Welcome to joyful plate® food beverage lifestyle brand management



*AI inspired

joyful plate.

Founded in 2010

Food is more than sustenance. It fuels our bodies, shapes our cultures, and connects us to the past, present, and future. It is joy, comfort, and creativity—all on a single plate.

At **joyful plate**, we believe in the transformative power of food and drink brands in our everyday lives. Welcome!



*AI inspired

joyful plate.

I’m Michelle Lawton, founder of **joyful plate** - brand consultant in the consumer products and hospitality world – particularly in the space where indulgence meets **health & wellness.**



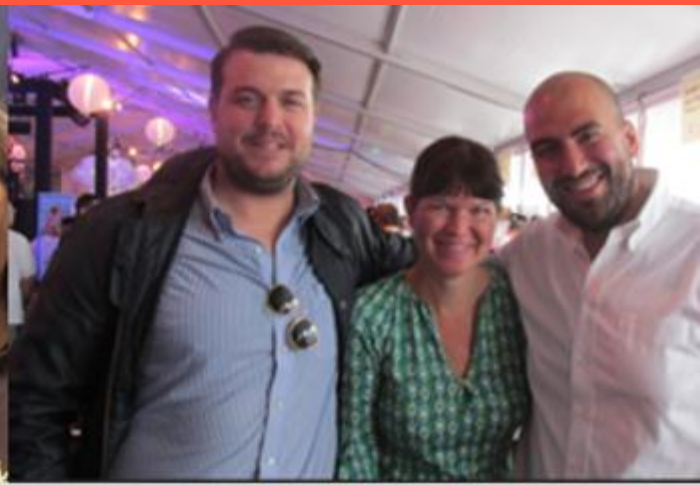
joyful plate.

An extended part of the team

You can think of me as an extended part of the team. available in a fractional capacity cross-functionally or to lead outside agencies and strategic partners. I bring a strong and respected network and talented team of designers and content creators to help express a brand's truth. We have done this successfully for over a decade, across many product segments and dynamic teams across the country and internationally.

More here: https://michellelawton.com/#testimonials



Elevating the brands we live by everyday

FUEL



Convenient whole foods eaten as mini meals.

COOK



Empower cooks in their kitchens.

CHILL



Take time to relax, recover & reboot.

PLAY



Lift our spirits
Indulge our senses.

joyful plate

We position small and mid size brands for growth







joyful plate

From Insight to Impact: building stronger brands

Focus groups, ethnographies, one-on-one sessions and quantitative research on subjects from food and bev, pet food, cold and flu, diabetes, weight loss, smoking cessation, and vitamins/neutraceuticals.



Brand Strategy (Mission, vision, and values), Brand positioning and promise, Brand Personality and Tone of Voice, Brand Naming for Package and Digital Design (freelance to agency).



target

Good&Gather™



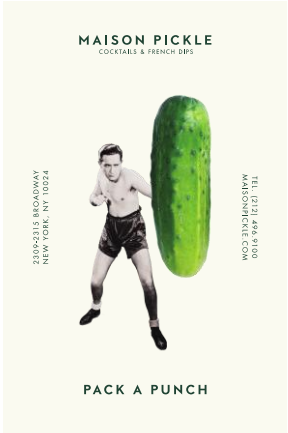
joyful plate

Strategic Brand Building in Restaurants



maison
PICKLE
2309–2315 BROADWAY NEW YORK, NY. 10024









Brand, web and collateral development in conjunction with strategic partners.

Our typical process

- Business Assessment, Analysis
- Brand Positioning and Architecture
- Visual/Verbal Tool Kit, Campaignable Ideas
- Consumer/Trade Research, Validation
- Activate, Go to Market, Digital Design, Social Media
- Other : Future, Innovation

Brand definitions

Positioning – an interpretation of the purpose that defines how you differentiate yourself from your competition for a particular business or product segment.

Values & personality - The way the brand “walks and talks”, the voice of the brand was if it were a person (smart/witty, understated, honesty etc , tbd).)

Emotional benefits - the benefits that build an emotional connection with the brand - based on consumer insights and attitudes (i.e., sense of family, trust, excitement, etc).

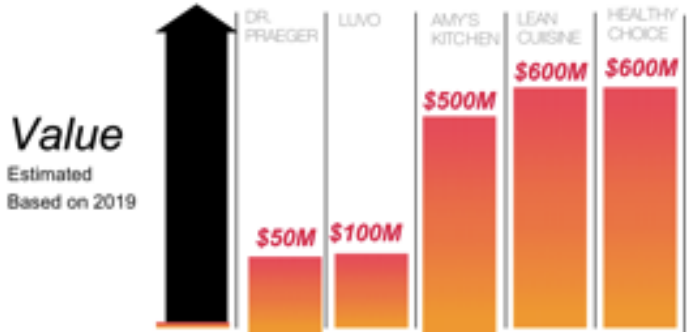
Product benefits-what the product physically delivers, can be somewhat more rational. variety, mix and match, (tbd)

Brand assets – non - differentiating attributes of the brand, basic services that help define the category we compete in-organic, local, fresh, convenient (tbd)



Purpose– a succinct articulation of what you want to stand for in the hearts and minds of your target audiences (“NIKE: Just Do It”.)

Category Analysis



Method & Menu of Approaches

- Interviews with key sales & marketing executives
- Store checks at retail major markets
- Data Sources: Spins, IRI/Nielsen, New Hope/NEXT as available

Menu of Potential Deliverables

- Exec Summary
- Analysis & Discussion-Category Segmentation (Emerging natural/premium comfort foods, traditional CPG brands)
- Top Brand Deep Dive: estimated $ sales, store facings, planograms,
- 5 year proforma P&L, recommendations, etc.



joyful plate

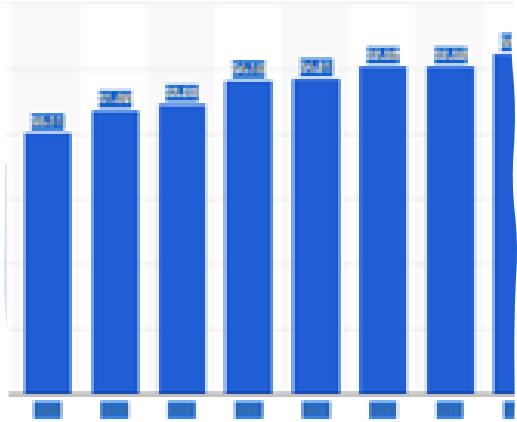
Trend Analysis





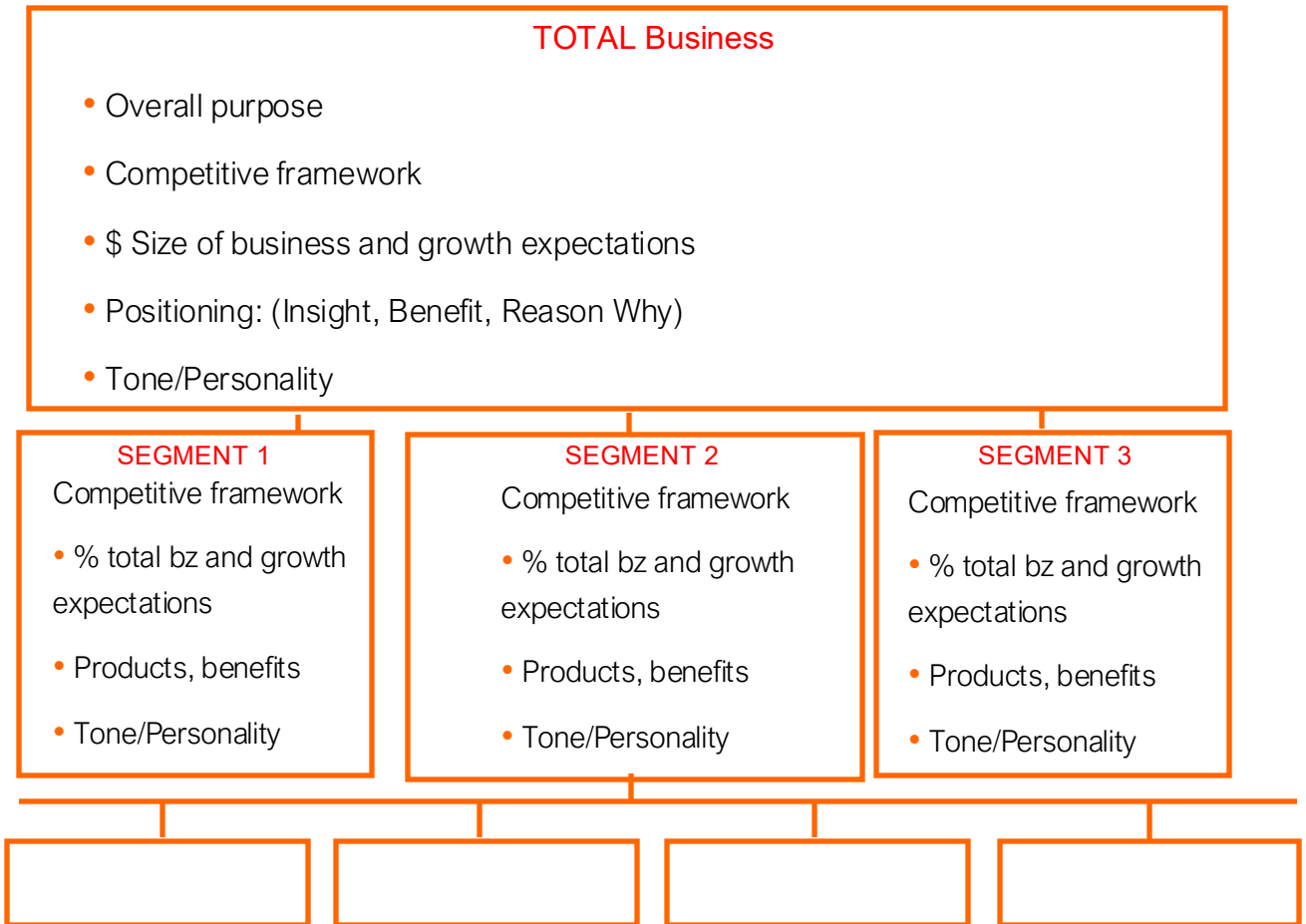


f people doing Yoga in the United States



joyful plate

Brand Architecture



Brand Personality



PLAYFUL
INDULGENCE



fall in love with
CIAO BELLA.

STYLISH,
SENSORIAL



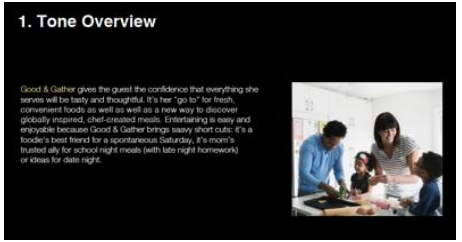
REFINED CLASSIC

joyful plate

Brand Manifesto







Campaignable Ideas/Naming/copywriting







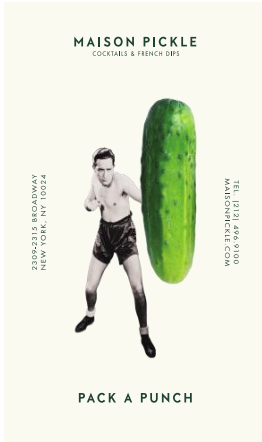




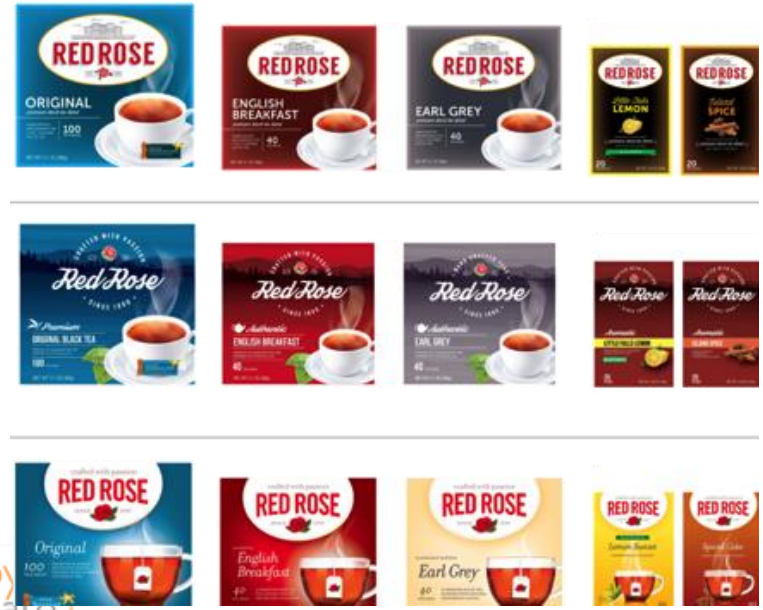








Consumer Research







Go to Market

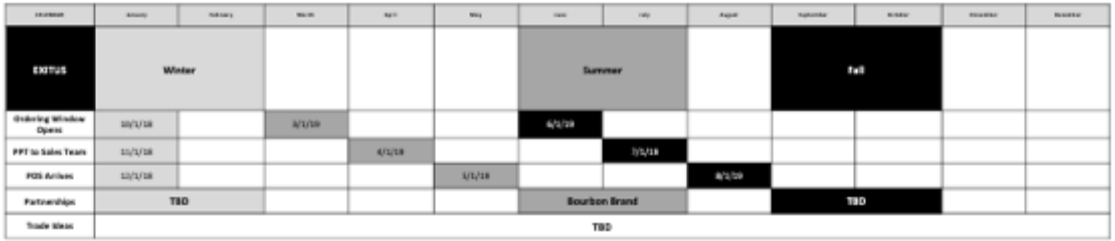
BUSINESS GOAL
Drive distribution/volume (+xx% tbd) in all channels with focus on retail

CHANNEL GOAL
20% On / 80% Off

MARKETING STRATEGY
Share entertaining wine experiences that encourage discovery and adventuring.

WHAT WE LEARNED FROM 2018
The "Find your ____" adventure theme is an easy to understand, clear concept that can be enhanced in a big way. The creative communication/design is working. How do we clarify and strengthen the story, dial up awareness and add more fun experience and buzz?

Task	External Partner	Summary of Scope	Budget ($186,500+)
Strategic Partnership: Partners in Crime	Watershed Communications	Local Distillers	$85,000
POS – Trade Marketing	National Bourbon Producer	Partner with a National Bourbon producer offer couponing and cross-merchandise in store	$16,500
PR & Events	Watershed Communications	Launch/PR in 5 markets, Distillery events and media 5 Targeted events in Key markets	$85,000
Social & Digital	Maria Bruno	Create content to drive bourbon barrel aging story	$?



Revolutionizing Rice



2024: Brand positioning and strategy work with outside agency, launching now 2025 https://simplysofoods.com/

Contemporize legacy brand



Family-run business since 1925. Minnesota Mom-Owned, Women Owned, Sister Run. Made locally in Midwest with only a few simple, pure ingredients, simply made, naturally delicious dairy foods.

Contemporize the brand with the new verbal and visual tool kit and digital campaign. Three year relationship 2021-2024.

Refreshing The Freezer with Plant Based







*joyfulplate vision

NEXTY AWARDS Winner!

Concierge consultant to CEO Sam Dennigan and board members from 2017-2023, prep for McCain acquisition of Irish start up initial investment 2021: $55MM on track for U.S Sales of $30mm.

Elevating a Wine Spirits Retailer



2024/2025: Strategic brand management and creative social content for Wine & Spirit account. Views +700% with non followers in 6 months.

Putting a Legacy Winery On The Map

Eight month consulting assignment to help position older winery for growth. Result: Winning business/game plan for 2019/2020. Competitive analysis, brand positioning, storytelling to create unique point of difference.



CLASSIC CONVENTION

ARTISANAL CRAFT

ENTERTAINING ESCAPE

LUXURY ICON



















Foodie Think Tanks For Innovation

Chicago









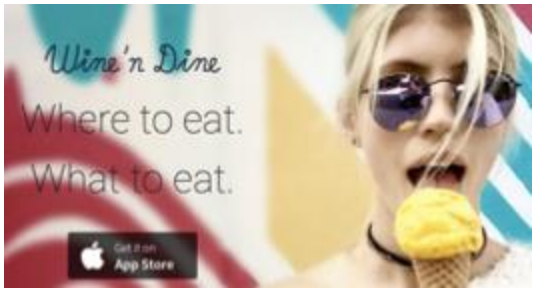


New York









Multiple custom trend projects for various clients through the years as strategy for innovation.

Joyfulplate as Thought Leader



Recent Author:
Moderating a Love Affair with Food
Tips to Mindful Eating & Drinking







joyful plate.

@joyfulplate in the media: trade show trend reports



2024 Fancy Food Show Insights: joy in food!

The 2024 Fancy Food Show at the Javitz Center in New York City has once again set the stage for showcasing the latest trends and innovations in the specialty food industry. This year, attendees were treated to an impressive array of new products, emerging brands, and insightful business strategies that are shaping the future of food. Congratulations to the sofi™ Awards Winners! More here.





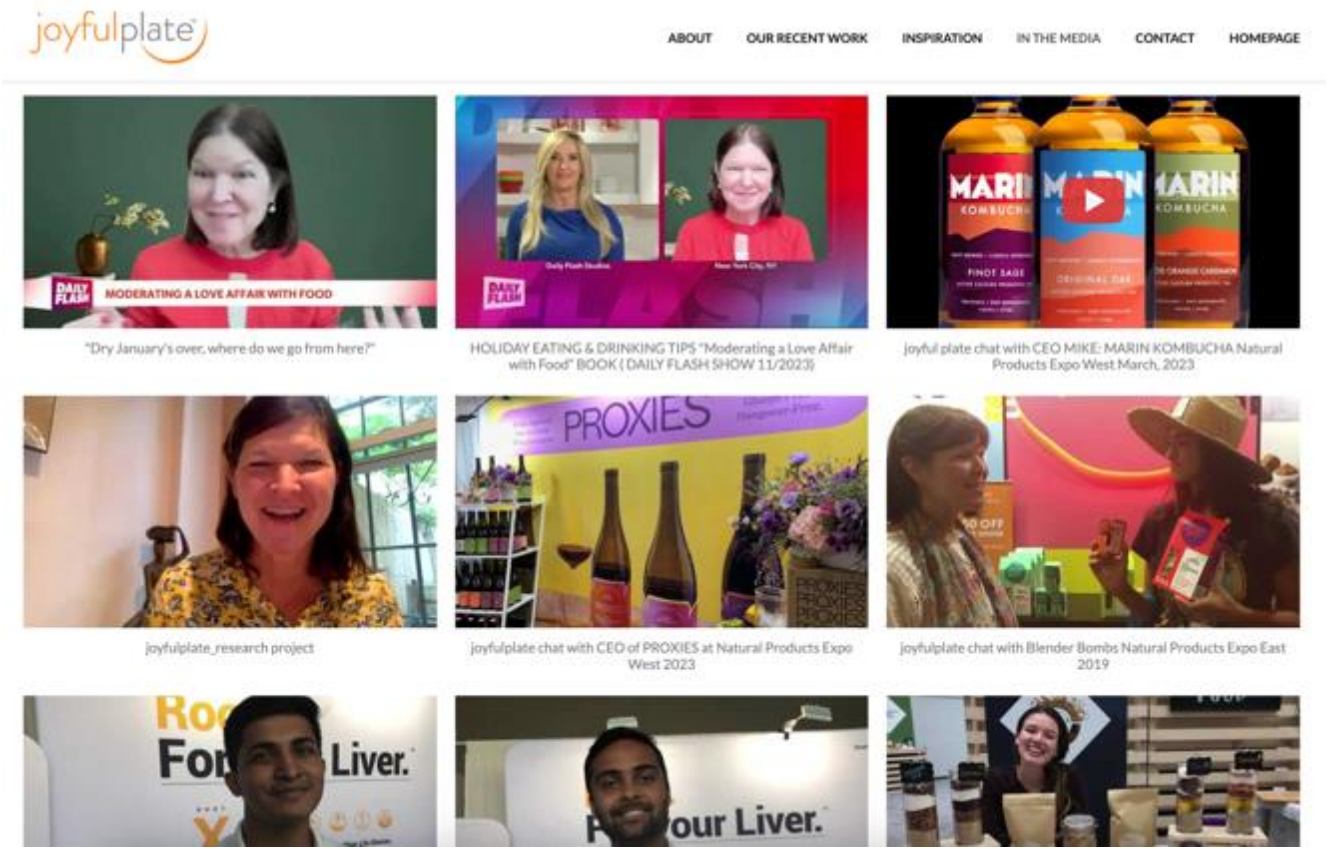




joyful plate

Natural Products EXPO WEST

@joyfulplate you tube: interviewing f&b founders



@joyfulplate on insta: reaching foodies











About the Founder



Proven track record in revitalizing iconic brands, crafting compelling value propositions, and driving market growth through competitive business analysis, innovative product development, consumer insights, and strategic brand activations.

Team builder: strong network and respect, demonstrated ability to tap executives for key team roles.

Recognized industry speaker and trendsetter, adept at translating consumer culture into actionable marketing strategies.

Energetic entrepreneur with complementary understanding of larger scale corporations.

Strength in leading cross functional teams and inspiring creatives– all with a sense of good cheer and respect for others.

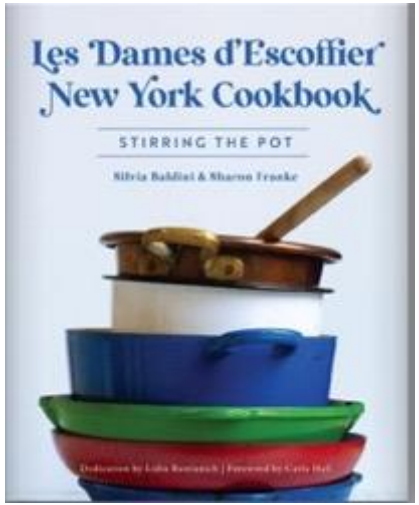
joyful plate

Associations & Corporations

WSET
WINE & SPIRIT EDUCATION TRUST

36 YEARS OF FEEDING NEW YORK
WEST SIDE CAMPAIGN AGAINST HUNGER

Les Dames d'Escoffier
New York



QRCA
QUALITATIVE RESEARCH CONSULTANTS ASSOCIATION

MARKET RESEARCH
RIVA
TRAINING INSTITUTE

joyful plate

Design Agency Experience

BAILEYS
MALIBU
WILD TURKEY BOURBON
CELESTIAL SEASONINGS
BEN & JERRY'S
THAI KITCHEN
LAVAZZA ITALY'S FAVOURITE COFFEE
Campbell's
alouette
Nature's Variety
Stonyfield ORGANIC
Nestlé

P&G
PEPPERIDGE FARM
ANTINORI
PIPER-HEIDSIECK CHAMPAGNE
KRUG
RÉMY MARTIN FINE CHAMPAGNE COGNAC

Let’s Work Together!

We offer various packages, prix fixe and ala cart

Package 1: Fractional Brand Management (Prix Fixe- all below)

Package 2: **Brand and business strategy**: Category Audit, Brand Equity Assessment, Purpose, Positioning

Package 3: **Strategic/Creative Work**: Visual and Verbal Tool Kit (Brand Manifesto), Tone of Voice, Story, Tagline, Campaignable Idea, Package Design (New Products), Innovation, Social Media Kit

Package 4: **Marketing Planning**: Business Plan (grocery-with financial partners if needed), Concept testing/Innovation, Media planning (amplification for reach, trade and consumer).

Package 5: **Qual/Quant Research** (tbd pending review of previous learnings)

Package 6: **Content Creation**/Social Media management

Package 7: **Communications**: Public Relations, Trade Shows, Videography, Recipe Development, Community/Events

joyful plate.

We offer a complete approach

Our team collaborates to bring the best strategic/creative work to our clients to solve business problems and help their brands shine.

Thank you for this opportunity to partner with you-let's **make this a great experience!**

