

joyful plate

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

Prix fixe or A LA CARTE

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

absolutely gluten free · MORTON SALT · APPLEGATE NATURAL & ORGANIC MEATS · AMARUMAYU Life is Equilibrium · SPIRITY COCKTAILS · Vanillamore DESSERT KITCHEN · CIAO BELLA GELATO · barely BREAD 100% GRAIN-FREE · solid gold · specially blended RED ROSE · BEER BISCUITS PICKLES JACOB'S PICKLES · LITTLE DUCK ORGANICS · Nature's Variety Instinct · STRONG ROOTS

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

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Lisa Lazarczyk
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 Assocation** · **Les Dames d'Escoffier**

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