERS** TO SOURCE  
THE BEST RAW MATERIALS TO SOURCE TO YOUR ESPECIFICATION.



**FoodCrafters provides a wide range of consulting and business services to the food industry.**

**HempCrafters is your CBD Expert to create and launch your CBD product.**

**We build relationships between brands, manufactures, suppliers and retailers.**

**BETTER PROCESSES THROUGH BETTER RELATIONSHIPS**

**Foodcraftersconsulting.com**



SALE

# JPG Wheelhouse<sup>SM</sup>

We build and manage your supply chain  
so you can grow your brand.

\$500 off 3-month engagement for new clients  
wheelhouse@jpgresources.com

We build better food.



## Support Services for Consumer Packaged Goods Companies

# \$1,000 OFF START-UP FEE

Redeemable at time of purchase  
Cannot be combined with any other offer

- Order processing and invoicing
- Receivables management
- Trade promotion planning and deduction tracking
- Accounting and forecasting
- Sales and marketing support
- Warehousing and logistics
- Importing and contract packaging
- Vendor payments
- Information technology services
- And many more...

For additional information please visit: <http://www.theopalgroup.com>





**Barrett**  
*distribution centers*

*It's Not Just a Box – It's Your Business*

**\$5000 off** your first month's invoice


As a trusted advisor to our customers since 1941, Barrett provides customized third party logistics, omni-channel distribution and direct-to-consumer fulfillment services for clients in the consumer products, health and beauty care, candy, confections and food and industries. We measure customer satisfaction through mutually beneficial relationships and the long-term value created with our customers.

We have demonstrated that the right fulfillment & logistics partner will differentiate your brand in the marketplace. Our ability to establish a solid operating platform will deliver higher levels of customer satisfaction & retention, control operating expenses and enhance your company's brand with accurate and timely order fulfillment that delights your customers. Ask us how...

## CONTACT INFO

Scott Hothem,  
Senior Vice President,  
Customer Solutions

 [shothem@barrettdistribution.com](mailto:shothem@barrettdistribution.com)

 508-553-8800

 [www.barrettdistribution.com](http://www.barrettdistribution.com)

SAMPLE

# FOOD LABEL CONSULTANTS

Compliance with US Food Labeling Laws

***50% off one new client label review project—up to \$500 off***

The review will include all aspect of 21CFR101—Food Labeling and all related sections of the code including Standards of Identity, Ingredients Statements and Allergens, Nutrient Content and other claims, rules for specific products (ex: juices, salt), use of flavors, preservatives, etc. Replacement Nutrition Facts/ Supplement Facts panels are customized to fit even the most challenging space limitations.

We work with companies large and small, both domestic and foreign, to advise on compliance with the Federal Food Labeling Laws as they apply to both Food Products and Dietary Supplements.

Contact: Steve Zoller

**FOOD LABEL CONSULTANTS LLC**

8405 Picket Line Road, Mount Morris, NY 14510 USA  
585.468.3805(office) 585.356.7662(mobile) 866.433.8229(fax)  
steve@foodlabelconsultants.com skype: foodlabel  
or visit our website at [www.foodlabelconsultants.com](http://www.foodlabelconsultants.com)

SAMPLE



## RECRUITERS AND PERSONNEL SPECIALISTS



Force Brands is a boutique recruiting and staffing agency that specializes in hiring strategies and organizational design for **food, beverage and beauty & personal care** companies.

**Enjoy 20% off our Reserve Service or a single Job Board purchase.  
[First time customers only ]**

At Force Brands—**BevForce** | **FoodForce**, we connect food and beverage professionals with leading food, beverage and beauty & personal care companies. Which is a fancy way to say we help good people find great jobs, and guide brands of all sizes on how to effectively build their teams. A comprehensive hiring platform, we provide staffing resources, including: executive recruiting, interim placement, field-level staffing and targeted industry job boards at [www.bevforce.com](http://www.bevforce.com) and [www.foodforce.com](http://www.foodforce.com).

Our goal is to make the hiring process a simple and efficient experience with an emphasis on finding a great cultural fit for your team. We have an unrivaled knack for finding and placing coveted talent in areas like **executive management, sales, marketing, finance, operations, production, supply chain, human resources and e-commerce**.

### RESERVE: EXECUTIVE RECRUITING

Reserve is our comprehensive executive search service that specializes in high-level strategic leadership roles. We handle everything, every step of the way, from coordinating interviews and handling negotiations to reference and background checks, until you make a hire.

### TARGETED JOB BOARDS

[BevForce.com](http://BevForce.com) and [FoodForce.com](http://FoodForce.com) are targeted industry job boards that directly connect food and beverage companies to qualified junior and mid-level food and beverage professionals.

Contact: Julie Fabricant at  
[MARKETING@FORCEBRANDS.COM](mailto:MARKETING@FORCEBRANDS.COM)  
for more information



**FAIRFIELD PARTNERS**  
EXECUTIVE SEARCH

Fairfield Partners performs executive search assignments for for entrepreneurial and innovation driven growth companies in the natural food & beverage space.

Offer / Conditions: **10%** off new customer search. Offer valid through 2020 (~\$3,000 Value)

**Fairfield Partners**  
Executive Search

243 Tresser Boulevard • 16th Floor • Stamford, CT 06901 (203)-227-2557  
<http://www.fairfieldpartners.com>





# WholePlanetJobs.com

A Division of Global Recruiters of Madison

## tal•ent in•fu•sion

(tāl'ent in-fyōō'zhan)n.

the introduction of extraordinary Human Capital into leading positions within the Natural Products industry through experienced, channel-specific recruitment.

## \$1500 OFF our service fee

(For a search less than \$15,000)

## \$2500 OFF our service fee

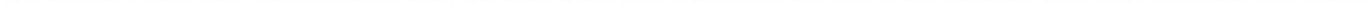
(For a search greater than \$15,000)

*Offer valid thru 2019*



Global Recruiters of Madison  
8517 Excelsior Drive, Suite 300, Madison, WI 53717  
WholePlanetJobs.com

Interested in learning more about our services?  
Contact Joe Pfaller, Ph.D. at [jpfaller@grmmadison.com](mailto:jpfaller@grmmadison.com) or  
608.662.7770





# ORCHID HOLISTIC SEARCH

Boutique Executive Search for the Natural Products Industry

orchidholisticsearch.com

Angela Marturano  
President

313.449.1340

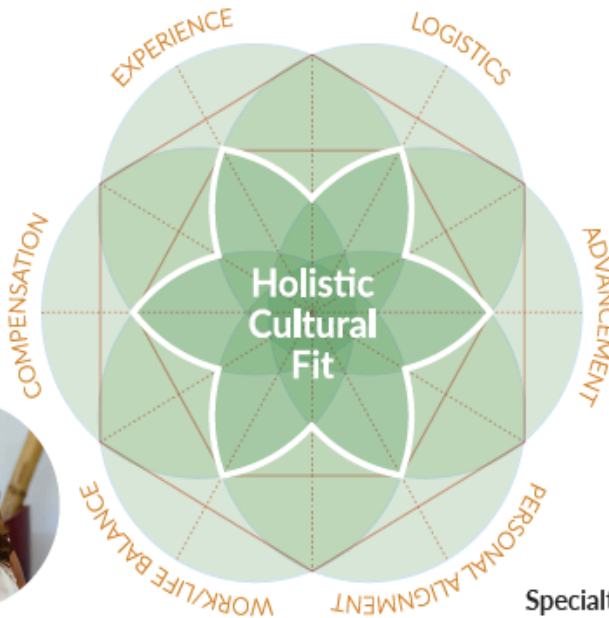
angela@orchidholisticsearch.com

Orchid Holistic Search is a boutique Executive Search firm focused exclusively in the Natural Products Industry since 2010.

Our values- first, holistic approach and niche has allowed us to successfully fill roles across functions: Sales, Marketing, Operations, R&D/Innovation and Executive Leadership and Board positions.



"Our experience with Orchid Holistic Search represents the gold standard of service delivery." – Bob Foley, VP HR New Chapter



**Exclusive Field Manual Pricing**  
(New Clients Only)

**\$2500 off**  
retained search placement fee

**\$5000 off**  
retained search placement fee for  
Minority-Led Business and  
B-Corporations

**Specialties:** Mission-Driven & B-Corp  
• Minority Owned • Functional Food,  
Beverage and Supplements

# Aperture

A Fresh Lens for Growth

**\$1,000 VALUE**

**Two FREE**  
Profile Assessments  
via Predictive Index

**AND**

**10% OFF**  
Talent Optimization  
Subscription



Aperture is a certified talent optimization consulting firm. We can help businesses determine if their leadership, teams, and culture are well suited and aligned to their business strategy.

Aperture offers a variety of other services such as sales & growth strategy, fractional executive leadership, rebranding, fundraising, and product development.



LEARN MORE AT [JSAPERTURE.COM](http://JSAPERTURE.COM)

**PUBLIC RELATIONS**

**McGOVERN**  
**COMMUNICATIONS**

**OFFER: FREE “PR STARTER KIT” (a \$5,000 value)**

**Includes:** Strategy session  
Plan of action & timetable  
Press materials recommendations  
Media outreach lists

**Get a feel for what public relations can do for your company without any investment.**

For 25 years, we've provided communications to clients such as Organic Valley, Stonyfield, Organic Trade Association, Just Label It, National Young Farmers Coalition, and groups in health, education and the arts.

**Contact: Sue McGovern 781-315-3400 [suemcgovern7@gmail.com](mailto:suemcgovern7@gmail.com)**



**SAMPLE**



public relations  
event promotions +  
marketing

**Offer/Conditions: \$3,000 off your first 6-month PR retainer contract**

As experts in public relations and marketing, we establish our clients as leaders in their industries. We integrate traditional PR with marketing support and creative, branded campaigns to capture the greatest mindshare for each client. From online strategy and content marketing to straight-forward media relations and new product launches, LAZ PR helps clients achieve local and national exposure among target audiences and across multi-media channels.



**For a Free Consultation Contact:** Lisa Lazarczyk, [lisa@lazpr.com](mailto:lisa@lazpr.com) or 617-838-7327

SAMPLE



**\$500 off**  
Workshops  
PR Playbooks  
Shop-Along Research

**We know health-conscious female shoppers.  
Work with us to get your products into more  
women's grocery carts.**



Green Purse PR is a boutique public relations consultancy led by award-winning public relations practitioner, Lisa Mabe, with expertise in both marketing to women and the natural & organic products industry.

**Contact:** Lisa Mabe, Founder & CEO of Green Purse PR  
Ph: +1 202-344-9663 Email: [lisa@greenpursepr.com](mailto:lisa@greenpursepr.com) Twitter: [@LisaMabe](https://twitter.com/LisaMabe)  
Washington, DC | [www.greenpursepr.com](http://www.greenpursepr.com)

Copyright © 2016 Green Purse PR

SAMPLE

## BROKER AGENCIES

### **Embark Sales**

#### **West Coast Boutique Brokerage.**

We offer a high degree of touch and personalization. Focused on the Western US our Fast-50 program accelerates your sales to profitable scalability while keeping distribution fees in check. Our channel focus: Costco, Sprouts, Grocery, Natural and Specialty Retail.



**First Month Free – a \$3,000 value with a 6 month commitment.**

**HelmsmanGroup.com**

**Contact Joshua Smith : Costco or Jeff Miller: Retail 510-671-8300**

**[Joshua@helmsmangroup.com](mailto:Joshua@helmsmangroup.com) or [Jeff@helmsmangroup.com](mailto:Jeff@helmsmangroup.com)**

Offer is valid for new clients only and may not be combined with any other offer. Embark Sales is a wholly owned subsidiary of Helmsman Group.



## OUTSOURCED SALES & MARKETING



BRAND MANAGEMENT SERVICES FOR MANUFACTURERS OF ORGANIC & NATURAL FOODS

**One free month of services with an annual contract.**

**\$5,000 Value**

Applies to new clients only



Contact Information: Ross Schold PH: (401) 782-7070 EM: [ross@organicfoodbrokers.com](mailto:ross@organicfoodbrokers.com)

Exclusive opportunity for purchasers of the Natural Products Field Manual, Seventh Edition

**Upgrade Partners**  
invites you to a complimentary

## **BRAND OPPORTUNITY ASSESSMENT**

for Natural & Specialty retail channels (a \$1,000 value)

**consisting of:**

- review of products & brand positioning.
- 1 hour conference call with the Upgrade Partners team, featuring a discussion of product, branding and attribute strengths, and what markets would be the ideal initial targets.
- product samples and some basic background information to be arranged in advance)

to setup the assessment, contact the team at:  
**info@upgradepartners.com**

**UPGRADE**  
BRAND • CATEGORY • CUSTOMER • CHANNEL • DEVELOPMENT



the next**BIG**thing group™  
**Brand Strategy Evaluation** (1 hour) or  
**Product Sales Channel**  
**Strategy Evaluation** (1 hour) \$1000 value

To set up your consultation, please email [evaluation@thenextbigthinggroup.com](mailto:evaluation@thenextbigthinggroup.com)

the  
next**BIG**thing  
group™



**Julia Stamberger, Founder** | 1519 W Estes Ave. | Chicago, IL 60626 | 773.620.3708 | [julia@thenextbigthinggroup.com](mailto:julia@thenextbigthinggroup.com)







**Offer/Conditions: One Free month of services with an annual commitment.  
Approximate Value \$10,000-12,000 (offer applies to new clients only)**

We recognize that every CPG business has a unique set of needs and objectives. At Synergy, we can help your brand achieve its individual objectives through a variety of strategic business and sales management solutions. At Synergy we believe in synergistic, mindful growth. Our team-based approach includes partnerships among all facets of the process from business development to broker management and sales execution. We are the Sales Team for brands that do not have their own.

**Why Synergy?**

- Strong Relationship and Connectivity Within the Industry
- Channel and Retailer Guidance
- Broker Partnership/Management and Training
- National coverage of Natural, Conventional and Mass retailers
- On-Going and Process driven Pricing and Promotional Strategy
- Distributor/Source Management
- Retailer Specific presentation Development and Promotional Planning
- Data Driven Market Area and Competitive Analysis
- Analytics – We use insights gained from fact-based data to improve strategy, baseline, and promo trends

At Synergy we believe in teamwork. We view our brands as family. Our team of seasoned professionals have combined experience to meet the needs of whatever business opportunities and challenges come our way. Strong communication is at the core of our process.

**Let's do this!**

Contact Information: Betsy Gillette – Synergy Sales Consulting Group  
PH: (303) 929-7592 Mail: [Betsy@SynergySCG.com](mailto:Betsy@SynergySCG.com) [www.SynergySCG.com](http://www.SynergySCG.com)

# FDM RAMPUP

**One Month FREE with 3 month commitment**  
(A \$3,000 VALUE)

FDM RampUp prepares early stage Food & Beverage companies for an aggressive national sales launch.

For more information please contact Kevin Mannering, [KevinM@FDMSales.com](mailto:KevinM@FDMSales.com)

A Division of FDM Business Development

***"There are NO Customers in the Office"***

SALE



## Indigo Natural Marketing & Sales

is a full service sales & brand development company for natural & organic brands. With over 40 years in manufacturing, distributor supply & retail sales, founder Tara Estabrook has successfully guided and grown the product development, sales & marketing divisions for numerous companies.

The Indigo Natural team will customize a sales & marketing strategy for each client, once we understand their unique brand positioning & budget constraints, and can determine what it will take to grow the business. Many years of experience in natural product management has created exceptional talent at this analysis to maximize success for our clients.

- HBA & Supplement Specialists
- National Sales Management
  - Key Account Development
  - Customized Strategic Planning
  - Market Analysis & Trends

### SPECIAL OFFER

\$500 off signed contract, 3 month minimum  
\$1000 off signed annual contact.

Contact: Tara Estabrook  
tara@indigonatural.com  
415-497-4882



**Offer/Conditions:** \$1,000 off a 12-month commitment.  
Applies to new clients only.

#### Company Overview:

Founded by entrepreneurs with proven track records, Craft Catalyst is a boutique food & beverage brand accelerator working closely with innovative brands in providing a **continuum of resources and capabilities at a reasonable expense** throughout the various stages of brand building, customer acquisition & sales growth, supply chain development and product innovation.

Often functioning as an integral part of the client's management team, and limiting its involvement to a few select brands, Craft Catalyst recognizes success comes from taking a **hands-on approach** to ensure sound strategic planning is combined with **flawless execution** as a company navigates the twists and turns of day-to-day operations and speed bumps of cashflow management.

Past successes and present client engagements include *The Owl's Brew*, *High Road Craft Ice Cream*, *PopCorners*, *Slinghot Coffee Co.*, *Kill Cliff* and *Ilegal Mezcal* among many others.

**Contact Information:** Steef Schelke, Principal  
[steef@craftcatalystllc.com](mailto:steef@craftcatalystllc.com), (m) 415-310-0786  
1447 Peachtree Street, NE / Suite 700  
Atlanta, GA 30309



# MARKED Solutions, Inc.



## Sales & Marketing Consultants

*"Let us take you to the next level of success"*

### Complete Inside Sales Department setup for manufacturers

- Reach thousands of "B", "C" and "D" retailers (80% of the Natural Marketplace)
  - currently not serviced by your outside sales network!
- Generate millions of dollars in new and additional sales with our proven system!

**Offer: \$2,500 off full Inside Sales department setup.**

Mark Connors and Edward Gully (with over 25 years each of natural products sales, marketing and operations experience) have designed a successful inside sales system to substantially increase your sales and presence in the marketplace. For direct as well as orders through distributors, this tele-sales system (set up in your location) has been successfully installed in numerous leading natural products companies (as well as startups). Generating millions of dollars in new and additional sales for our client companies just as it can for yours, the MarkEd Solutions Tele-sales System is proven, profitable, cost-effective and will substantially increase your sales!



# CRESICOR

Trade Promotion Management Built By CPG For CPG

## What is Cresicor?

**Next-Generation Trade Software  
For CPG Companies**

Cresicor is a cloud-based software platform and powerful data analytics engine that understands the world of trade management for indirect-heavy businesses.

**Get six months of deductions  
scanning for free!**

**A \$1,500 Value!**

The deductions scanning feature scans PDF formatted deductions from customers such as UNFI and KeHE and converts all the contained information into an excel doc, speeding up deductions processing and improving granular understanding of expenses.

The Three Tiers Available: See [www.cresicor.ai](http://www.cresicor.ai) For Details Of Each Tier And Pricing



\$500 off a 3 month engagement



Creating Actionable Reports from GobbleDyGook

Whole Foods portal | UNFI | KeheConnect | SPINS  
Trade spend analysis | Forecasting | MCB analysis

[Wayne.Davey@RMLNaturals.net](mailto:Wayne.Davey@RMLNaturals.net). 404.550.9715

RETAIL SERVICES AND ANALYSIS



## MapMyStores Store Locator

## TurnLink Sales Manager CRM

**You can identify opportunities within your business by analyzing velocity reports**



Our apps allow your team to analyze and take action on your distributor and retailer sales and velocity reports.

- ✓ Analyze voids.
- ✓ Report on sales by region, banner, broker.
- ✓ Add our integrated store locator to your web site, we will keep it up to date for you.
- ✓ Set goals for placements and sales.
- ✓ Effectively communicate with your team by assigning tasks.
- ✓ Track your communication with distributors, brokers and retailers.
- ✓ Organize your product catalog and promotion schedules.

## NPC Customers Receive a \$600 Savings\*

Contact us today for a free demo. Our sales representatives will walk you through a free one hour webinar personalized to your business needs showing you examples using the TurnLink CRM and the MapMyStores store locator.



Contact [sales@turntree.com](mailto:sales@turntree.com) or 800-621-2402

\*This offer is valid for new TurnTree Solutions Customer only. Contact us for additional terms & conditions.



**SALE**

## Get closer to your **customers** with Repsly CRM

Excellence in the field depends on using data to get closer to your customers and stay one step ahead of the competition. To do this, teams need to work together and build relationships one account at a time. That's why top natural food and beverage brands are equipping their sales and marketing teams with Repsly's super-easy-to-use Mobile CRM.

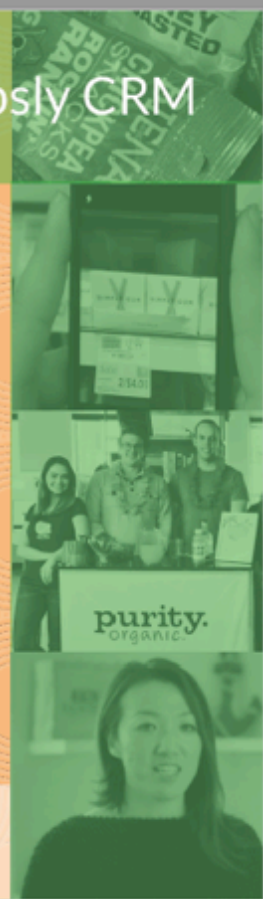
### How Repsly Mobile CRM Can Help Your Brand Grow

- **Increase Sales** - Win more deals with access to customer history and account details.
- **Improve Brand Visibility** - Ensure that every launch or sampling event is a success by connecting field team members.
- **Execute at Retail** - Gain control over shelf merchandising and secondary placements, and simplify how team members capture vital field data.
- **Build Accountability** - Standardize how teams do their daily work with real-time communication, scheduling, and reporting.

**Get 20% off your first Repsly subscription!**

*An annual savings of \$1176 for a brand with 10 reps.*

Call (857) 284-8140 or email [info@repsly.com](mailto:info@repsly.com) today and mention this offer to learn more and redeem your discount!



### **Offer: 10% discount for in-store merchandising services**

OTHRSource helps emerging brands succeed at retail with affordable, professional in-store services like restocking and price checks. Constant battles with out of stocks, planogram integrity, lack of adequate shelf management, and lack of real-time visibility are just a few of the issues we know that you are faced with on a daily basis. Whether it's traditional grocery, drug, big box or independents, we've got you covered. We look forward to supporting you and helping you win.

### **Contact Information:**

OTHRSource  
15 Highland Valley Ct NW  
Atlanta, GA 30327

Todd Kieffer  
Email: [todd@othrsource.com](mailto:todd@othrsource.com)  
Phone: (678) 665-0016

SAMPLE

**RETAIL AND CONSUMER PROMOTIONAL OPPORTUNITIES**



# Drive Trial, Awareness, and Sales for Your Brand

with authentic, health-minded Moms!



**103,000+**

Mom Ambassadors trying and reviewing your products with their friend

**2 million+**

Moms reached through our Mom Ambassadors

\* estimated

®, SM, © 2010 May Media Group, LLC. All rights reserved.

Moms Meet.

Special Offer!

**\$500 off**

on a Moms Meet Group Sampling Program or Blogger/Influencer Program!

Limit one coupon per company. Offer cannot be combined with any other offer. Good while supplies last. Offer good on group programs with minimum program size of 500 Mom Ambassadors, or 50 Bloggers/Influencers.

To redeem or for more information, email [adouglass@maymediagroup.com](mailto:adouglass@maymediagroup.com)

Visit [maymediagroup.com](http://maymediagroup.com) for more powerful ways to engage our moms!

# kiwi

Growing families the natural and organic way...

[kiwimagonline.com](http://kiwimagonline.com) • [greenmomsmeet.com](http://greenmomsmeet.com) • [myhealthyschool.com](http://myhealthyschool.com)

**KIWI is *the* magazine for families interested in a natural and organic lifestyle, helping parents raise healthy, happy, caring kids.**

### Look for articles in KIWI on:

- Nutritious natural and organic foods
- Family health and wellness
- Caring for people and the planet
- Choosing green products
- And much, much more!

# SAVE \$500

on a 4 color ad ½ page or larger

Good on one ad per company. Coupon cannot be combined with any other offer. To redeem call May Media Group, LLC at **856.753.3800**.



Your ad will appear in KIWI Magazine **PLUS** KIWI's Digital Edition on iPad and iPhone!

© 2011 May Media Group, LLC. All rights reserved.



## INGREDIENT SUPPLIERS



**Offer/Conditions:** \$600 off one pallet of Fair Trade Certified Organic Sugar, Fair Trade Certified Organic Sucanat and Natural Demerara Sugar. Fair Trade Organic Honey and Organic Blue Agave is also available. *New customers only.*

Wholesome Sweeteners is the market leading supplier of Organic, Fair Trade and Natural sweeteners. We have a range of formats available including crystallized, granulated, liquid and powdered formats. Our high quality, industrial sweeteners are available in 25lb & 50lb bags, Super Sacks, 55 gallon drums, liquid totes and liquid tankers. Wholesome Sweeteners is the first US company to offer **Fair Trade Certified™** sweeteners, a certification that guarantees a fair price is paid directly to the farmer for their sugar cane.

**Contact:**

**Wholesome Sweeteners**

Ph 800-680-1896

Fax 281-275-3175

[www.OrganicSugars.biz](http://www.OrganicSugars.biz)

[info@organicsugars.biz](mailto:info@organicsugars.biz)



**Offer/Conditions:** \$500 off one full pallet of any of our organic products, including sugar, cocoa, chocolate, coconut products, dried fruit, nuts.

*In stock products only. New customers only.*

Global Organics (GO!) is a leading supplier of organic ingredients worldwide. Our sugar comes from the Green Cane Project™, a sustainable agricultural project in Brazil – the world's largest organic sugar producer. We work closely with our suppliers to ensure quality, reliability, sustainable practices and organic integrity. For more information and a full product list please visit our website at: [www.global-organics.com](http://www.global-organics.com).



**Contact: Global Organics** Tel: 781-648-8844  
PO Box 272 Fax: 781-648-0774  
Arlington, MA 02476 E-mail: [info@global-organics.com](mailto:info@global-organics.com)

## OTHER OFFERS AND SERVICES



## Coupon Offer

**\$2,500 off any business plan/\$1,000 off any debt financing fees**

- **Services**
  - CEO advisory; Strategy; Analysis; Preparing for Financing
  - Business Plans; Projections
- **Financing**
  - Lines of Credit, Term Loans
  - Accounts Receivable, Inventory, Factoring, Purchase Order
  - Real Estate Secured

Keith Kohler [keith@k2financing.com](mailto:keith@k2financing.com) 305-519-9455



AMIN | TALATI  
WASSERMAN



### **Offer/Conditions: 3 Hours of Consulting (Valued at \$1,200)**

Consulting by Rakesh Amin of Amin Talati who is a lawyer focused on the lifecycle of food, beverage, dietary supplement & cosmetic products. He advises on FDA/Advertising compliance and defending against FDA, FTC, NAD, competitor and class action challenges, patent and trademark protection and infringement litigation, Prop 65, manufacturing/supplier issues and commercial litigation disputes.

Please see [www.amintalati.com](http://www.amintalati.com), which shows their focus and depth. Rakesh can be contacted at 312.327.3382 (direct), 312.286.3925 (cell) or [rakesh@amintalati.com](mailto:rakesh@amintalati.com).

## ▶ Peoplesworth

**Offer/ Conditions: \$500.00 off the purchase of consulting services with a minimum purchase of two days of service. *For new clients only.***

Enjoy expert meeting and retreat facilitation at small business rates. Put twenty years of experience in strategic planning, team building, and organizational development to work for your team. Clients include Stonyfield Farm, Applegate Farms, Blooming Prairie, ProOrganics Marketing, and the Organic Trade Association. How about you? Call for a free, no-hassle telephone consultation.

### **Contact Information:**

#### **Peoplesworth**

166 Hubbard Street

Concord, MA, 10742

Jay W. Vogt, President

**Phone#:** (978) 371-3134      **Email:** [jay@peoplesworth.com](mailto:jay@peoplesworth.com)

**Website:** [www.peoplesworth.com](http://www.peoplesworth.com)