

joyfulplate
tasting parties





FAST!
CASUAL.
FUN!
INFORMATIVE!

Real Conversations · Real Consumers
Real Insights · Real Fast







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Let’s Bring Your Brand to the Table

At Joyful Plate, we’ve always believed that the best insights come from real conversations around the table. That’s why for years we’ve offered a simpler, grass roots approach for clients that connects brands directly with real consumers across generations, from Gen Z to Boomers. The groups are informal and fun, but the information is priceless.

Led by Michelle Lawton, founder of joyfulplate, these small-group tastings bring together thoughtful consumers who share candid feedback about products and the roles they can play in their everyday lives, insights that can truly shape a brand’s next phase of growth. And now, we are excited to partner with insights pro
Molly Rennels Lazzara by expanding to Denver to give a West Coast perspective in addition to NY Metro.



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Who It's For

Ideal for brands that want to engage directly with consumers to uncover how and when their products fit into everyday lives — from startups to established companies. We'll follow your lead on what you want to learn. For example;

- Reactions to brand taste and function: flavor, aroma, texture vs. competition
- Reactions to packaging design, structure, and communications
- Purchase motivations and usage habits — how respondents approach cooking vs. eating out/takeout, the endless places food is available
- Trend spotting, digital/social media practices, and brainstorms and think tanks.



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Who We Are

Between us, we've managed research for a broad range of companies for natural, gourmet, food, wine, beverage and lifestyle brands (Strong Roots, Applegate, MyFitnessPal, Nature’s Variety Pet, Ciao Bella Gelato, Parch Non-Alcoholic Cocktails, Amaru Juices, Sequoia Grove Wines, Red Rose and Salada Tea, Ocean Spray, Once Upon a Farm, The Good Crisp) and Pet Food (Nature's Variety).

*On the following pages are examples of grass roots, in – home, in-restaurant research for recent clients: people and pets!



Michelle Lawton
Founder joyfulplate
NY Metro

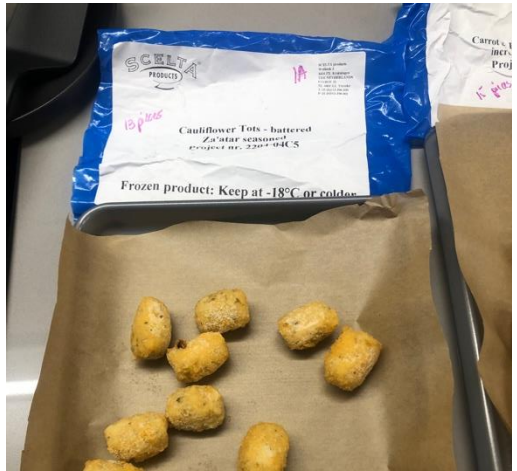


Molly Lazzara
Independent Qual Researcher
Denver Metro




STRONG ROOTS
FOOD CAN BE BETTER.


Mediterranean White Bean Pot
Best before 03/2024
Preparations mode
Store frozen -18°C
Heat in the microwave (900W) for 3,5 minutes. Do not pierce film. Stir before serving.
Stong Roots
STEAM COOKING IN THE MICROWAVE


SCELTA
Cauliflower Tots - battered
Za'atar seasoned
Frozen product: Keep at -18°C or colder


Yukon Select
PUFFS
0g TRANS FAT PER SERVING
NET WT 16 OZ (1 LB) 453g

BEER
&
BISCUITS
&
PICKLES

JACOB'S PICKLES
NYC











CIAO BELLA GELATO





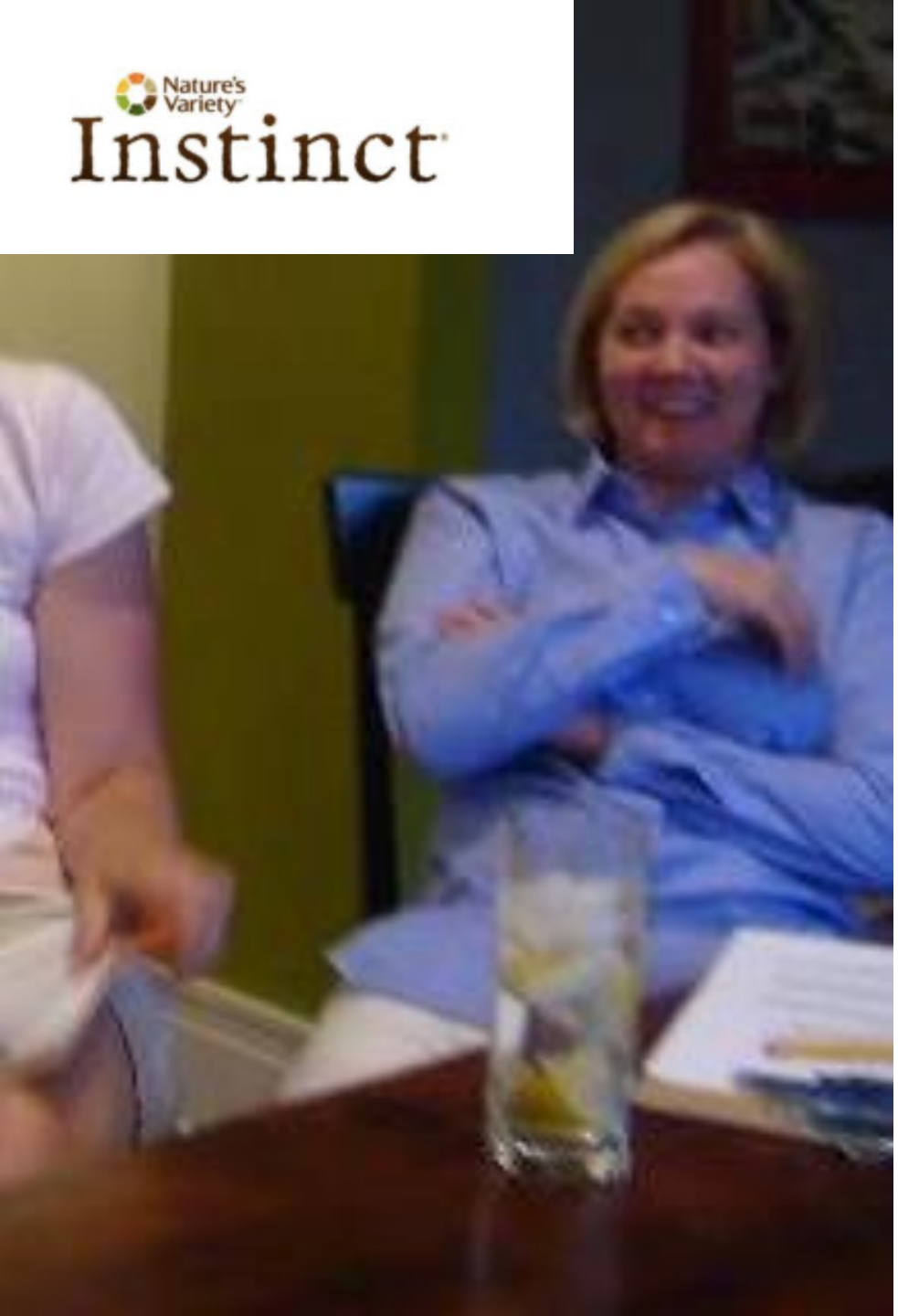
Tradewinds

SEQUOIA GROVE
WINERY





Nature's Variety
Instinct











Nature's Variety
Instinct












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plate











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Some Research Outputs: Strategy into Execution

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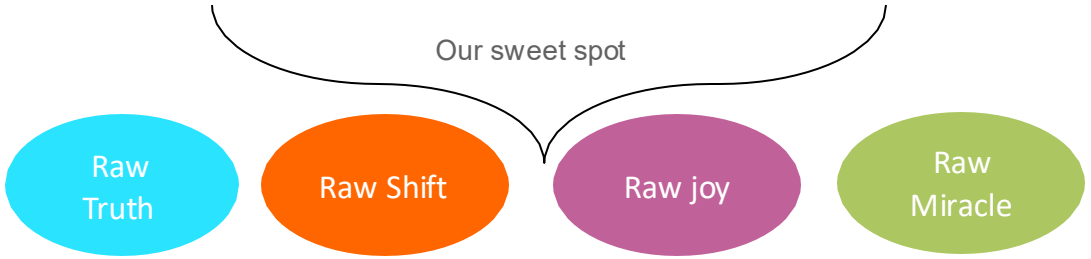
Some Research Outputs: Strategy into Execution









Let’s Work Together!

If you’re developing a new concept, expanding into new markets, or simply want a fresh consumer perspective, let’s talk. Per Group Estimate: $3,000-$4,000 per city (depending on number of respondents, type of recruit, etc.), 4-5 week turnaround.

High-impact insights through a more natural, authentic, and cost-efficient setting.

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About joyfulplate: elevating the brands we live by everyday

Since 2010, we've helped grow brands that nourish busy lives with brand strategy, qualitative research, design planning, naming, campaigns and big ideas.

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.

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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™



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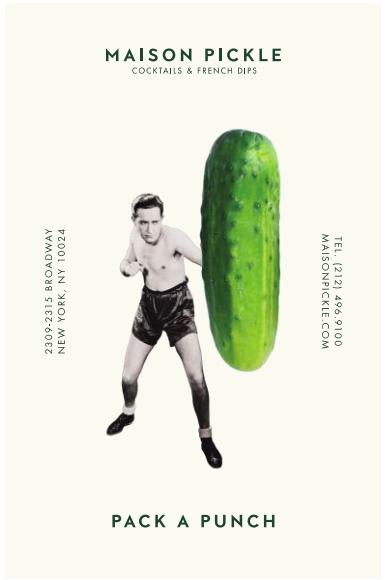
Strategic Brand Building in Restaurants



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









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

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!**

