Entrepreneurs & Their Communities

www.extension.org/entrepreneurship
“Branding Your Specialty Foods Business”
Housekeeping Details

- Sharing your email address
- Site orientation, chatbox, attendee list
- Evaluation [http://tinyurl.com/249qqth](http://tinyurl.com/249qqth)
Housekeeping Details

• Don’t forget to mark your calendars with the dates of the upcoming webinars – 2nd Thursday

• Nov – Culinary Tourism, an emerging niche that combines agriculture, specialty food and tourism. This presentation will feature a panel of Extension specialists working on Culinary Tourism initiatives.
Welcome

Slather Brand

Slather Brand Foods

Charleston & Genuine Heirloom Recipes

S. Carolina

Slatherin' Sauce

Original Recipe
CREATING A BRAND

HOW IT ALL BEGAN
ONCE UPON A TIME:
CREATING OUR BRAND

WHO ARE OUR CUSTOMERS?
WHAT IS OUR MESSAGE?
HOW DO WE DIFFERENTIATE OUR BRAND?
GLUTEN FREE
PRESERVATIVE FREE
NO HIGH FRUCTOSE CORN SYRUP
NO ARTIFICIAL COLORS
NO ARTIFICIAL FLAVORS
If you can’t pronounce it, it is **not** in our product.
COMMUNICATING THE BRAND

- In Store Demos
- Events
- Trade Shows
- Website
- Social Media
CON TACT I N F O R M AT I ON

ROBIN RHEA
843-513-1750
WWW.SLATHERITON.COM
ROBIN@SLATHERITON.COM
THANK YOU
CHARLESTON COOKIE COMPANY

“Gourmet cookies with a Southern accent”

www.charlestoncookie.com

Judith V. Moore, CEO
WHAT’S IN A BRAND?
• Your company’s name

• Its identity

• Its public face
“OWN A PIECE OF THE ROCK”
MAKE SURE YOU DON’T EVER, EVER DILUTE IT!!
Style sheets:
• Define fonts and colors
• Use for stationery, business cards and any marketing material
CHARLESTON
COOKIE
COMPANY