

# Marketing Case Study

Eatmore Sprouts



LEFT FIELD  
MARKETING

BUSINESS  
ADVISORY TEAM

LEFT FIELD  
MARKETING

# 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





## 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





EAT  
Local

## 1 – Local



Sources:

Forbes

<http://www.forbes.com/pictures/feki45edkig/1-locally-sourced-everything-2/>

Images sourced: Flickr





## 2 – Vegetables

EAT  
Local  
ORGANIC



Sources:

Forbes

<http://www.forbes.com/pictures/feki45edkig/1-locally-sourced-everything-2/>

Images sourced: Flickr





## 3 – Canadian Superfoods



Sources:

The Canadian Press. January 8, 2015. Lois Abraham.

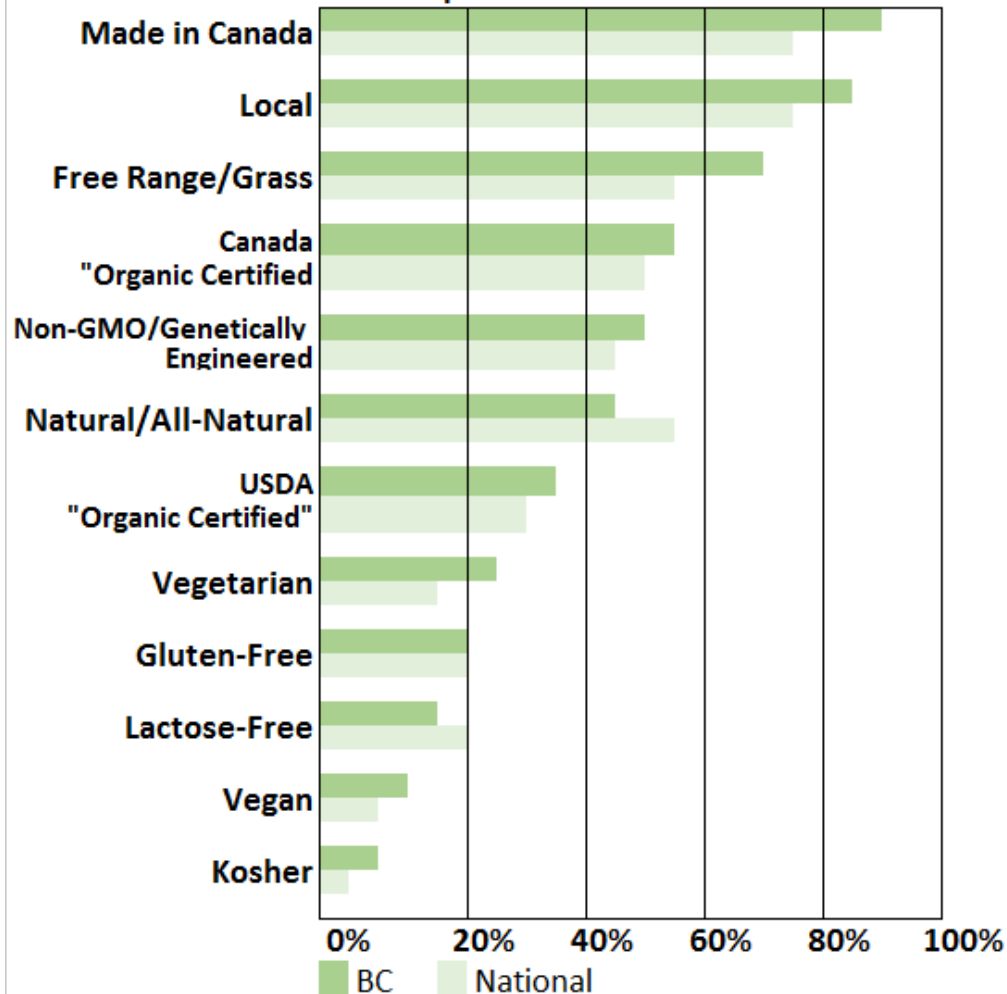
<http://o.canada.com/life/food-drink/food-trends-of-2015-veggies-as-the-main-fermented-foods-mangoes-local-grains>

Images sourced: Flickr

# Organic BC is at the Top

Fig 2:

Percent Reporting the claim influences their likelihood of buying a product





# 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

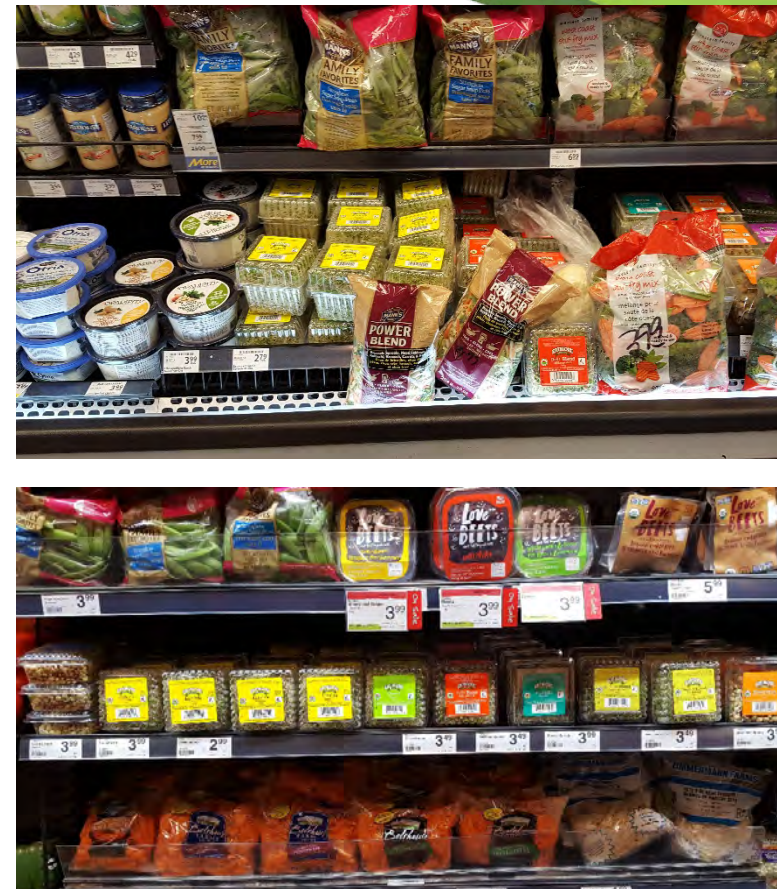








# Grocery



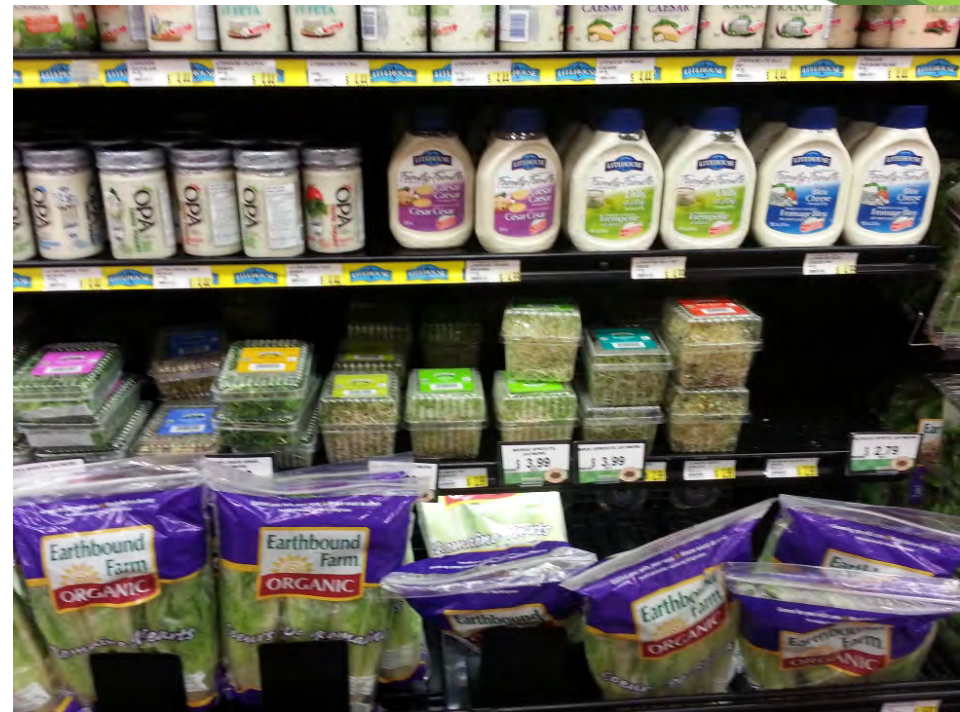
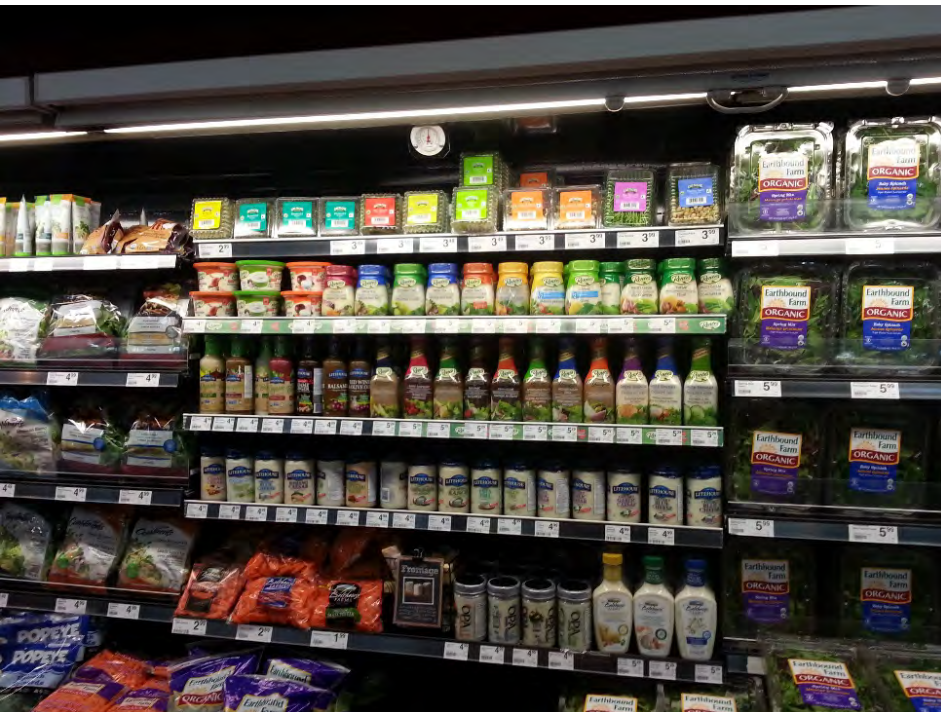


# Grocery





# Grocery





# Objectives/Goals



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

# Tactics

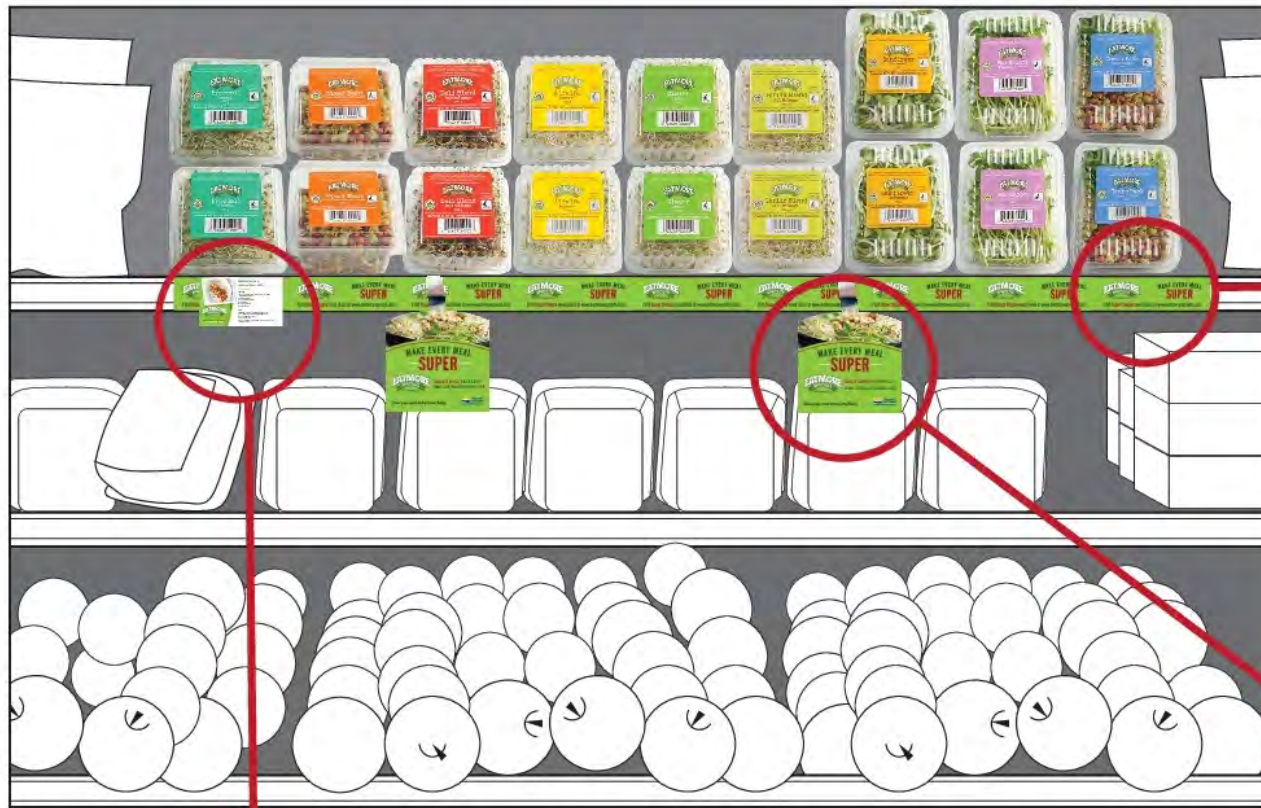


- Positioning
  - Point of Sale, Grocery
  - Grocery Staple
    - Family nutrition
    - Recipes, re-think sprouts
    - Phased in “Super Food”
  - Update website
  - Social Media
  - Cross Promotion





# Retail Planogram



Channel Strip



Tear-away pad  
Recipe Cards  
(Coming Soon)



Dangler

# Retail Channel Strip





# Retail Dangler



# Recipe Card

**EATMORE**  
SPROUTS  
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## INSTRUCTIONS

To make the dressing, combine 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.

by Eric Werner and Mia ...  
Excerpted from ...

...an Books).



## Valladolid Tomato & Sunflower Greens Salad

### 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)



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# Recipe Card



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*Makes 6 Cones*

## 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  
½ tsp. (25ml) salt  
6 sheets nori, cut in half  
1 cucumber, julienned  
1 carrot, peeled and julienned  
2 avocados, pitted and sliced thinly

## Sprouted Eatmore Cone

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](http://www.eatmoresprouts.com)

By Hilary Malone of Sea Salt Food Co. [www.seasaltfoodco.com](http://www.seasaltfoodco.com)

# Recipe Bookmarks



Make every meal Super



Visit our website for more recipes  
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250.338.4860

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

**Almond Cookie with Mixed Bean Sprouts**  
[Recipe on Back]

Visit our website for more creative ways to make snacks super!  
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**Almond Cookie with Mixed Bean Sprouts**

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 dates  
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, purée 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.
- Then slowly add the flour mixture and the mix until combined.
- Stir in the currants and chill for a minimum of 2 hours or overnight.
- Preheat oven to 350F. Drop heaping spoons 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 10 minutes before transferring to a rack to cool completely.

By Hilary Malone of Sea Salt Food Co.  
www.seasaltfoodco.com



# Ads



MAKE EVERY MEAL  
— **SUPER** —  
just add organic sprouts & greens

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**EAT Local ORGANIC**

BRITISH COLUMBIA  
Supported by BC's Best Local program

# Brochure



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.

*Sprouts to tuna melts, grilled cheese, salads, smoothies and more. Visit us at eatmoresprouts.com for great meal ideas.*

*Whether your salad is fancy or family style, simply super charge it with Eatmore Sprouts!*

**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, frilly leaf that makes them great for garnish, sushi and salads. 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 Comox 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

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**EATMORE**  
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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.

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Super Healthy.

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Supported by BC's Buy Local program

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**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.

**ORGANIC SUPER SPROUTS**

For healthy and tasty recipes and meal ideas

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# Nutritional Fact Sheet



## Nutrition at a Glance

### 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 digestible 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 fibre.

### 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 enrich, purify, and regenerate the body's blood supply.

### SUNFLOWER GREENS

Sunflower Greens are rich in easily digestible vitamins and minerals. The chlorophyll aids in blood purification.

### PEA SHOOTS

Pea Shoots offer a high fibre content, which is important in maintaining a healthy digestive system and colon.

### VITAMINS AND MINERALS FOUND IN EATMORE SPROUTS PRODUCTS

	Alfalfa Sprouts	DeLi Alfalfa Sprouts	Garlic Sprouts	Clover Sprouts	Broccoli Sprouts	Mixed Bean Sprouts	Sunflower Greens	Pea Shoots
<b>VITAMINS</b>								
B-complex	*	*	*	*	*	*	*	*
A				*	*	*	*	*
C				*	*	*	*	*
E	*	*	*	*	*	*	*	*
D				*	*	*	*	*
K	*	*	*				*	*
Choline	*	*	*			*		
<b>MINERALS</b>								
Calcium				*	*	*	*	*
Magnesium	*	*	*	*	*	*	*	*
Potassium	*	*	*	*	*	*	*	*
Phosphorous	*	*	*	*	*	*	*	*
Iodine				*	*	*	*	*
Iron	*	*	*	*	*	*	*	*
Manganese	*	*	*	*	*	*	*	*
Copper	*	*	*	*	*	*	*	*
Chromium	*	*	*	*	*	*	*	*
Selenium	*	*	*	*	*	*	*	*
Zinc	*	*	*	*	*	*	*	*
<b>OTHER FACTORS</b>								
Chlorophyll	*	*	*	*	*	*	*	*
Digestive enzymes	*	*	*	*	*	*	*	*
Antioxidant enzymes	*	*	*	*	*	*	*	*
Protein	*	*	*	*	*	*	*	*
Phytochemicals	*	*	*	*	*	*	*	*
Fibre	*	*	*	*	*	*	*	*

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# Button





# Summary



- Long-term approach
- Still in progress
- Increase in sales





## Sprout Root Marketing

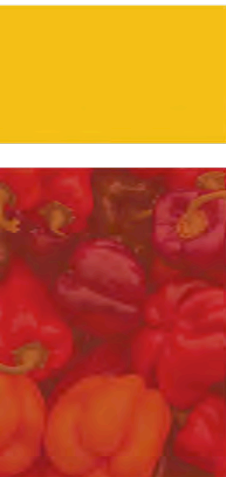
Farmers'  
Markets

Point of  
Purchase

Events

Social  
media





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Simple is Good

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