



FRESH-TA-BOWL

A fresh look at soup & convenience
Presented by the Agricultural Marketing Team
California State University, Fresno



Assumptions

- We are the manufacturer/ wholesaler
- \$200,000 budget used for marketing
- Contracts are in place for all inputs
- Agreement with co-packer Pacific Foods
- Patent pending
- Product & label meet FDA and USDA guidelines
- Product content vetted by licensed dietician





Key Aspects of the Soup Market

- Perceived as outdated and unhealthy
- Updating the can: rebounding industry

Opportunity for Fresh-ta-Bowl

- “Better For You”
- Innovative packaging
- Varieties are limitless



Layer by Layer

Bubble keeps organic,
non-GMO veggies fresh

Air-tight seal

Bottom cup holds broth



Fresh & Convenient



Remove Top



Peel



Add



Microwave
5 minutes



Health Guidelines

“Better For You”

- High in vitamin A
- Good source of vitamin C
- Low Sodium
- Low Fat
- $\frac{1}{3}$ cup fresh vegetables

Nutrition Facts	
Serving Size: 183.5 g (184g)	
Servings Per Container: 2	
Amount Per Serving	
Calories 30	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	8%
Sugars 3g	
Protein 1g	
Vitamin A 70%	• Vitamin C 15%
Calcium 2%	• Iron 2%



Competitive Landscape

- The can is outdated
 - Catching up: Pouches
 - Refrigerated soups
 - \$2.99-\$6.99 retail
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- Fresh-ta-bowls: \$4.99





Target Market

- Strategic geographic locations
 - Seattle, Washington
 - Portland, Oregon
 - San Francisco Bay Area
- Millennials: 18 to 35 year olds
 - Singles, convenience & health

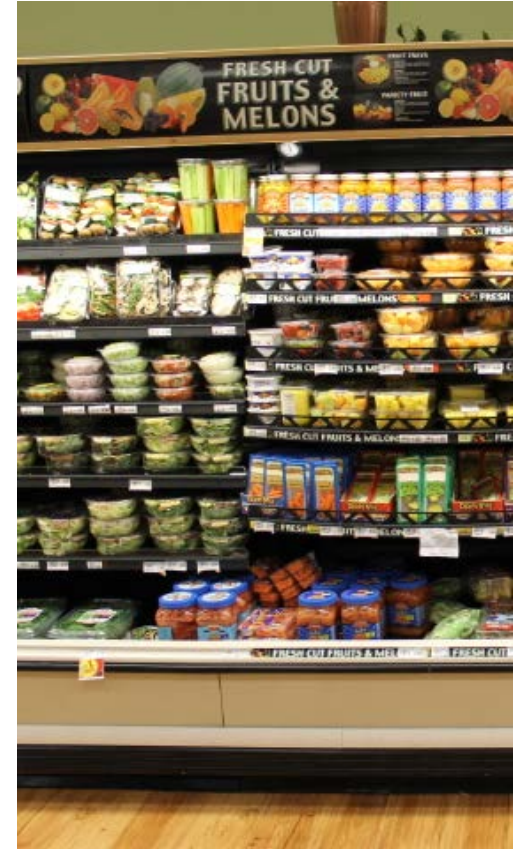
Consumer Preferences

- Locally sourced
- Verified Non-GMO
- USDA Organic
- Low sodium
- Low fat



Product Placement

- Refrigerated produce section
- Customer visibility
- Targeting 69 locations:
 - Metropolitan (Seattle)
 - New Seasons (Portland)
 - Sprouts (N. California)





Promotion

- In-store demos at select store locations
- Social Media





Promotional Budget

- In-store promotion-\$145,590
 - Training of employees
 - Fresh-Ta-Bowl t-shirts
 - In-store demonstrations
- Social media advertising-\$54,410
 - YouTube video creation & pay per view
 - Social media personnel
 - Includes Google Analytics results



Measurements of Success

- Sales per location
- Success of promotional campaign
- Google Analytics of YouTube, sample-to-sale conversions
- Monitor social media participation





Thank you

Fresno State Agricultural Marketing Team

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