TASTEE CHOICE THE REBRAND EXPERIENCE

TASTEE CHOICE ORIGINAL BRAND ESTABLISHED 1953 CHOICE CANNING CO., INC.



LASTEE CHOICE

P

Est. 1953

+FOODS+



REBRAND STORY

- ALIGN BUSINESS & CREATIVE VISION
- SHARE PERSONALITY BEHIND THE BRAND
- EXPOSE SUSTAINABILITY / CERTIFICATION
- CONVEY PRODUCER CAPABILITY
- SIMPLIFY BRAND LOGO FOR MIGRATION

INITIAL MEDIA ASSETS

- BRAND LOGO & STATIONARY SYSTEM
- PRODUCT PACKAGING
- TRADE SHOW PRESENTATION
- PHOTOGRAPHY JOURNALISM

TASTEE CHOICE BRAND LOGO











CHOICE HARVEST SHRIMP RIBBON / BANNERS





MEAL KIT RIBBON / BANNERS





Corp logo & premium product line ribbons

TASTEE CHOICE PRODUCT PACKAGING

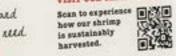


CHOICE HARVEST - CHEM FREE SHRIMP



passion - that's all you need Nothing more.

Box appetit!



Best if used by

Thomas instructions

Place Tastee Choice Shrimp under cold running water until thawed (approximately 10 minutes;

Remove Shrimp, chill and serve with cocktail sauce and lemon wedges.

This Tastee Choice Shrimp is pre-cooked.

Avoid further cooking.

VISIT OUR SHRIMP YARMS





Experience the purest shrimp right at home.

Choice Havestis exactly as it states at is what we believe to be the purest previous shring havest available in the market Absolutely rothing added to the shring other than a hist of natural soft for better taste.

Farm-Raised with love and passion - that's all you reed Nothing more

Box appetit

Place Shring under sold running water until thewes (approximately (0 minutes)

Cooking unstructions

and cook shrimp for 1-2 mymptes. Turn off heat. Remove shrimp to collande water. Bo not Overcook, Trail and add to your favorite salad, appetimen, or entree

VISIT OUR SHRIMP PARMS

harvested.





Best if used by

CHOICE HARVEST - CHEM FREE SHRIMP





SIGNATURE MEAL KITS



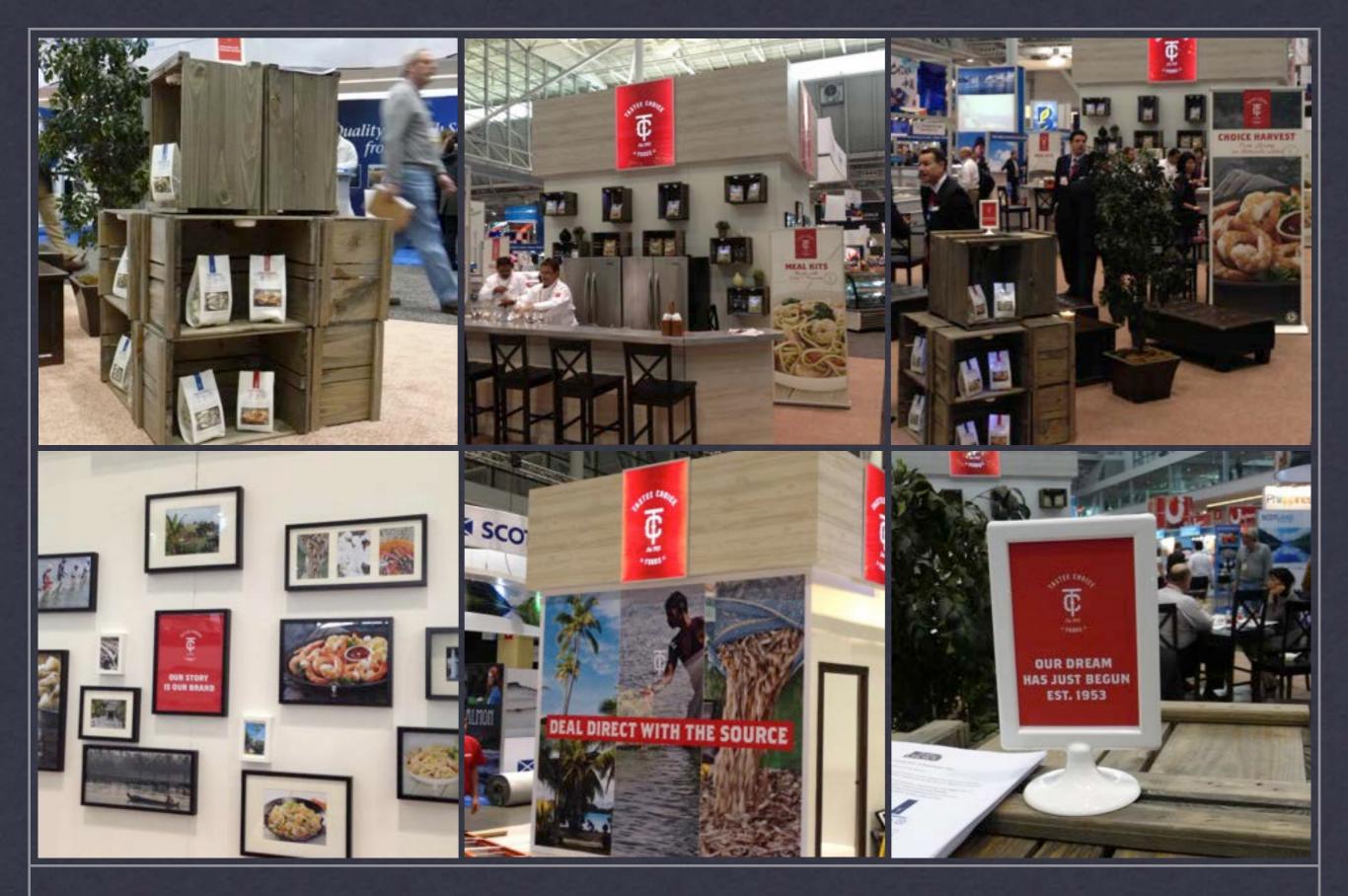




The Responsible Seafood Choice.

BEST AQUACULTURE PRACTICES

TASTEE CHOICE 2013 BOSTON SEAFOOD SHOW



2013 BOSTON SEAFOOD SHOW

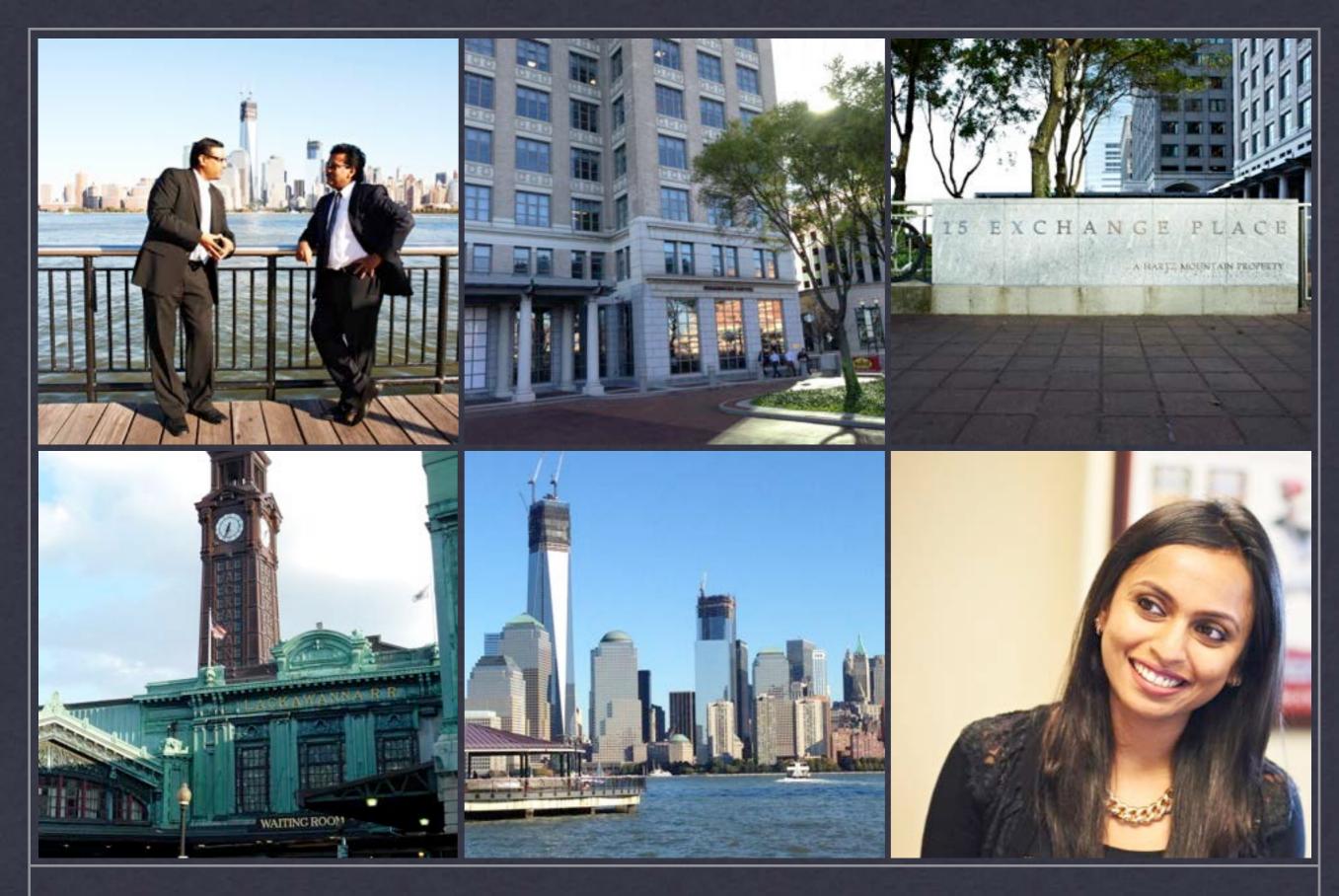
TASTEE CHOICE PHOTOGRAPHY JOURNALISM



SHRIMP FARMING



SHRIMP PROCESSING



U.S. Sales & Marketing offices

CONTENT DEVELOPMENT PROCESS FLOW

- DISCOVERY / RESEARCH
- PLAN / STRATEGY
- CONTENT DEVELOPMENT
- LAUNCH / DISTRIBUTION
- ANALYTICS

DISCOVERY / RESEARCH

- LEADER VISION / OBJECTIVES / PAINS
- MEETINGS WITH RETAIL BUYERS
- PRODUCT MARKET STUDY (RETAIL & CLUB)
- ANALYZE CLIENT MARKET
 INTELLIGENCE

PLAN / STRATEGY

- DISCUSS PLAYING FIELD TOUCH POINTS
- MAP CONTENT STRATEGY
- OUTLINE PRIORITY DESIGN ASSETS

CONTENT DEVELOPMENT

- GENERATE A BUDGET TO LIVE
 WITHIN
- STRIVE FOR QUALITY, NOT QUANTITY
- SET A REASONABLE COMPLETION
 TIME-TABLE
- BE AUTHENTIC

LAUNCH & DISTRIBUTION

- IMPLEMENT FIRST PHASE DESIGN ASSETS
- PLAN NEXT PHASE COMMUNICATION RELEASE

ANALYTICS

- ANALYZE FIRST PHASE
 PERFORMANCE
- NEXT PHASE RECOMMENDATION

THANK YOU!



HOSS CREATIVE INTELLIGENCE

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