

# Freeze-Dried Frenzy

Thomas Creek Farms brings organic, freeze-dried fruit line to market under the Homegrown Organic Farms brand (hgofarms.com).



## BUSINESS CHALLENGE

Focused on healthy food innovation, Thomas Creek Farms teamed up with sister company Homegrown Organic Farms, the nation's leading marketer of fresh organic fruit, to launch a new line of freeze-dried organic fruit products.

In order to successfully launch and sell their new product, senior management from Thomas Creek Farms and Homegrown Organic Farms needed a trusted sales and marketing partner to help them navigate the CPG landscape and develop a comprehensive sales and marketing plan.

## SOLUTION

Working closely with Thomas Creek Farms' Founders and CEO, and key team members at HGOF, Sinclair Group developed a comprehensive go-to-market strategy that included:

- Assessment & discovery of the company's vision and mission, as well as its operations, manufacturing, sales and marketing resources
- Evaluation of the dried & freeze-dried fruit categories
- Brand positioning
- Package design
- Sales channel distribution and key account sell-in strategies
- Comprehensive marketing plan (digital & trade)

## BENEFITS & RESULTS

Partnering with Sinclair Group allowed Thomas Creek Farms and the HGOF brand to experience the following results:

### MARKETING

- New packaging design (7-SKUs)
- New website (design, development, video production & content writing), blog, social media platforms and content strategy
- Two major trade show executions (placement, displays, sell-in materials, sampling)
- Key account sell-in collateral (video, print, PowerPoint)

### SALES

- Three national distributors
- Multiple major retail accounts with more than 1000+ locations in the Midwest and West coast