



WE KNOW FOOD. WE LOVE FOOD.

OUR PHILOSOPHY

Tricks or gimmicks don't result in consistent media placements. Rather, you need a good strategy and an experienced PR team to execute the plan. We will get to know your company and products so that we can find the best ways to promote them. In so doing, we'll be able to create a steady drumbeat of news that gets you in front of the media on a regular basis, allowing us to then capitalize on opportunities as they present themselves.

HOW WE WORK

Using our expertise and your input, we'll determine what's newsworthy about you, develop a calendar, create on-message pitches and contact the media, many of whom we work with on a regular basis. Once outreach has begun, we'll keep you up to date with regular reporting (including interest, placements and stats, when available), phone conferences and meetings.

WHY TRUST US

We are food focused. We attend food trade shows and events and regularly interact with food manufacturers, sales reps, brokers, distributors, retailers, associations, journalists and chefs to keep up on the latest trends and the state of the industry. This means we understand the complexities of bringing a product to market and can recommend strategies and executions based on your needs that have been successful for our other food clients.

WHAT ELSE SHOULD YOU KNOW?

We're a fun, creative group that makes the process of developing your packaging as simple, organized and straightforward as possible for you. Our company has been food-centric since 2005. We're located just north of Chicago, IL. We all like chocolate. But, can't agree on what kind.

We'd love to learn more about your company. Contact Seth Bender at sbender@savoragency.com or 847.556.7511 right now.

Or, first, take a look at the work we've done for other food companies and get a sense of our capabilities...

ENJOY!



OUR MENU OF SERVICES

Our list of services includes (but is not limited to):

MARKETING STRATEGY

- Research
- Marketing Plan/Calendar
- List Development

CONTENT CREATION

- Trade Articles
- Videos (Demos, Interviews)
- Blog Content

PUBLIC RELATIONS

- Media Outreach
- Trade Show Press Coordination
- Blogger Outreach Campaigns
- Sponsorships
- Promotions/Contests
- Events

SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn
- Whatever's Next...

Savor helps food companies like yours build brands and increase awareness and, ultimately, sales through the development of effective public relations programs.

But, the trait you'll find the most enjoyable is our passion for all things food. And isn't that what you've been looking for? Someone who knows your industry and has a passion for it equal to your own?









THE HUFFINGTON POST

online circulation 36,336,297



circulation 20,000,000

THEDAILYBUZZ

syndicated TV viewership over 1,200,000



online circulation 18,371,429



online circulation 132,376



circulation 17.205

MRS PRINDABLES

During the fall and winter holidays, this caramel apple producer's peak season, we reached out to shortlead print and online media with the goal of securing placements that pointed people to the company's website to purchase. We also helped coordinate a giveaway segment just in time for Mother's Day on CBS's THETALK (shown) that was promoted to the show's 2.9 million viewers as well as its Twitter followers and online fans.





SAVEUR

Savor a World of Authentic Cuisine print circulation 329,642; online circulation 387,932

Family Circle. Where Family Comes First*

print circulation 3,872,671; online circulation 324,306

FOOD&WINE

circulation 954, 592



Midwest Living circulation 983.347

Southern Living circulation 2.841.331

THE HUFFINGTON POST

online circulation 36,336,297

bon appétit

print circulation 1,541,469; online circulation 523,197

WGN²NEWS

WGNTV - WGN Midday News (On-air and online)

NIELSEN-MASSEY

We built a monthly PR program with regular media outreach through releases, pitches, trade show coordination and chef and food manufacturer partnerships. On a yearly basis, we earned this fine vanilla and flavor producer over 1,000 placements and a reach of over 200 million people.











Chicago Tribune

circulation 439,731



print circulation 109,792





URBAN ACCENTS

Armed with a wide selection of delicious products (from spices to rubs to mixes and more), we conducted consistent outreach to local, regional and national media. Through this outreach, we were able to secure a number of high profile reviews including the FoodNetwork.com (shown), Phil Lempert Supermarket Guru (it was deemed a "Hit") and, the seemingly unlikely Penthouse Magazine's grilling round-up ("if the seasoning sucks, so will your food."). As a result, Urban Accents enjoyed spikes in online sales and traffic.





Great Food Finds™

online circulation 62,000



Gluten Free print circulation 55,00

The Telegraph It's Your Community.

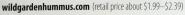
online circulation 175.000 print circulation 87,000



online circulation 1,809,656

Pack a Snack

Are you out and about and getting hungry? Wild Garden's Snack Box to Go to the rescue! This glutenfree product line is super-convenient and great tasting. Shelf-stable snack boxes combine hummus (Roasted Garlic or Traditional) with your choice of Crunchmaster Multi-Seed Crackers, Veggie Chips or Sea Salt Quinoa Chips for a tasty, low-cal snack that delivers a good measure of protein. Stash some in your purse, briefcase or lunchbox for whenever hunger strikes.



August/September 2015 GLUTEN FREE & MORE 23





online circulation 13.024







WILD GARDEN

Working with a limited budget, we were able to obtain a reach of 25 million for these Hummus Snack Packs. We did so through a combination of regional outreach—to support where they had the best distribution—and targeted pitches on topics like gluten free and back-to-school snacking.





over 2 million viewers







ICOFFEE PR PRODUCT LAUNCH

Introduced this new coffee brewing system at the 2013 International Home + Housewares Show. Though it competed for attention with 2,000 other suppliers, including giant, international home brands, we pushed over 40 media attendees to the booth and over 100 more contacted us for additional information for reviews, segments and stories.

HUNGRY FOR MORE? To hear about additional work and discuss how we can serve you up PR support, contact: Seth Bender, Partner 847.556.7511 sbender@savoragency.com savoragency.com • @savoragency • facebook.com/savoragency