



what we're doing

already over 250,000 consumers reached with more to come



social media posts



55,000 friends



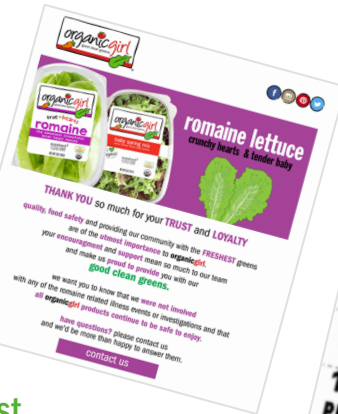
57,000 followers

> 3,000 interactions with posts to date!



e-blast

sent 11/30 to 165,000 consumers nationally & includes \$1 OFF any organicgirl salad coupon



new label stamping

in compliance with new guidelines – started on packaging from 11/26



three ways you can support

leverage materials to regain and build consumer trust at point-of-purchase!

1

shelf talkers

inside every other case of organicgirl true hearts romaine - starting 12/7 for 2 weeks



2



3



3 simple steps to help lessen overall category impact:

- 1 Install the shelf talkers to communicate our commitment to romaine
- 2 Hang up romaine shelf signage in your salad set
- 3 Run an additional True Hearts line ad at \$3.99 SRP starting week of 12/17

