



NATURAL PRODUCTS  
consulting institute

Sample Coupon Only

**Offer/ Conditions: Half Day of Consulting (valued at \$1,000).**

NCPI 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



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**Offer/ Conditions: \$500 off of a \$2,500 purchase for first time clients**  
Not to be combined with any other offer or non-standard report

Founded in 1995, Chicago-based SPINS® is the leading provider of marketing information to the rapidly growing natural products industry. SPINS® offers a range of sales tracking and consumer information services to meet the needs of current industry participants, as well as companies and individuals seeking new opportunities in this segment.

**Contact Laiza Martinez, 847-908-1254, [lmartinez@spins.com](mailto:lmartinez@spins.com)**

**Website:** www.SPINS.com

## Purchase *NBJ's* Supplement Market Research Package for \$4,500 (Reg. \$5,990)

### 2010 Supplement Business Report

*NBJ* brings you the 2010 Supplement Business Report, our annual review of the \$27-billion market for dietary supplements. *NBJ's* 2010 Supplement Business Report was created to provide companies with the strategic tools and business insights to successfully navigate the current economic landscape.

- SWOT analyses for more than 30 industry leaders
- Expanded global section
- Exclusive *NBJ* interviews and surveys of top executives
- Brief history of the supplement industry

### 2010 Global Supplement & Nutrition Industry Report

*Nutrition Business Journal* undertakes the research for our Global Supplement & Nutrition Industry Report once every two years. The intent of the report is to provide market size and growth estimates per country/region that can be used for comparison by global industry participants.

- Review of the many regulatory challenges and potential opportunities
- Detailed data and market analysis
- Interviews with CEOs and thought leaders from global firms
- 12+ years of continuous research

Visit [www.nutritionbusinessjournal.com](http://www.nutritionbusinessjournal.com) to subscriber and be sure to use **NBJFMR11** at checkout or contact 303.998.9263

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# SUBSCRIBE

## SUBSCRIBE TODAY AND SAVE \$150

*Nutrition Business Journal (NBJ)* offers an executive newsletter, detailed market research and consulting services for decision-makers in the natural products, nutrition and integrative medicine industries.

### *Nutrition Business Journal* Subscription

*NBJ* Single Subscription- \$1,295 (Domestic) \$1,345 (International)

- Single-user access to the subscribers-only area
- One Print Copy
- 10% discount on *NBJ* products
- *NBJ* weekly eNews

Visit [www.nutritionbusinessjournal.com](http://www.nutritionbusinessjournal.com) to subscriber and be sure to use **NBJFM11** at checkout or contact 303.998.9263

**Nutrition Business Journal**  
Strategic Information for the Nutrition Industry

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## Our Subscribers are Your Buyers

*Natural Foods Merchandiser is your gateway to the \$76 billion natural, organic, and healthy lifestyle products marketplace.*

Each month, more than 54,000 retail subscribers turn to NFM for retail insights and marketplace intelligence.

*Natural Foods Merchandiser is the official publication of Natural Products Expo and the voice of retail on newhope360.com.*

**OFFER CONDITIONS: One complimentary NEW PRODUCTS SOLUTION (\$1,500 value) in *Natural Foods Merchandiser*.**

*Offer valid for new advertisers only. Offer expires October 7, 2011.*

*For further information on this offer please contact:*

*Lori Howard: [lhoward@newhope.com](mailto:lhoward@newhope.com), 303/998-9530*



Sample Coupon Only

**Offer / Conditions: \$500 off all on-line report purchases over \$2,500**

HSC provides market trend reports to the nutrition industry by presenting highlights of our research and analysis. For these trend reports, our expertise lies in providing an analysis of changing market sizes, competitive dynamics, and "slicing" the data in different ways to give our client a detailed look into several sub-segments of the industry. Our Market Trend Reports provide quick insights into attractive markets of the global nutrition industry and let you draw your own conclusions for your business.

### Contact Information:

**HSC**

**10 Alice Court • Pawcatuck, CT 06379**

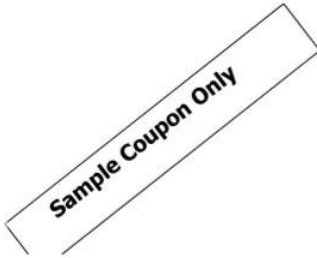
**860-516-4473 • 401-921-4930**

**[www.hscadvice.com](http://www.hscadvice.com)**

**Email:** [TClough@HSCAdvice.com](mailto:TClough@HSCAdvice.com) **Website:** [www.hscadvice.com](http://www.hscadvice.com)



## Sample Box Program



**Offer/ Conditions:** \$750 off one inclusion of product and/or educational materials in one sample box. Expires 12/31/2011

Six times per year, UNFI provides an opportunity for vendors to provide new product information and samples to over 4,600 independent retailers nationally. Supplier is responsible for costs of goods. Product must be a new item.

**Contact Information:** **United Natural Foods, Inc.**  
313 Iron Horse Way  
Providence, RI 02908  
ATTN: Alana Mahdalik, Director of Marketing, National Programs  
(800) 877-8898 x32205 or amahdalik@unfi.com



## Trailer Advertising Program



**Offer/ Conditions:** \$750 off one Trailer Advertising Program Design/ Installation for minimum two year term. Supplier responsible for balance of cost per payment terms over life of contract. Expires 12/31/2011

Display your company/brand on a rolling billboard ad campaign. Make a dramatic marketing statement through this brand building opportunity using a moving image. Choose your target market, national or regional. According to the American Trucking Association, the average truck-based ad generates over 10 million impressions per year!

**Contact Information:** **United Natural Foods, Inc.**  
313 Iron Horse Way  
Providence, RI 02908  
ATTN: Alana Mahdalik, Director of Marketing, National Programs  
(800) 877-8898 x32205 or amahdalik@unfi.com

# Trying to Reach Health and Natural Products Consumers?

*Mambo Sprouts has them!*

The Mambo Sprouts program was designed with the health, natural and organic product consumer in mind. We offer educational materials, free samples and value-packed coupons online and in-stores. The Mambo Sprouts Messenger is sent to our database of 130,000 proven purchasers of natural and organic products, and read by thousands more on [mambosprouts.com](http://mambosprouts.com).

The Mambo Sprouts in-store coupon program is shipped directly to 1,000 retail locations five times a year (Winter, Spring, Summer, Fall and Holiday).



For more information, contact:

**Jessica Parsley** (West Coast) • 720.232.1653,  
[jparsley@mambosprouts.com](mailto:jparsley@mambosprouts.com)  
or **Kim Biddle** (East Coast) • 856.701.4719,  
[kbiddle@mambosprouts.com](mailto:kbiddle@mambosprouts.com)



# \$1,000 Off

LIST PRICE

*one participant per company*  
**Mambo Sprouts**

Sample Coupon Only

Limit one coupon per company only.  
Valid for new participants only. Coupon cannot be combined with any other offer. Good on co-op program only. To redeem, call your Mambo Sprouts account representative.

**Expiration date:** December 2011

**Mambo Sprouts Marketing**

1101 Haddon Avenue  
Collingswood, New Jersey 08108  
Tel: 856-833-1933  
Fax: 856-833-1866

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# 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!

Sample Coupon Only

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# Improve Your Social Status™ and Grow Sales



First Impressions matter and content is key to building and maintaining dynamic social media platforms.

As your Social Status™ improves you will attract more visitors – getting them to return and engage in conversational brand communications strategy. Consumers into brand ambassadors will drive sales and brand loyalty.

With our two decades of natural product and branding, marketing and PR expertise, we deliver measurable Social Media results and start up brands.

**\$1000 off**  
A 3-MONTH SOCIAL MEDIA PROJECT

(Minimum Investment \$4,000)

Limited one coupon per company or product. Can be used for a launch program, content review, special promotions or customization of social media platforms.

**TO USE YOUR \$1,000 COUPON, CONTACT:**

**MELODY MORROW** at ADinfinitem  
212 693 2150 Ext: 303  
email: [melody@adinfinitemny.com](mailto:melody@adinfinitemny.com)

Coupon valid to Dec 31, 2011 and cannot be combined with any other offer.

[www.adinfinitemny.com](http://www.adinfinitemny.com)  
<http://twitter.com/adinfinitemny>

**ADinfinitem**

Sample Coupon Only

# TURN TREE SOLUTIONS

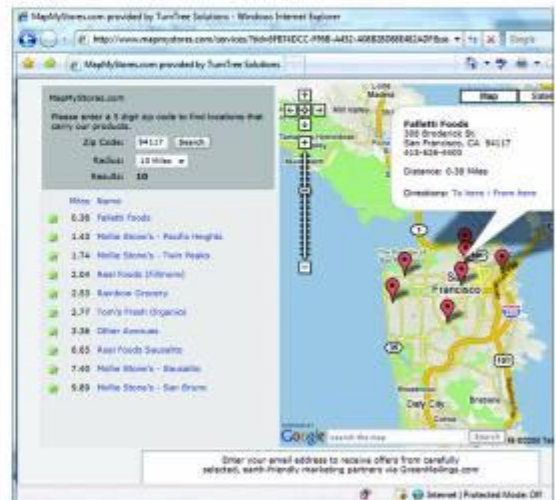
Does your web site need a real time Google Map search to drive consumer traffic to stores that carry your products?

Customers of Natural Product Consulting are eligible for one year of the MapMyStores.com service for FREE (\$480.00 value). This service can easily be upgraded to our full feature sales solution, the TurnLink Sales Manager.

TurnTree Solutions provides the leading software sales solutions to manufacturers and their sales representatives.

The **TurnLink Sales Manager** is a web based software application that can provide your organization a 360 degree view of its customers, prospects, ordering, and distribution channels.

**FREE** one year license for **MapMyStores.com**



Sample Coupon Only

\* Offer applies to New Customers of TurnTree Solutions  
\* Limited to one MapMyStores.com service per company

**1-800-621-2402**  
**sales@turntree.com**

**50%  
OFF**

**A ONE MONTH  
SUBSCRIPTION\***

**SAVE**

### **Sell More. Spend Smarter.**

TradeInsight is the industry's first centralized sales management tool specifically designed with the Natural/Organic market in mind. Provide your organization with a real time picture of your sales from warehouse to consumer, perform sales forecasting accurately and quickly in a single location and eliminate the spreadsheet headache.

For more information contact:

Russell Foy  
rfoy@tradeinsight.com  
416.627.6370  
www.tradeinsight.com

Sample Coupon Only



*\*Restrictions may apply.*

## **FOOD LABEL CONSULTANTS**

**Compliance with US Food Labeling Laws**

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

**The project may be up to 5 labels in the same category. The review will include all formatting, required layouts, claims, ingredients, allergens, nutrition facts and all other aspects of 21CFR101 - Food Labeling.**

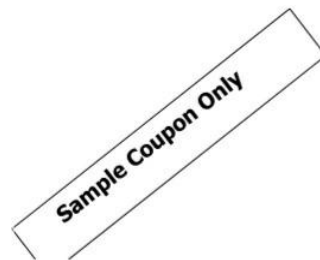
We work with companies large and small, both domestic and foreign, to advise on compliance with the Federal Food Labeling Laws. Recent food labeling projects include a wide range of US produced products as well as imports from Australia, Austria, Brazil, Canada, China, Columbia, Costa Rica, Ecuador, Greece, India, Israel, Italy, Japan, Korea, New Zealand, Saudi Arabia, Thailand, Turkey, and the United Kingdom.

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

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**Offer/ Conditions: \$500 off your first \$5,000 Consulting Project**

True Blue is a strategic innovation and marketing firm that specializes in helping companies connect the dots between uncovering consumer insights and launching successful new initiatives. We've helped big and small companies understand all aspects of innovation--from launching new products to building new businesses--all with a consumer-centric focus.

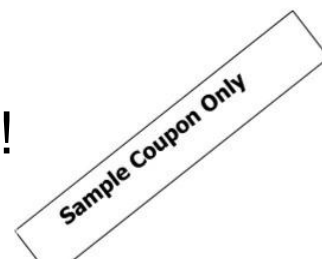
Our passion is helping companies with products and services that are good for people and good for the planet win in the marketplace.

**Contact Information:** Sandra Stumbaugh  
[sandra@trueblueco.com](mailto:sandra@trueblueco.com); [www.trueblueco.com](http://www.trueblueco.com)  
925.785.5722



**Your Package Designed for Half Price!**

**Offer/Conditions: ½ Off a Package Design (\$1,250.00 value)**



Wright**Design** makes this offer to new Wright**Design** customers. It includes the design of fronts and backs of a label or a bag or a carton from initial concepts through delivery of electronic final art files to a printer. It does not include photography or illustration.

Wright**Design** specializes in the design of food products and beverage packaging sold in specialty food stores, supermarkets and club stores. Visit us at [www.wrightds.com](http://www.wrightds.com) and review samples of our sales generating package designs that first, drive distribution by meeting buyer demands and, ultimately, achieve consumer trial. Our services include identities, package design, sales materials and websites. Our clients range from national branded manufacturers to start ups and individual entrepreneurs.

**Contact Information:** Wright**Design** Inc.  
898 Main Street  
Acton, MA 01720  
Dale Casto

**Tel:** 978-635-9997 **Email:** [dcasto@wrightds.com](mailto:dcasto@wrightds.com) **Website:** [www.wrightds.com](http://www.wrightds.com)

## \$2,500 off Executive Search Services\*

The Volkman Group is an executive search firm that works with companies in the Healthy Lifestyle and Wellness Industry, exclusively. The firm's mission is to ensure the timely recruitment of exceptional leaders capable of rapidly contributing to the profitable growth of its clients. The firm provides independent and objective consultation that focuses on understanding an organization's structure, culture, mission, and values.

The Volkman Group has successfully recruited executives for a diverse cross-section of market leading companies. In addition to successfully completing numerous CEO searches, The Volkman Group has significant experience recruiting senior-level executives in all functional areas.

Art entered the recruiting industry in 1994 and has been working with companies the Healthy Lifestyle and Wellness Industry since 1997.

\*New clients only.

[www.VolkmanGroup.com](http://www.VolkmanGroup.com) | [artv@VolkmanGroup.com](mailto:artv@VolkmanGroup.com) | 720.493.5541



Sample Coupon Only



## ► 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)

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**McGOVERN**  
COMMUNICATIONS

**Offer/Conditions: Free "PR Starter Kit" (a \$5,000 value)**

Includes: Intake Session (1-2 hours) \* PR Plan of Action (3-6 months)  
Press Release (450 words) \* Media List (up to 100 contacts)

Get a feel for what public relations can do for your company without spending a penny. We can implement the plan for you, or coach your team to handle it internally. Some of the organic & natural industry leaders we've worked with over the last 25 years include Stonyfield Farm, The Organic Trade Association and Organic Valley.

Contact Information: Sue McGovern  
McGovern Communications  
27 Elmore Street  
Arlington, MA 02476  
781-648-7157 (office); 781-315-3400 (cell); [sue@mcgov.com](mailto:sue@mcgov.com)

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Public Relations ♦ Events Management

***Creative marketing & PR that drives results for natural products***

**Offer/Conditions: \$2,500 off first month's invoice**

(based on \$5,000 monthly minimum for three months or longer)

The Castle Group develops brand leadership for consumer and culinary clients in the natural products industry. Our experience working with top consumer media, combined with our business press experience, ensures clients receive a comprehensive, thoughtful approach that maximizes results and your investment. Our clients are the best in their categories, having been honored for their business practices and products by business associations, media and trade associations. Services include: media relations, collateral and website development, media events, trade show management, product launches and more.

Contact Information: The Castle Group, Inc.  
18 Tremont Street  
Boston, Mass. 02108  
[www.thecastlegrp.com](http://www.thecastlegrp.com)  
Mark O'Toole

Sample Coupon Only

**PH:** (617) 227-0012 x235 **EMAIL:** [motoole@thecastlegrp.com](mailto:motoole@thecastlegrp.com)



**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)

Sample Coupon Only



Sample Coupon Only

**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**

PO Box 272

Arlington, MA 02476 E-mail: [info@global-organics.com](mailto:info@global-organics.com)

Tel: 781-648-8844

Fax: 781-648-0774





Sample Coupon Only

~ Cost effective management solutions for natural products manufacturers ~

**Offer/ Conditions:** \$500.00 off a one month commitment with a minimum purchase of \$3,000. *Applies to new clients only.*

- Are you too busy growing your business to *manage* your business?
- Are you getting the most from your trade spend?
- Getting your product authorized, placed & merchandised?
- Do those around you share your *passion* about your company?

**RML** is a seasoned, independent sales management service specializing in natural products. We focus on smaller food & beverage companies working within tight budgets, as well as larger companies looking to launch products in the Natural trade. Whether you need everyday broker management assistance, or strategic planning, budgeting and organizational guidance, chances are we can help you out.

**Contact Information:** RML/*Regional Manager At Large*  
3855 Wieuca Terrace  
Atlanta, GA 30342

**Contact:** Wayne Davey

**Phone#:** 404.467.0243 **Email:** [wayne@rmlnaturals.com](mailto:wayne@rmlnaturals.com) **Website:** [www.rmlnaturals.com](http://www.rmlnaturals.com)



Sample Coupon Only

**Offer/Conditions:** One free month of services with an annual commitment.  
Approximate value \$8,000 - \$12,000. Applies to new clients only

**Company Overview:**

We recognize that every business has a unique set of needs and objectives. At **IGNITE**, we can help your business achieve its individual objectives through a variety of strategic business and sales management solutions including the development and execution of: Broker training, education, management and optimization \* Retailer and distributor business development and expansion \* Strategic sales planning including pricing, category, market area and competitive analysis \* Merchandising strategy and trade analysis to ensure your money is being spent in the most productive manner to drive incremental sales \* Budgeting systems and ongoing trade management to ensure your brand is visible in the short term and viable in the longer term \* Tracking and administrative systems to manage trade spending and sales forecasting

At **IGNITE**, we firmly believe in the “power of many” vs. the “power of few” and bring a staff of focused, dedicated and experienced sales and business development professionals to our client base.

**Contact Information:** Kent Pilakowski, **IGNITE** Sales Management  
PH: (952) 855-4567 EM: [Kent@ignitesalesmanagement.com](mailto:Kent@ignitesalesmanagement.com)  
[www.ignitesalesmanagement.com](http://www.ignitesalesmanagement.com)