Welcome to joyful plate® food beverage lifestyle brand management



*AI inspired

joyful plate.

Founded in 2010

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.**



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Who we are

We love working with clients to help bring joy to the table.

- **Refresh** and revitalize your brand
- **Create** imaginative new products and marketing content
- **Research** ideas with consumers
- **Design** innovative new packages
- **Build** strong business plans for investors



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An extended part of the team

Concierge consulting led by me and my extended team of experts. You can think of me as a leader who can drive success internally as well as lead outside agencies and strategic partners. I bring a strong and respected network and talented team 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 in the food, beverage and lifestyle space.

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



From Insight to Impact: building stronger brands

We can help you across the marketing spectrum beginning to end-but our expertise is here.

- Brand and business strategy
- Qualitative & Quantitative Research
- Strategic Creative Content Pack and Digital Design
- Go to market planning, campaigns, press

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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We position and reposition brands for growth

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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Recent project case studies



Revolutionizing Rice



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

Refreshing The Freezer with Plant Based





*joyfulplate vision



NEXTY AWARDS Winner!

Strategic advisor to Sam Dennigan, founder of Strong Roots ® IE/UK (2017-2023), a leading Irish B-Corp offering innovative plant-based foods. Spearheaded five-year marketing and financial strategy, facilitating U.S. expansion into 3,000+ stores including Walmart, Kroger, and Wegmans. McCain (CA) minority stake in 2021.

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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, trade marketing focus.

Co-Creating the Future of Kitchen Tools with Chef Experts





2024: Consumer research and recruit with Chain Restaurant QSR Chefs for mass brand at retail new in food service.

Putting a Legacy Winery On The Map

Eight month consulting assignment to elevate Robert Hall Winery, Paso Robles' largest winery. Crafted strategic plan to enhance portfolio quality and margins and enhanced winery visitation experience. 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









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.

Foodie Think Tanks For Innovation

Chicago









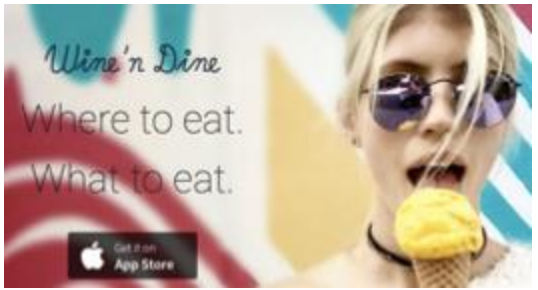


New York









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

@joyfulplate in the media: trade show trend reports

click here: https://conta.cc/4lQ1M45

Food & Fashion: A Pre-Fancy Food Show Premise

Mass Market has been strutting style for some time now. Here are just a few brands that dress to express with design and advertising.







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@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.









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Natural Products EXPO WEST

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







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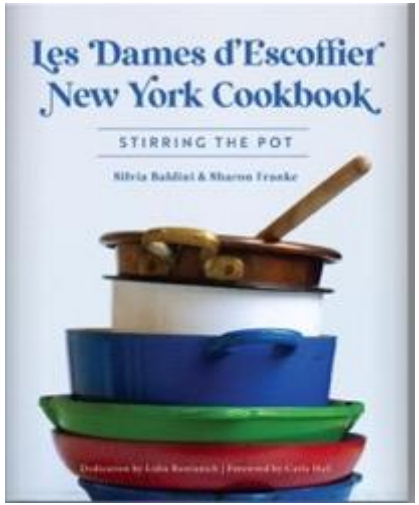
Associations & Corporations

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

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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

Brand Management Corporate Experience

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

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.

Our values

We love what's on our plate and look for clients who share the values our team lives by everyday:

- MUTUAL RESPECT
  Respect for our talent and time
- INTEGRITY
  Be true and honest with one another through the process
- TEAMWORK
  Work together for the best results
- IMAGINE THE POSSIBILITIES
  We live to create your unique story
- POSITIVE ENERGY – KINETIC ENERGY
  One great idea builds on another
- SHOW UP TO PLAY
  Commitment from both sides to achieving the best possible outcomes

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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!**

