



FOOD • BEVERAGE • BRANDING • EDUCATION

We celebrate the joy that good food and beverages bring to our lives every day. Food is community and can change the world: food nourishes, food unites, food delights.

Our Goal

We keep iconic brands relevant. We position entrepreneurial brands for growth. As strategic thinkers, our role is to always stay ahead of business trends and imagine what's next. We want your brand to be a **superstar**★.

Our Values

Mutual Respect ★ Integrity ★ Teamwork ★
 Imagine the Possibilities ★ Positive Energy ★
 Show Up to Play

Our Services



BUSINESS PLANNING

- Investor decks
- Market assessment & modeling
- Competitive analysis-SWOT
- Brand architecture, segmentation
- Corporate purpose, mission

STRATEGY, RESEARCH, INNOVATION

- Brand positioning & story
- Visual and verbal tool kits
- New product concepts & pack design
- Brand naming, taglines, campaigns
- Quant/qual research moderation
- Trend reports, trend tours

BRAND DEVELOPMENT

- Brand identity & logos
- Package design & structure
- Restaurant/QSR design iconography, menus, POS

ACTIVATION

- Integrated marketing campaigns
- Go-to-market strategy

Recent Clients



Our Team & Partners

TEAM LEADER & STRATEGIST: Overall brand and business strategy

MARKETING: Shopper marketing and brand activation

MARKET RESEARCH: In person, online, user experience

PUBLIC RELATIONS: Food and hospitality/media expert

COPYWRITING: Naming, taglines and campaigns

FASHION & LIFESTYLE: POS, accessories, textiles

Click for LinkedIn

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Lori Sheppard

Nancy Forman

joyful plate recommends partners for the following based on project needs:

- Graphic & structural design
- Web, E-Commerce, D2C, Amazon
- Product/recipe development, sales management, co-packing, sourcing

Community & Organizations

West Side Campaign Against Hunger | WeWork Food Labs | Qualitative Research Consulting Association | Les Dames d'Escoffier

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