

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.

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!

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.



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?



MEDIA HIGHLIGHTS



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 THE TALK (shown) that was promoted to the show's 2.9 million viewers as well as its Twitter followers and online fans.

Inc.

online circulation 5,026,084

THE HUFFINGTON POST

online circulation 36,336,297

yes!

Your Essential Shopper™

circulation 20,000,000

THE DAILY BUZZ

syndicated TV viewership over 1,200,000

examiner.com

online circulation 18,371,429

THE CheatSheet®

SAVE TIME. KNOW EVERYTHING.

online circulation 132,376

you & me

THIS MORNING

circulation 17,205

MEDIA HIGHLIGHTS



COOK'S
ILLUSTRATED

circulation 850,000

Midwest Living

circulation 983,347

SAVEUR

Savor a World of Authentic Cuisine

print circulation 329,642; online
circulation 387,932

Southern Living

circulation 2,841,331

FamilyCircle

Where Family Comes First®

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

**THE
HUFFINGTON
POST**

online circulation 36,336,297

FOOD & WINE

INSPIRATION SERVED DAILY

circulation 954,592

bon appétit

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

**The
CHEW**

8,113,916 viewers

WGN 9 NEWS

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.

MEDIA HIGHLIGHTS



First
for women
print circulation 1,073,316

About.com
online circulation 1,000,000

babble[™]
Courtesy of Disney
online circulation 10,210,041

FOX
CHICAGO
NEWS
viewers n/a

Chicago Tribune
circulation 439,731

PENTHOUSE
print circulation 109,792

PHIL LEMPERT
SUPERMARKET
GURU
online viewers 167,357

you & me
THIS MORNING
viewers 17,205


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.

MEDIA HIGHLIGHTS




Pack a Snack ▶
Are you out and about and getting hungry? **Wild Garden's** Snack Box to Go to the rescue! This gluten-free 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.
wildgardenhummus.com (retail price about \$1.99--\$2.39)



August/September 2015 GLUTEN FREE & MORE 23

First *for women*
print circulation 1,073,316

THE NIBBLE™
Great Food Finds™
online circulation 62,000


Jo-Lynne Shan's
musings of a
housewife
DISHING UP AN ASSORTMENT OF FASHION, FOOD, FITNESS & FAMILY TRAVEL SINCE 2006
online circulation 138,000

Carrots 'N' Cake **sheknows**
online circulation 13,024
online circulation 2,318,144

WGNO abc
8,8452 viewers

Gluten Free *& MORE*
print circulation 55,000

The Telegraph
It's Your Community.
online circulation 175,000
print circulation 87,000

SunSentinel
online circulation 1,809,656

SAN DIEGO family
print circulation 108,112

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.

MEDIA HIGHLIGHTS



CHICAGONISTA
Live!

over 2 million viewers



The Daily Meal[®]
All Things Food & Drink

circulation 205,894

WGN  **NEWS**

WGN News At Five (On-air and online)

UPI.com

OVER 100 YEARS OF JOURNALISTIC EXCELLENCE

circulation 3,156,468

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](https://www.instagram.com/savoragency) • [facebook.com/savoragency](https://www.facebook.com/savoragency)