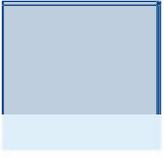


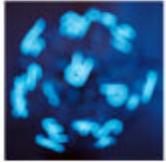
Total Brand Experience : Concept to Consumer

Marketing Your Food Product
Colorado Department of Agriculture
April 12, 2007
John Recca

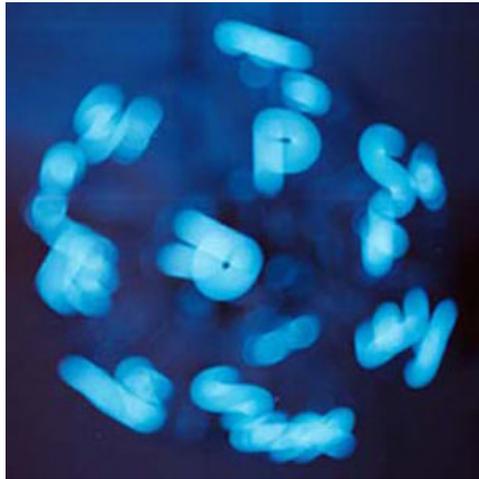
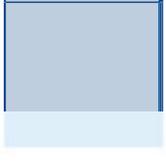


“Any damn fool can put on a deal, but it takes genius, faith and perseverance to create a brand.”

– *David Ogilvy, Legendary Adman*



Total Brand Experience : Concept to Consumer

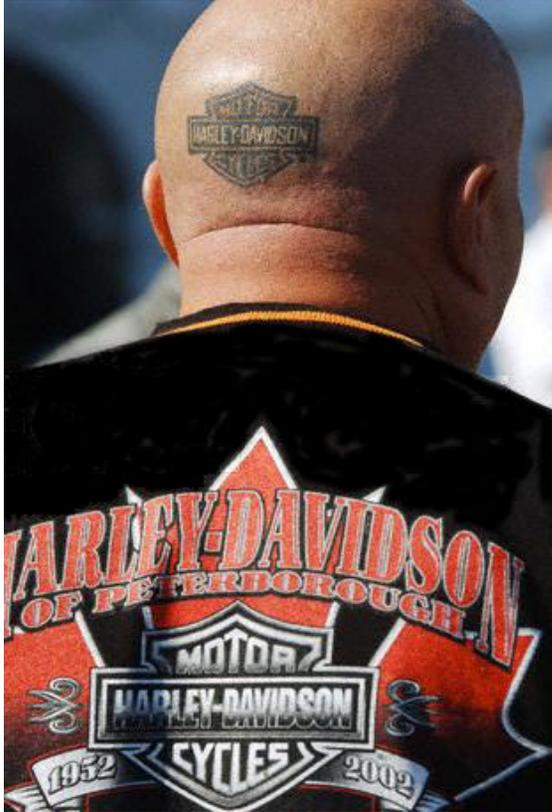


Topics

- 1/ The Brand Concept
- 2/ Building the Brand
- 3/ The Consumer Brand

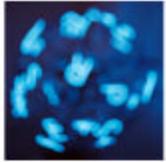


1/ The Brand Concept



“What other company has such devoted followers that they tattoo the company's logo on their bodies?”

– Jeffrey L. Bleustein, Chairman of the Board, Harley-Davidson

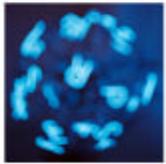


A Simple Definition

Chiquita!



A Brand is a **distinguishing identity** and **promise** which **benefits** the **customer**.



Successful Brands...

<u>Mkt. Rank</u>	<u>ROI</u>
1	31%
2	21%
3	16%
4+	12%

Source: PIMS Database

- Usually **dominate** their segment, category, or industry
- Are more **recognizable**
- Are more **profitable**
- Constantly **innovate** and **evolve**
- And **own a space** in the consumer's mind



Brand Strengths



<u>Brand</u>	<u>Strength</u>
BMW	Driving
Ferrari	Speed
Volvo	Safety
Mercedes	Engineering
Jaguar	Styling
Honda	Reliability
Toyota	Innovation

Source: Jack Trout, "Differentiate or Die"



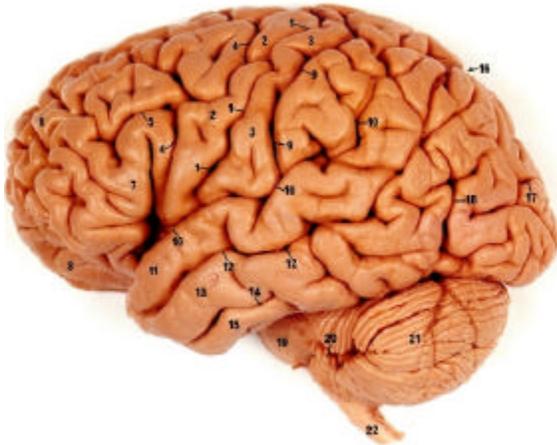
Look Under Your Hood



- Identify your **real strengths**. These are your **brand features**
- Look for, and accentuate **differences** versus your competitors
- Focus on the end benefit, or promise and what's **driving** it
- Make sure you can **deliver the promise**



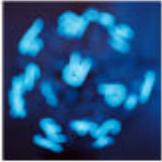
Positioning



Brands are determined by their **Unique Selling Proposition (USP)**:

- Different, Interesting
- Important **Features**
- Meaningful **Benefit(s)**
- Sustainable

*Think of positioning as the “**space**” a product occupies in the **consumer’s mind***



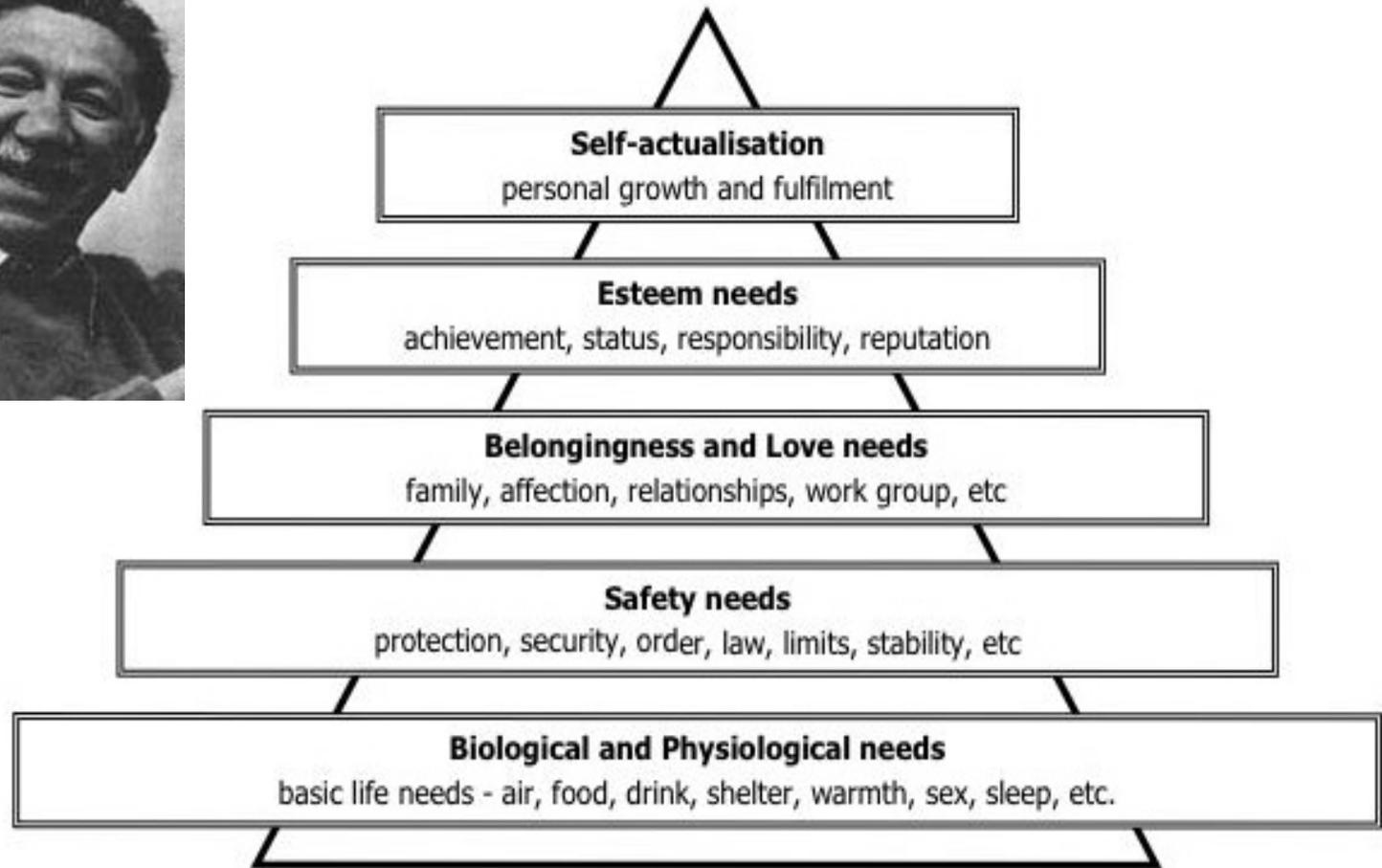
Positioning Statement



“Tabiyat is Afghanistan. It is our water, our way of our life. From rugged Afghanistan mountains our clean, and healthy water travels far, purifying naturally. It is worth the journey, because Tabiyat will **refresh and free your spirit.**”

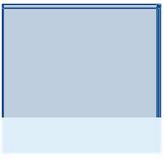


Maslow's Hierarchy of Needs (original five-stage model)





Fulfilling Higher Needs: The Brand Benefit



Brand Laddering

A simple technique that **“ladders” brand features into meaningful benefits**

- What does your brand do best?
- Why is that important?
- ...and why is that important?

Here's an example...



Brand Laddering (an example)



Rocky Mountain Cookies: In search of a more “important” cookie

Q. What does your brand do best?

A. **Quality.** We use only the best ingredients.

Q. **Why** is that important?

A. **Our cookie is more flavorful than others.**

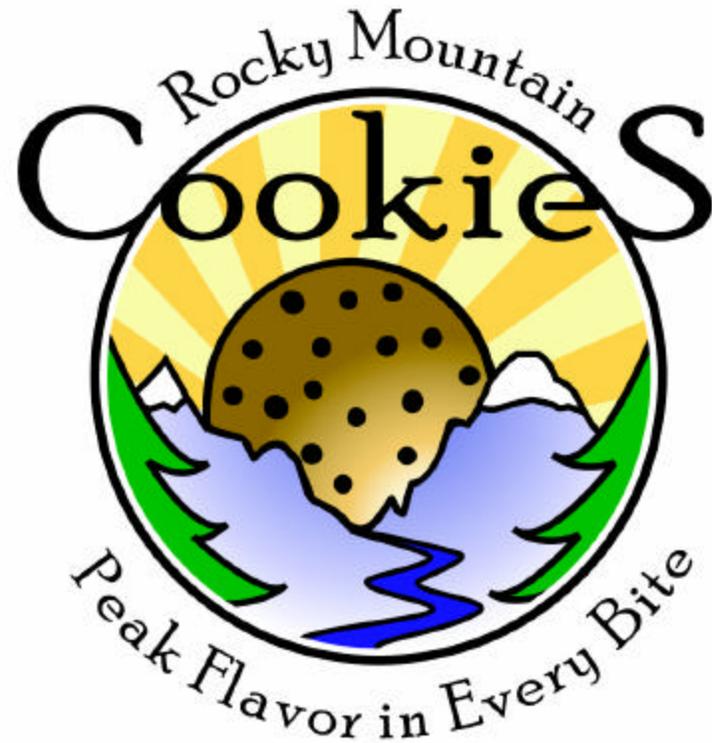
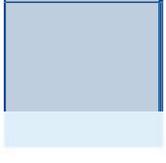
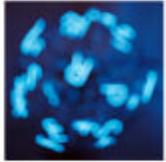
Q. And, **why** is that important?

A. **Because it provides a fresh, lively, fruity taste.**

Q. And, **why** is that important?

A. **It's more energizing. Flavors kind of burst in your mouth.**

Try it...it works!



**“It’s more energizing.
Flavors kind of burst in
your mouth.”**

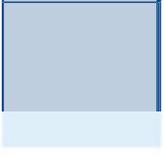


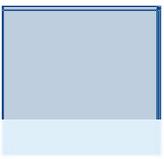
2/ Building the Brand



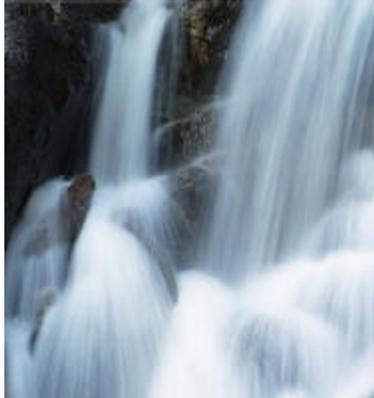


Branding Bottled Water

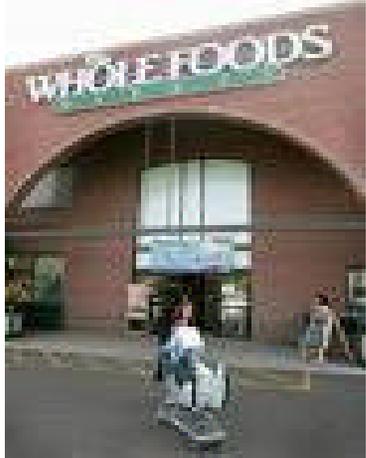


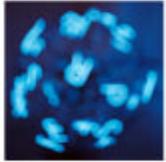


Brand Vision... A Simple Equation



+ ? =





First: Who Are You?



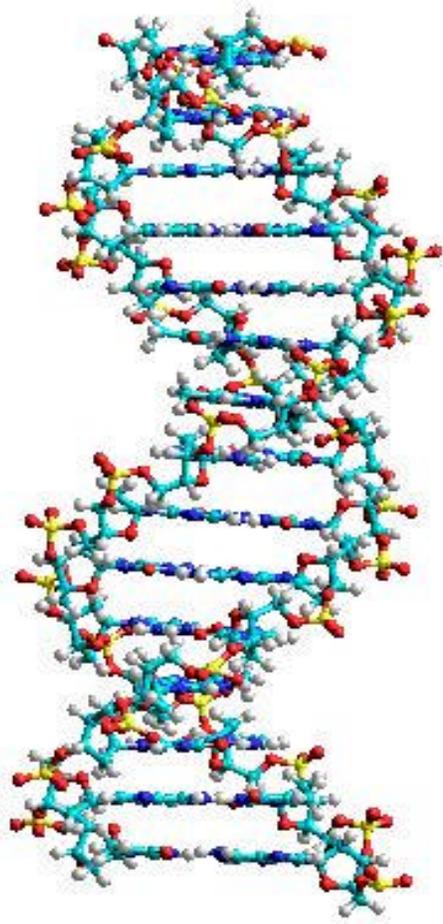
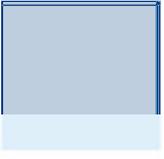
"This above all – to thine
ownself be true"

– *Hamlet, William Shakespeare*

- Focus on your real **strengths** and **capabilities**
- These are your brand **features** that can be leveraged into meaningful **benefits**
- **You** are a big part of the equation. **You** must be comfortable. Your brand is **you**.



Brand Building Blocks

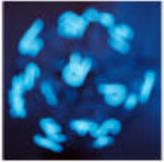


Brand Drivers

true, truth, spiritual,
awake, awakening, faith,
awareness, enlightenment

Brand Difference

simple, pure, true water



An *Enlightening* New Brand

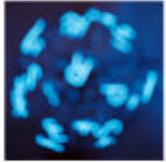


illumETM

Communicates en**light**enment

Positioning:

“illumETM is pristine and simple, created only by nature. It comes from an ancient, mystical spring high and deep in the Rockies, a special source of true refreshment that will **awaken your senses and inner being.**”



Brand Essence



- The essence of the brand is a **single, simple value**
- Brand essence is the **personality** of the brand and is distinctive within its market
- Brand essence creates a **relationship** with the consumer, making an **emotional connection**

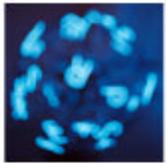


Branding Gourmet Food



“Our shelf space is limited. For us to take on another gourmet item, your product must be different. It must give our shoppers a **reason to buy.**”

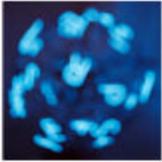
– *Grocery Buyer, Kroger*



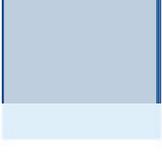
Example: Gourmet Chocolate Sauce



- Small local company
- Current branding: *Marie's Fine Foods*
 - Generic-sounding name
 - Uninspiring
 - Trademark issues
- Owner's name: Frasc 
- Owner, and product recipe originate from Provence, France
- Recipes are traditional, but artistic creations



Brand Direction



BrandBrief™	
TARGET AUDIENCE	Primarily w (HH \$75K4 oriented, t super-pre
BRAND POSITIONING	Frasche' (more vibr stimulate moments
BRAND DIFFERENCE	Tradition n
DESIRED PERCEPTIONS	A fresh(er)
SINGLE KEY CONSUMER MESSAGE	Artistic ("T
BENEFIT SUPPORT	<ul style="list-style-type: none"> ▪ Eur ▪ Fin ▪ "Ch <p>(Chocolat</p>
BRAND IMAGE	Simple, bo authentic quality and
BRAND CHARACTER	Feminine, but with s versatile.
EXECUTIONAL CONSIDERATIONS	<ol style="list-style-type: none"> 1. Vis <ul style="list-style-type: none"> ▪ ▪ ▪ 2. Cop <ol style="list-style-type: none"> 1. The Frasche' story, with chocolatier signature (Robey Frasche'). This story must contain: <ul style="list-style-type: none"> ▪ Frasche' family heritage (French) ▪ Finest ingredients, why/how it's made differently ▪ "Freshness" (fresh approach/style)
CREATIVE/LEGAL MANDATORIES	Branding/Packaging: <ul style="list-style-type: none"> ▪ Prominent "Frasche" branding ▪ UPC symbol ▪ Product story copy area

BrandBrief™



Frasche' Gourmet



BACKGROUND/NEED

Frasche' Gourmet is a startup food products company. Formerly known as Marie's Fine Foods, Frasche' currently produces a gourmet chocolate sauce, contract packed in 12-oz. glass jars, which is marketed to select specialty retail stores (e.g., Marczyk, Tony's, etc.). The company's product has limited distribution at this stage. Existing inventory is packaged under the Marie's brand.

The company vision is to extend the line to include *chocolate bitter orange* and *chocolate mint* sauces. These two additional flavor extensions are scheduled for a Christmas, 2005 launch. Additionally, Frasche' Gourmet plans other gourmet food products in the future.

The company need is to establish the Frasche' brand and begin marketing/sales.

ASSIGNMENT

1. Create Frasche' brand ID/logo
2. Create business package (business card, letterhead stationery, envelope and note card)
3. Create label packaging (one size for three flavors)

OBJECTIVES

1. Establish brand identity
2. Communicate the brand story and brand essence through label packaging
3. Other (TBD)

CUSTOMER INSIGHTS

Fine chocolates are rich in heritage, authenticity and tradition. There is a strong European image association (Godiva, Perugina, etc.)

For most consumers, gourmet chocolate sauce is not one of life's necessities. It's rich, highly caloric, and indulgent. Usage is limited and generally tied to desserts, toppings, and sauce creations. Purchase frequency is also limited.

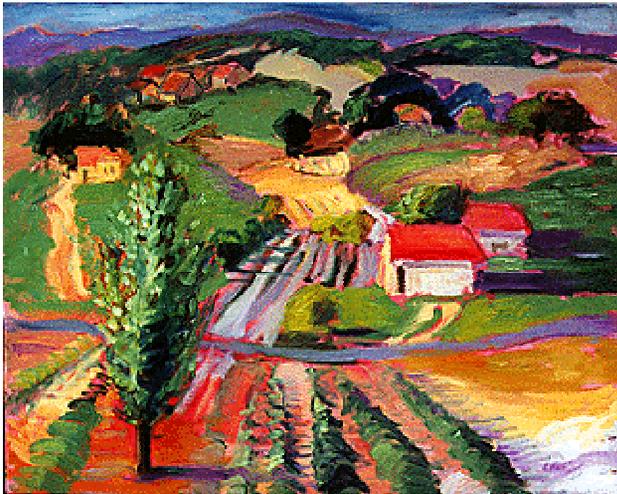
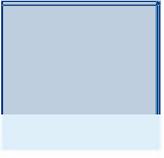
Special occasion, however, (e.g., entertainment) and gifting are important factors in purchasing. Impulse sales drive purchases, which means packaging must work "overtime", communicating uniqueness and quality. Overall, the brand must "pop" on the shelf, standing out and stimulating consumer interest and impulse sales.

BrandBrief™

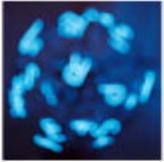
- The **brand's résumé**
- A detailed creative strategy
- Strategy first, then design
- Get it right the first time
- Saves time, money



Brand Positioning



“Frasché Gourmet takes timeless European quality and makes it more vibrant and youthful. Our fresh, artistic creations stimulate the senses to **extend the joy** of life’s special moments.”



Brand Personality



Image:

Simple, bold, but not too fancy. French heritage, old-world authenticity, but with contemporary, artistic/creative flair. Timeless quality and class.

Character:

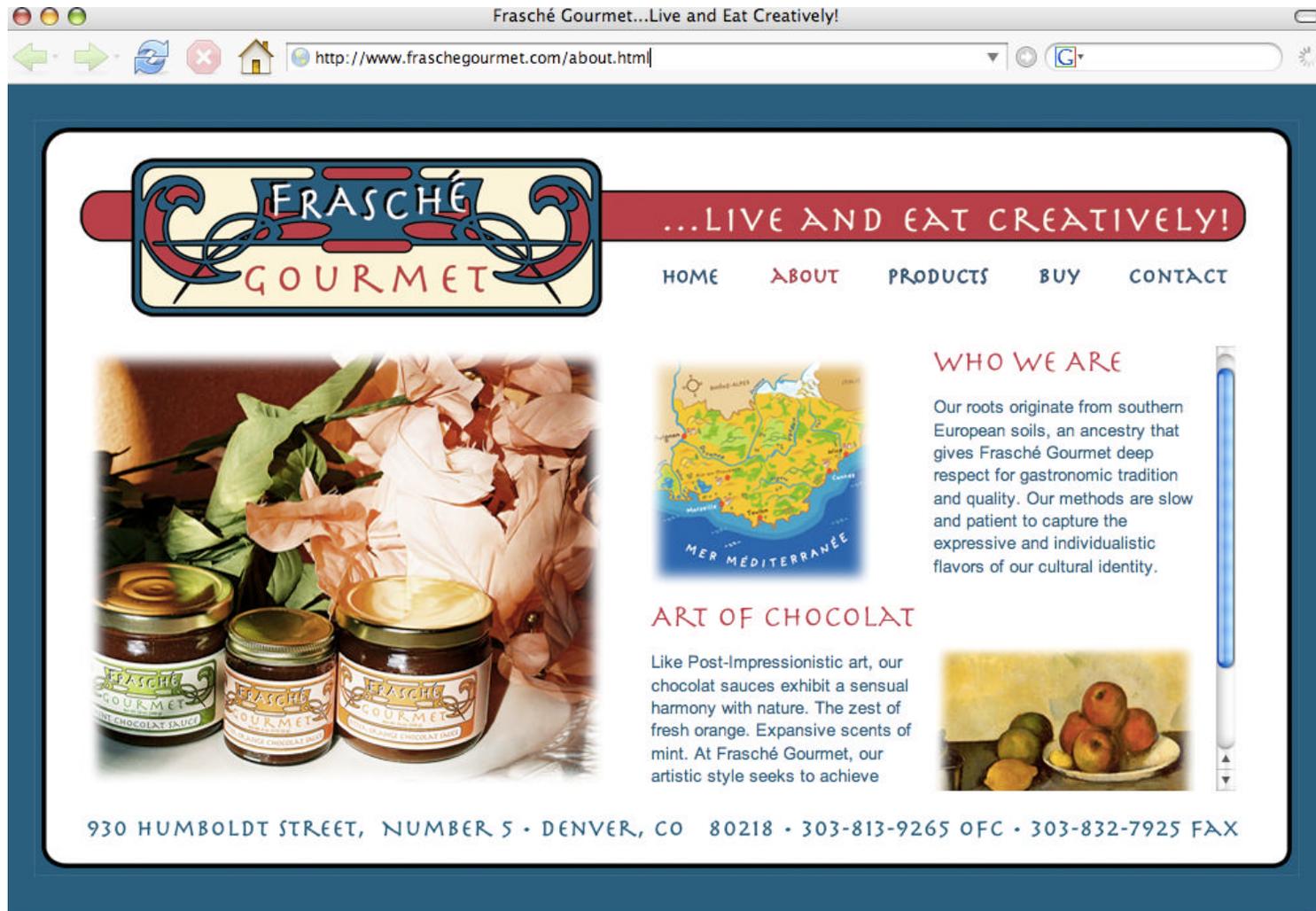
Feminine, sensual. Youthful, fresh, vibrant, colorful and fashionable, but with substance, intelligence. Worldly/international, confident and versatile.

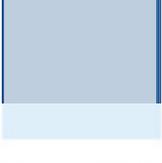
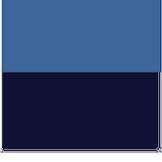
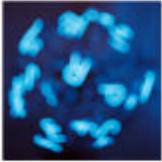


Inspiration and Translation



Brand Communication: Website





Brand Communication: Sale Materials



LIVE AND EAT CREATIVELY!



WELCOME : BIENVENUE

At Frasché Gourmet, our passion is making timeless European quality more vibrant and youthful. Our fresh, artistic creations stimulate the senses to extend the joy of life's special moments. Bon Appétit!

Robey Frasché, Chocolatière

THE ART OF CHOCOLAT

Like Post-Impressionistic art, our chocolat sauces exhibit a sensual harmony with nature. Flavors marry. Aromas play together. Nothing overwhelms, but everthing delights!

EUROPEAN ROOTS

Frasché Gourmet has a deep respect for gastronomic tradition and quality. Our methods patiently capture the expressive and individualistic flavors of our cultural identity.



FROM OUR PALETTE...TO YOURS



OUR CHOCOLAT SAUCES



CHOCOLAT

Our original recipe perfected generations ago. Subtle scents of burgundian musk grounded with deep, earthy undertones. Its full creamy taste will simply delight you. Available in four ounce and twelve ounce sizes.



BITTER ORANGE CHOCOLAT

Like the wind-swept coast of Mediterranean France, citrus aromas abound. Made with real orange peel and exotic extracts for additional texture and flavor intensity. Four and twelve ounce sizes.



MINT CHOCOLAT

From Cézanne's palette of pastels, we brush lightly with fresh aromas and soft flavors of mint. The result is a lasting impression that dances on the tip of your tongue. Four and twelve ounce sizes.

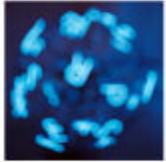
ORDER TODAY!

FRASCHÉ GOURMET
930 HUMBOLDT STREET, NO. 5
DENVER, CO 80218

303-813-9265 OFFICE
720-939-4615 CELL
303-832-7925 FAX

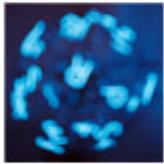
INFO@FRASCHEGOURMET.COM

WWW.FRASCHEGOURMET.COM



Brand Communication: Packaging





Brand Communication: Tag Line

“Carly’s Gold brings life to food. That’s because our Original Gourmet Mustard Sauce is made only with natural, healthy ingredients like olive oil, herbs and mustard seed. It’s the perfect companion to any meal. Experience the fresh aroma and flavor of the open West and expand your horizons.”

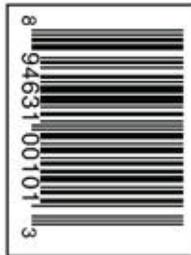
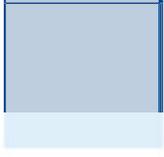
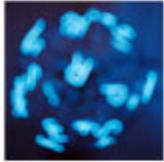


We Bring Life To Food

Think of the tag line as a
“**Mini Positioning Statement**”



Brand Communication: Brand Emphasis



We Bring Life to Food!

We create Carly's Gold high in the mountains above Aspen, Colorado. Life is healthier and fresher up here. Just like our all-natural Original Gourmet Mustard Sauce. That's because we use only the best ingredients like pure virgin olive oil and real mustard seed to capture the spirit and aroma of the Wide Open West. Carly's Gold is the perfect companion to any meal.

I invite you to try some today!

Carly's, LLC
 Carbondale, CO
 917-945-8533

www.carlysgold.com



All Natural

**CARLY'S
 GOLD GOURMET
 Mustard Sauce**

Net Wt. 16 oz. (454 g)

Nutrition Facts

Serving Size 1 Tbsp (16g)
 Servings Per Container 29
 Calories 160
 Calories from Fat 20

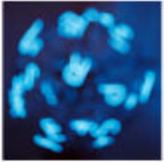
Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*
Total Fat 2.5g	4%	Total Carbohydrate 2g	1%
Saturated Fat 0g	0%	Dietary Fiber 0g	0%
Trans Fat 0g		Sugars 1g	
Cholesterol 0mg	0%	Protein 0g	
Sodium 210mg	9%		

Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0%
 *Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Mustard (Distilled Vinegar, Water, Mustard Seed, Salt, contains less than 2% of Turmeric, Paprika, Spice, Natural Flavor, Garlic Powder), Olive Oil, Ketchup (Tomato Concentrate, Distilled Vinegar, High Fructose Corn Syrup, Corn Syrup, Salt, Spice, Onion Powder, Natural Flavoring), Apple Cider Vinegar, Seasoning (Sugar, Salt, Garlic, Onion, Spices, Red Bell Pepper, Carrot, Citric Acid, Guar and Xanthan Gums, Natural Flavoring), Worcestershire Sauce (Vinegar, Molasses, High Fructose Corn Syrup, Anchovies, Water, Onions, Salt, Garlic, Tamarind Extract, C loves, Natural Flavorings, Chili Pepper Extract, Hydrolyzed Soy and Corn Protein.).

Please Refrigerate After Opening. Made in Colorado.





Brand Communication: Messaging

We Bring Life to Food!

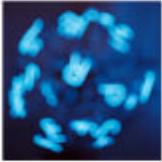
We create Carly's Gold high in the mountains above Aspen, Colorado. Life is healthier and fresher up here. Just like our all-natural Original Gourmet Mustard Sauce. That's because we use only the best ingredients, like pure virgin olive oil and real mustard seed to capture the spirit and aroma of the Wide Open West. Carly's Gold is the perfect companion to any meal.

I invite you to try some today!

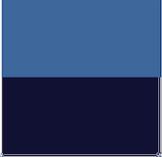
Carly's, LLC
Carbondale, CO
917-945-8533

www.carlysgold.com





Brand Communication: Business




CARLY'S GOLD

Date 00, 2007

Recipient Name
 1234 Street Address
 City Name, ST 12345-6789

To whom it may concern;

This letter is an example of how the company block left typing style is applied to all 8-1/2" x 11" letterheads. Your left margin should be set at X" and the right margin at X". The first character of the date line should rest at X" from the top of the page. This preferred alignment will add a sense of order and simplicity to the relationship of typed and preprinted elements.

There are three blank lines between the date and outgoing address. Paragraphs should be double-spaced, not indented. Allow at least four spaces for the signature between the closing and name. Double-space for initials and enclosures.

It is important to avoid crowding at the bottom of the page; therefore, a second sheet should be used. When additional pages are required, use only approved company second sheets which are blank sheets of the same paper stock. Typing should begin at the same point as on the first sheet and established margins should be maintained.

Sincerely,

Employee Name
 Employee Title
 Employee Department

www.carlysgold.com

Carly's, LLC
 PO Box 1556
 Carbondale, CO
 81623
 970-945-8533 ofc
 970-309-7597 cell


CARLY'S GOLD

Carl Hayden
carly@carlysgold.com

Carly's, LLC
 PO Box 1556
 Carbondale, CO 81623
 970-945-8533 ofc
 970-309-7597 cell
www.carlysgold.com



We bring life to food!



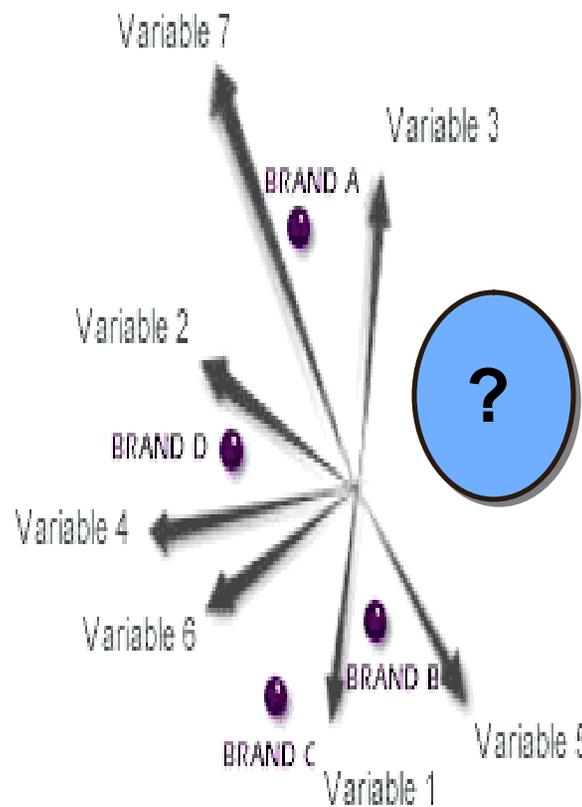


3/ The Consumer Brand

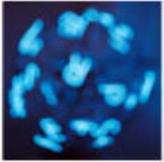




Know Your Market



- Look for “**gaps**”, market opportunities
- ...or **competitive vulnerabilities**
- Benchmark **ideas**. Learn from other industries, categories, segments
- Research the market. Make sure **needs exists**



Create A Relationship

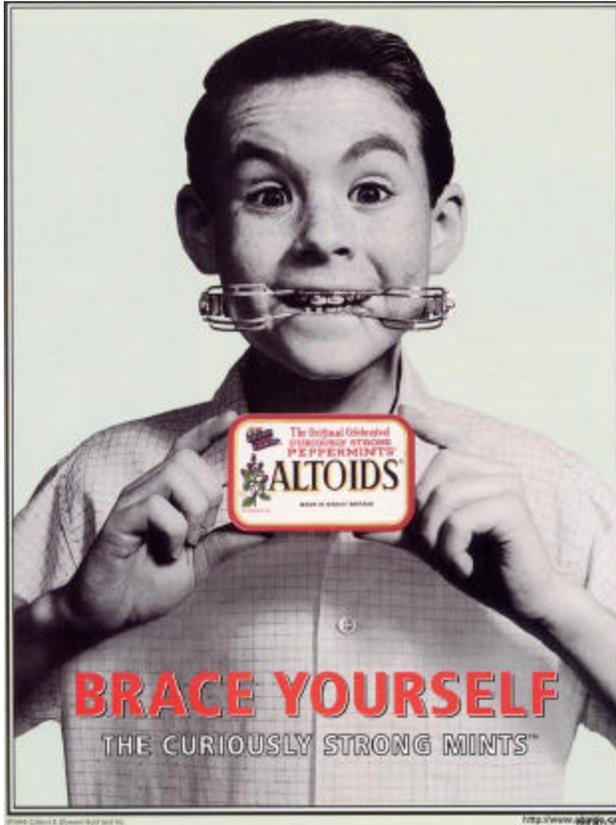
On average...

- **20%** of a brand's volume is new **trial**
- **80%** are **repeat** purchases
- So...
 - Get customers *into the brand*
 - Nurture the relationship and revenue stream, because...
 - It's costly to lose them!





Be Different



Altoids: Different in every way

You've got to stand out.
You've got to be on the
lunatic fringe.”

– *Jack Welch, former CEO,
General Electric*



Really Different...



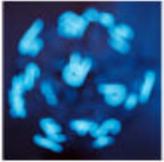
Flying Dog: Loud bark, award-winning bite

“The label said, "Good Beer. No Sh*t. "Well, that's quite a claim! I was intrigued...”

“Bloody hell! It's good. No. It's really good. It's 'oh, my!' good.”

– *Website testimonials*

...But be “quality in all you do”



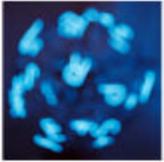
Stay Different



Starbucks: Back to the bean

“Let's get back to the core. Push for innovation and do the things necessary to once again **differentiate Starbucks** from all others.”

– *Howard Schultz, Chairman, Starbucks Corporation, in a recent memo to Starbucks' employees*



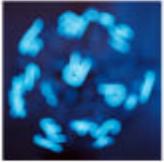
Make an Emotional Connection



Tazo Tea: A need for social escape

"People need to escape through their experiences. Tea is a social experience. Brands are always taking advantage of the **emotional need** for a social experience."

– Marc Gobé, author of *Emotional Branding*



Really Connect



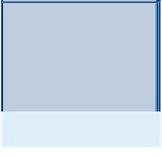
Jones Soda: A brand for all

"There's been a shift; people don't want to just keep up with the Joneses. They'd really rather be their **own unique selves**"

– *Robyn Waters*
President, RW Trend

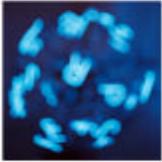


Be Engaging



Mix 1 Beverages: Visually unique *and* good for you





Have Passion and Commitment



Lärabar: A healthy taste of success



Sales of Larabars nearly hit \$20 million

By Janet Forgive

FOOD BY LARA MERRIKEN

In an unmarked 35,000-square-foot factory north of Denver, workers in two daily shifts sort nuts and fruits, mix top-secret recipes and charm out brightly wrapped Larabars at the rate of 146,000 per day.

It's a far cry from seven years ago, when Denver-based Humm Foods Inc.'s founder Lara Merriken spent hours in the kitchen with her Calstart food processor, perfecting raw-food recipes.

And it's a leap from 2009, when the bars had just hit grocery shelves and Merriken personally traveled from store to store checking up samples.

The first year, the company sold about \$400,000 worth of the bars, Merriken said. Last year, with national accounts including Kroger Inc., Costco and Trader Joe's, sales hit almost \$10 million.

The company started selling locally at Vikaria Cottage and Wild Ones. Its first big break came in the fall of 2009, when King Scoopers said it would stock the new products at 115 stores.

"Back then, we were kind of a Colorado company," Merriken said. "Now we're growing internationally. Canada's a big market for us, and the U.K. and Ireland — we do very well in Ireland."

Early on, Merriken raised a round of financing from friends and family. Since then, the still-private company has grown and turned a profit through sales, she said.

Larabar's popularity comes at a time when customers increasingly crave convenience in their foods. Two of the fastest-growing categories of meat and snack products are nutrition bars and yogurt, said Harry Balzer, who researches food and beverage trends for the NPD Group.

"People like the portion control, the lack of preparation required," Balzer said. "There's no cleanup, no scheduling life around eating."

About 1.7 percent of snacker sales included a bar, compared with 3.4 percent in 1995 and 5.7 percent in 2006, he said.

One thing whole food bars have going for them is that they present a new way to eat fruits and nuts — foods consumers are already familiar with, Balzer said.

One reason for Larabar's quick acceptance and rapid growth, the founder says, is that the bars taste good.



Lara Merriken, founder of Larabar, poses in the factory last week. Her company has grown from \$400,000 in revenue seven years ago to almost \$20 million last year, with bars sold nationally. Behind her are Susana Barba, left, and Maria Villaseca.

Food, they're based on things people want — they're comfort food," she said.

Merriken — a self-proclaimed "junk food kid" who did a dietary 180 in college after discovering natural foods — created the first recipes at home, through trial and error and friends and family taste tests.

Since renovating a former printing plant at Elitch Avenue and Grant Street last year, the headquarters staff has grown to 25, and the research kitchen is industrial, but the process hasn't changed all that much.

It starts with an idea for a new flavor, which leads Merriken back to the kitchen.

The closely guarded recipe eventually heads to the factory, operated by a third-party manufacturer in a certified or-

gany only Larabars.

Larabar's ingredients are simple and prominently displayed on the label — fruits, nuts, sometimes spices or citrus flavorings.

The company is clannish about sourcing, largely so competitors can't copy the recipes and also to supply isn't threatened by a slew of new buyers, she said.

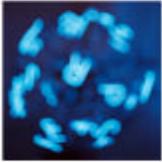
Merriken also doesn't offer details on the manufacturing process.

"Our consumers want to know all about the bars, and we want to be as transparent as possible," she said. "We always want to assist consumers, but we can't let them know everything."

Byline: Janet Forgive/StockPhoto.com

Humm Foods Inc.

- **Product:** Larabar and Jocolat natural and organic raw food bars in 16 flavors; all bars are vegan, wheat free and dairy free
- **Best-selling flavor:** Cherry Pie
- **Two newest flavors:** Key Lime and Pistachio
- **Founder and CEO:** Lara Merriken
- **Headquarters:** Denver
- **Employees:** 22 at its headquarters, 60 at a manufacturing plant and a handful of warehouses in other states
- **Revenue:** The company is privately held, but founder Merriken said sales rose from \$400,000 in 2003, its first year, to almost \$20 million last year.



Be Prepared to Change...



THE WALL STREET JOURNAL.

JOURNAL



THE INFORMED READER
Insights and Items of Interest From Other Sources

Local Produce Moves In on Organic's Turf

[TIME • MARCH 12]

LOCAL PRODUCE is elbowing out organic food in the restaurants, farmers' markets and stores where the organic ethos once ruled the day. John Cloud reports that the debate is intensifying among consumers and activists over which type of food is healthier and more environmentally friendly.

Proponents of locally grown food champion its freshness, and say the energy used to ship organic products long distances harms the environment. Columbia University nutritionist Joan Dye Gussow famously calculated that it takes 435 calories of fossil fuel to deliver a five-calorie strawberry from California to New York. Advocates of organic food, meanwhile, say local produce grown with chemicals poses a threat to both farmers and consumers.

The local movement is gaining ground. **Whole Foods Market Inc.**, which made its name



from organic produce, says it is raising the percentage of locally grown food in its stores—it increased slightly to 16.4% in 2006 from 14.9% in 2005. But some adherents of natural foods remain critical of the chain, saying it favors large, distant distributors over local growers. Whole Foods Chief Executive John Mackey says the organic vs. local issue isn't easy to resolve. "Some customers

want to eat apples year-round," he says. "When I was a little boy—I'm 53 years old—being able to get oranges from Florida or another state was a big deal."

Supporting local food at the expense of organic has some people in the organic movement worried. "I don't know what local means," says Joseph Mendelson III, who works for the Center for Food Safety, a group that promotes strong organic standards. "Do they use local pesticides? Does that mean the food is better because they produce local cancers?"

LETTERS TO

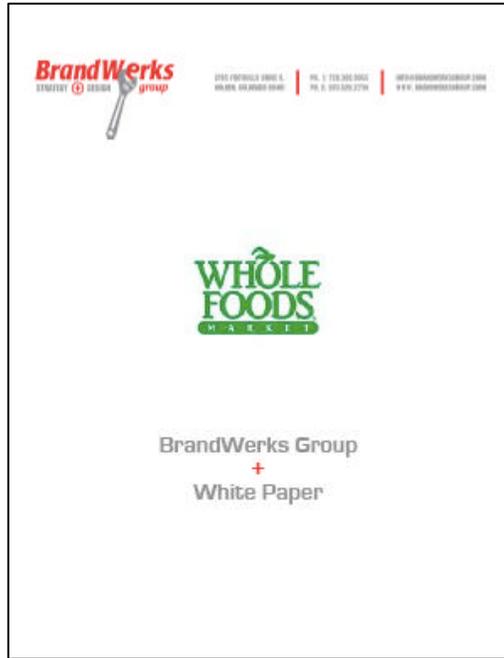
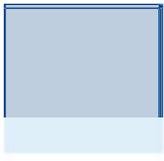
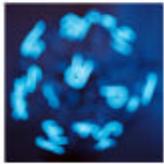


...And Reposition Yourself



Whole Foods Market:

- Shifting to **Fresh & Local**
- Added value. More than just “cost-of-entry”, *natural* and *organic*
- One step ahead of Safeway, Kroger, and Wal*Mart



Learn more about Whole Foods:

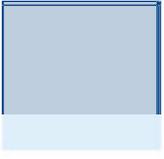
Free 21-page white paper on doing business with the chain's Rocky Mountain Region

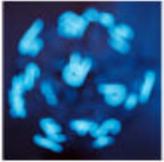
Visit:

www.brandwerksgroup.com/CO.html



Total Brand Experience: IZZE





IZZE Beverage Company



The first of many shipments

- Founded: 2002
- Based in Boulder, CO
- Product: 70% fruit juice, 30% sparkling water. All natural; 8 flavors
- Sold to PepsiCo: 2006
- Sale Price: \$75M



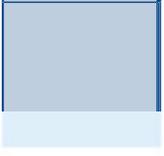
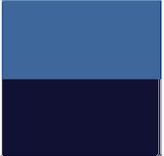
Success Factors



- Outstanding product
- Unique positioning: Spritzy, fizzy, well...“izze”
- Simple, fun brand logo/icon
- Packaging has “thirst-appeal”
- Consistent brand messaging
- “Connected” to community
- Management experience
- Distribution reach; marketing
- Ability to find funding



Total Brand Experience: Sampling/Demos





Total Brand Experience: Consumer Opportunities



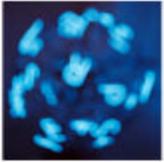
Going to school: A healthier alternative to soft drinks



Top Five Reasons IZZE is Great for Schools

5. IZZE is a simple blend of 100% pure fruit juice and sparkling water, completely free of refined sugars, caffeine, and artificial ingredients
4. With the naturally occurring nutrients of real fruit juice, IZZE is a healthier alternative for students
3. IZZE's 8-ounce cans are a satisfying, reasonable portion
2. IZZE is approved for schools by the USDA*
1. Kids love IZZE!

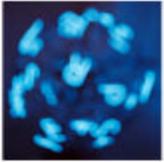
*IZZE Sparkling Juice added to the USDA list of approved products for school food service areas, February, 2004



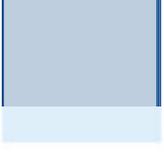
Total Brand Experience: Sales & Distribution



- Independent distributors
- National distribution
 - Starbucks, Target, Cost Plus, Wild Oats, Whole Foods, and others
 - restaurants and delis
 - Convenience stores
- International
 - Canada, select European and Asian countries.



Total Brand Experience: Merchandising



Barrel Coolers



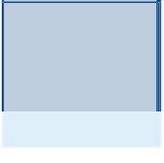
T-Shirts



Posters, Stickers, Temporary Tattoos, Buttons, Pens, etc.



Total Brand Experience: Consumer Lifestyle



SET LIST

FRIENDS OF IZZE
Support musicians that IZZE loves. Click here for bios, music downloads and more!

TOURS AND FESTIVALS
Check out some of the tours and festivals that IZZE supports.

IZZE SONG CONTEST
You can be a winner! Click here for IZZE contest rules and details.

©2007 IZZE

IZZE
MUSIC



Total Brand Experience: Part of the Community



“IZZE encourages an environment of learning, both internally and through philanthropic actions that invite cultural discovery.”

– *IZZE Mission Statement*



WORLD OF WONDER
CHILDREN'S MUSEUM

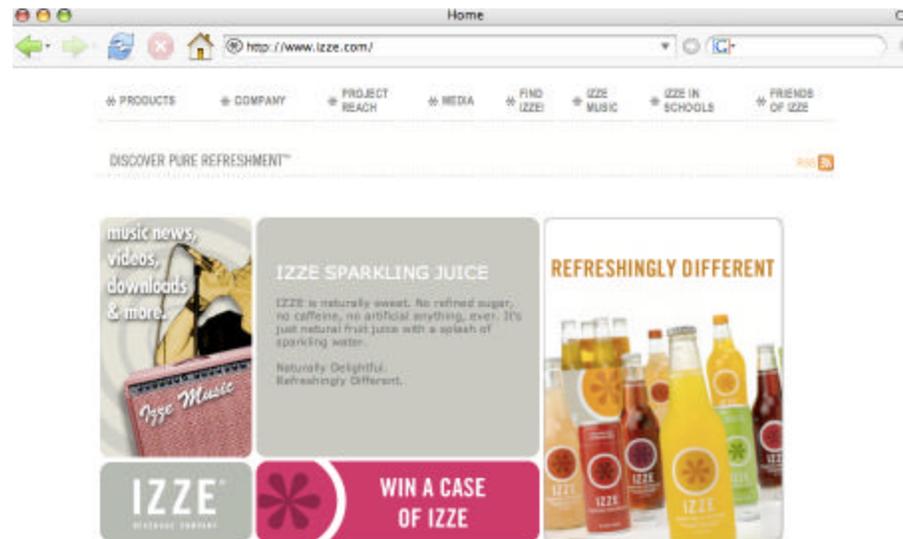


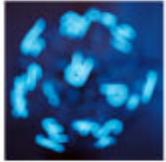


Total Brand Experience: IZZE

For more information about IZZE Beverage:

www.izze.com





Another Total Brand Experience that Works

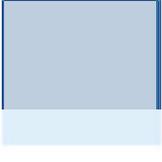
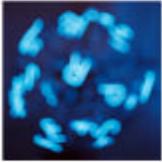


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For more information about Colorado Proud:

www.coloradoproud.org



For a copy of this presentation and other resources:
www.brandwerksgroup.com/CO.html



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