Marketing Case Study
Eatmore Sprouts
Business Purpose

The Business Advisory Team Inc. is a group of business management professionals who offer business planning, marketing strategies, and workshops for Farm|Food|Drink businesses and organizations.

Our sister firm, Left Field Marketing, works from these plans to create brands and campaigns that help Farm|Food|Drink businesses grow through effective marketing and sales.

Though we operate as two distinct teams, we work hand in hand to efficiently grow our client’s businesses.
Social Purpose

We help grow local food systems by enabling business viability through market readiness.
Working from Success

Glenn and Carmen

eatmoresprouts.com
Eatmore Sprouts and Greens Ltd.

• Comox Valley, Vancouver Island
• Produces over 9000 lbs of sprouts and greens weekly
• Year-round!
We Value

• People
• The planet
• Sustainability
• Creativity
• You!
Meet the Team

Working hard to bring you the freshest, locally grown, organic sprouts and greens
Connection

Marketing is...
Authenticity is the Secret Ingredient

Effective marketing is about building authentic connections.

Left Field Marketing specializes in authentic advertising for regional Farm | Food | Drink companies.
Trends in Restaurants

Mash-ups
- basics are being manipulated
- Innovating with traditional vegetables

Sourcing local

Sources:
11 HOTTEST FOOD & BEVERAGE TRENDS IN RESTAURANTS AND HOTEL DINING FOR 2015 : THE WHITEMAN REPORT
Images sourced: Flickr
1 – Local

Sources:
Forbes
Images sourced: Flickr
2 – Vegetables

Sources:
Forbes

Images sourced: Flickr
3 – Canadian Superfoods

Sources:
Images sourced: Flickr
Organic BC is at the Top

Fig 2:

Percent Reporting the claim influences their likelihood of buying a product

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0% 20% 40% 60% 80% 100%
We are changing

- VERY educated consumers
- Social media
- Farmers’ Markets
- Increased food spending
Choose your Medium
Target Consumers

- Educated
- Loyal
- Health
- Food Oriented
- Young
- Families
Situation

- Steady sales growth
- Good distribution/retail
- Not a grocery staple
- Recognized brand
- Minimal advertising
- Recognized health trend
- Seasonality advantage
Grocery
Grocery
Objectives/Goals

- Grocery Staple
  - Market position
  - Increased market share
  - Overall sales growth
Tactics

• Positioning
  – Point of Sale, Grocery
  – Grocery Staple
    • Family nutrition
    • Recipes, re-think sprouts
    • Phased in “Super Food”
  – Update website
  – Social Media
  – Cross Promotion
Retail Planogram
Retail Dangler

MAKE EVERY MEAL SUPER

Organic sprouts and greens, year-round in the Comox Valley.
Recipe Card

INSTRUCTIONS

To make the dressing, process the sunflower seeds, basil, lime juice, honey, salt, and olive oil in a blender and blend until smooth.

Put the tomatoes in a mixing bowl, add 1 1/2 cups of the sunflower greens, the pickled red onions, dressing, and salt, and toss to combine. Arrange on a serving dish and garnish with the cotija and remaining 1/2 cup sunflower sprouts. Serves 6.

INgredients

Dressing
1 tbsp. sunflower seeds, toasted in a dry skillet until lightly browned
1/2 cup basil leaves
1 tbsp. fresh lime juice
1/4 tsp. honey
1/4 tsp. kosher salt
1/3 cup olive oil

Salad
6 heirloom tomatoes, cut into 6 wedges each
2 cups Eatmore Sprouts Sunflower Greens
1/2 cup pickled red onions
1 tsp. kosher salt
1/4 cup crumbled queso cotija (or queso fresco, feta, or ricotta salata)
Sprouted Eatmore Cone

INGREDIENTS
1 cup (250mL) Eatmore Sprouts Broccoli Sprouts (approx. 1 package)
1 cup (250mL) short grain rice
2 tbsp. (30mL) white wine vinegar
2 tbsp. (30mL) rice vinegar
2 tbsp. (30mL) sugar
1 tsp. (2.5mL) salt
6 sheets nori, cut in half
1 cucumber, julienened
1 carrot, peeled and julienened
2 avocados, pitted and sliced thinly

vegetarian  gluten free  nut free

- Rinse rice under cold water 3 times until the water runs clear.
- Drain and allow to dry 10 minutes.
- In a pot, combine rice and 1 cup (250mL) cold water.
- Bring to a boil over high heat. Cover and cook on medium for 10 minutes.
- Reduce to low and cook for 10 minutes.
- Remove rice from heat and rest covered for 15 minutes.
- In a small saucepan, combine the vinegars, sugar and salt, cooking until sugar and salt dissolve.
- In a large bowl, sprinkle sugar mixture over rice, gently folding through the rice.
- Cover half of the nori with rice.
- Place Broccoli Sprouts and vegetables in the middle, on a diagonal to the nori.
- Roll the corner closest to you over top of the vegetables and keep rolling until a cone shape is formed.
- To secure the nori use a small dab of wasabi on the seam.

Eatmore Sprouts & Greens can be found in the produce section of your local grocery store or at www.eatmoresprouts.com
Recipe Bookmarks

Make every meal Super

Visit our website for more recipes like these
- Quick Pickled Mixed Bean Sprouts
- Almond Cookies with Mixed Bean Sprouts
- Mixed Bean Sprout Pad Thai
- Spring Pea Salad with Shoots & Mint
- Pea Shoot & Peanut Sauté
- Eatmore Shrimp Roll
- Layered Quinoa and Bean Salad
- Indian Sprouted Bean Curry

eatmoresprouts.com

Visit our website for more recipes eatmoresprouts.com

Almond Cookie with Mixed Bean Sprouts
(Recipe on Back)

Visit our website for more creative ways to make snacks super! eatmoresprouts.com

3/4 cup Eatmore Sprouts Mixed Bean sprouts
1/2 cup unsalted butter, softened
1/3 cup almond butter
3/4 cup brown sugar, packed
1/2 cup oats
2 tbsp. maple syrup
2 large eggs
1 tsp. vanilla
1 cup flour
1/2 cup oats
1 tsp. cinnamon
1/2 tsp. baking soda
1/2 tsp. salt
1/2 cup currants, raisins or chocolate chips.

INSTRUCTIONS:
- In the bowl of a stand mixer fitted with the paddle attachment, beat the butter, peanut butter and sugar on medium-high speed for 4-5 minutes until smooth and fluffy.
- In a food processor, pulse Mixed Beans, dates and maple syrup into a paste. Add paste to the creamed butter and beat on medium speed for 3 minutes until completely smooth.
- One at a time, mix in the eggs, and vanilla.
- Separately, combine flour, baking soda, cinnamon and salt.
- Slowly add the flour mixture and the wet until combined.
- Stir in the currents and chill for a minimum of 2 hours or overnight.
- Preheat oven to 350°F. Drop heaping spoonfuls of dough about 2 inches apart onto the prepared pans.
- Bake until golden around the edges (10-12 minutes).
- Remove cookies from the oven and cool for 15 minutes before transferring to a rack to cool completely.

By Harry Meir of Sea Salt Food Co. www.seasaltfoodco.com

EATMORE & Greens Ltd.
Super Simple. Super Healthy.
Grown Organically Year-Round
Coomer Valley, Vancouver Island
250.338.4690

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32 eatmoresprouts.com
We offer 9 varieties of sprouts and greens year-round. Enjoy super easy, super sprouts! Visit our website for great and easy meal ideas.

**ALFALFA SPROUTS**
A crunchy, nutrient-rich sprout great for sandwiches, salads, wraps or with eggs.

**DELI BLEND**
Add a little spice to your life! This alfalfa blend includes just the right amount of sprouted lentils and radish.

**GARLIC BLEND**
This mix of sprouted garlic and alfalfa is a tasty, nutritious addition to salads and wraps, or as a baked potato topping.

**BROCCOLI SPROUTS**
Contains all the benefits of mature broccoli with a better taste. Don’t worry; the white fuzz on the roots is just root hairs - a living food guarantee.

**CLOVER SPROUTS**
These attractive and versatile sprouts have a robust flavour, perfect for sandwiches, salads and garnish.

**MIXED BEAN SPROUTS**
We combine lentils, peas, adzuki beans and garbanzos (depending on availability) to create this tempting and nutritious treat.

**SUNFLOWER GREENS**
This elegant, delicious and nutritious green has a crisp texture and a nutty flavor that makes a great addition to just about everything. We really love them as a replacement for romaine in a Caesar salad or with sweet mustard vinaigrette!

**PEA SHOOTS**
These greens have an attractive, fudgy leaf that makes them great for garnish, salad, and sandwiches. Try them lightly sautéed or just on their own.

**MICRO GREENS**
These baby greens will delight your palate and tantalize your taste buds. Chefs use these beauties to add a shock of colour and taste! Brighten up any platter with these amazing flavour creators.

**MISSION STATEMENT**
Eatmore Sprouts & Greens Ltd. provides locally grown, organic sprouts and greens year-round in the Okanagan Valley and beyond for a happier, healthier planet.
Website
Social Media

Did you know?

**Sprouts** can contain up to 100x more enzymes than uncooked fruits and vegetables.
• Events
• Community
• Education
Banners

Eat More Sprouts

Create quick, easy and healthy meals that kids love.

So much Vitamin C that Captain Cook fed his sailors sprouts to prevent scurvy!

One cup of broccoli sprouts contains all the Vitamin E a child needs in a day.

Super Simple. Super Healthy.

eatmoresprouts.com

Make every meal super

Use sprouts anywhere you would use greens: smoothies, burgers, salads, tacos and more.

For heart health, half a cup of broccoli sprouts provides the same benefits as eating 20 to 50 times the broccoli.

For healthy and tasty recipes and meal ideas

eatmoresprouts.com

Certified by PACS

British Columbia Supported by PACS Smart Snacks program

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Nutritional Fact Sheet

### ALFALFA SPROUTS
Alfalfa Sprouts have chlorophyll and enzymes that promote detoxification, digestion, and anti-aging.

### MIXED BEAN SPROUTS
Mixed Bean Sprouts have a high quality and easily-digested protein and are a great addition to a vegan or vegetarian diet when combined with any grain-based dish.

### GARLIC SPROUTS
Garlic Sprouts have immune boosting effect due to their anti-bacterial, anti-viral, and anti-fungal properties.

### DELI ALFALFA SPROUTS
Deli Alfalfa Sprouts boasts a rich variety of vitamins and minerals, as well as additional amino acids and fiber.

### BROCCOLI SPROUTS
Broccoli sprouts have a high antioxidant and phytochemical content which work to protect against cancer and degenerative diseases.

### CLOVER SPROUTS
Clover sprouts are great for cleansing and detoxifying the liver. The high chlorophyll content helps to remove, purify, and regenerated the body’s blood supply.

### SUNFLOWER GREENS
Sunflower Greens are rich in easily-digestible vitamins and minerals. The chlorophyll aids in liver purification.

### PEA SHOOTS
Pea Shoots offer a high fiber content, which is important in maintaining a healthy digestive system and colon.

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### VITAMINS AND MINERALS FOUND IN EATMORE SPROUTS PRODUCTS

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eatmorespouts.com
Summary

• Long-term approach
• Still in progress
• Increase in sales
Sprout Root Marketing

Farmers’ Markets | Point of Purchase | Events | Social media
Simple is Good