



COMPASS  
NATURAL

Connecting Media &  
Markets in Natural &  
Organic Products



# WHO WE ARE

Compass Natural is a boutique agency serving the PR, brand marketing, digital media and business development needs of companies and organizations involved in the \$500 billion market for natural, organic, socially responsible and eco-friendly products and services.



# OUR TEAM

Led by a team of natural product brand marketing & communications veterans with experience in the natural, organic, hemp and healthy lifestyles industries, the Compass team is an exceptional group of writers, marketers, project managers, brand strategists, creative designers and web developers.



**STEVE HOFFMAN**  
Managing Director

With a deep commitment to natural health and the environment, Steve has dedicated his career to natural, organic and eco-friendly products and socially responsible business and to building mission-based brands. Experience: co-founder of *LOHAS Journal*, education director for Natural Products Expos, editorial director of *Natural Foods Merchandiser*, managing director of The Organic Center.



**ALLISON SALVATI**  
VP Brand Partnerships

A natural products brand marketing veteran, Allison has worked with such leading natural and organic brands as Bhakti Chai, noosa yoghurt, Honey Smoked Fish Co. and others, Allison leads brand strategy and marketing, social media influencer marketing, media outreach and client services.



**HOPE KELLER**  
Senior Editor

A longtime newspaper editor and reporter, Hope supports digital marketing and communications and handles production. Hope has worked as an editor and reporter at the Philadelphia Inquirer, the Baltimore Sun and the International Herald Tribune, among other newspapers. She was also the director of communications for the University of Baltimore School of Law.



**VICKY UHLAND**  
Senior Writer

Vicky is a former newspaper and magazine writer and editor who has worked in the healthy living and natural products space for over 20 years. She has edited alternative-medicine practitioners' newsletters and books, produced magazines for dietary supplements companies, and written numerous articles and blogs for consumer and business websites and publications.



**ELIZABETH LUNT**  
Research Specialist

A contributing writer, Elizabeth also assists with trade show and conference planning, educational programming, booking speakers and other related services. She is fascinated by the development of the industrial hemp industry and has written for HempBuild Magazine.



# CLIENTS WE'VE SERVED



# WHAT WE OFFER

Compass Natural specializes in serving businesses and brands committed to natural health, local economies, fair trade, regenerative organic agriculture, social issues and the environment.

## **Our services include:**

- ✓ PR & Publicity
- ✓ Marketing & Brand Communications
- ✓ Social Media Strategy
- ✓ Influencer Campaigns
- ✓ Trade Show Management
- ✓ Market Research
- ✓ Business Development



# WHO WE REACH

## PROPRIETARY EMAIL CONTACT LIST

Compass Natural's proprietary database has over 15,000 industry and media contacts involved in natural and organic foods and healthy lifestyles. When Compass distributes a press release, e-newsletter or other email communication, we employ strategic lists on behalf of our client to share their news.

**CONSUMER MEDIA** | 2,200+ Healthy Lifestyles Consumer Media contacts, including editors, journalists, bloggers, podcasters, social media influencers and related consumer media. In addition, we have researched and included nearly 1,400 mainstream media contacts in major U.S. markets who report on natural, organic, hemp-centric and eco-friendly products.

**TRADE MEDIA** | 1,500+ Business and Trade editors, journalists, bloggers, podcasters and others reporting on the natural, organic and sustainable products industry.

**NATURAL, ORGANIC & LOHAS INDUSTRY** | 7,000+ B2B subscriber contacts, including leading chain and independent retailers, distributors, brokers, manufacturers, service companies and other industry decision-makers in the lifestyles of health and sustainability (LOHAS) market, which encompasses natural and organic products, eco-friendly products, and regenerative food and agriculture.

**HEALTHY LIFESTYLES CONSUMERS & EARLY ADOPTERS** | 1,100 active consumer subscribers (influencers) who speak of brands via word of mouth and through social media.





# PR & PUBLICITY

## Press Releases

Compass' veteran writers craft press releases for your brand's newsworthy announcements.

## Targeted Journalist Pitches

After the release is sent to Compass' proprietary email list, it is then pitched to Muck Rack's media database to share with verified journalists based on industry, topic and location.

## Newsire Distribution

Many Compass Natural clients opt to post press releases on PRWeb's distribution network. This allows your news to be shared with thousands of websites and industry-specific journalists and bloggers and across social media networks.

**daiya**  
deliciously dairy free®

**For Immediate Release**  
Contact:  
Michael Lynch, Daiya Foods, [michael.lynch@daiyafoods.com](mailto:michael.lynch@daiyafoods.com)  
Steven Hoffman, Compass Natural, [steven.hoffman@compassnatural.com](mailto:steven.hoffman@compassnatural.com)

**Brand New Daiya – Non-Dairy Lifestyles, Consumer**

*Natural, organic and consumer CEO helm from Daiya Co-founded next level of strategic growth.*

**Vancouver, British Columbia Daiya Foods**, creator of best-selling soy-free and gluten-free products, is pleased to announce Terry Tierney as its CEO. Expected growth in the non-dairy, cheese market, the addition of Mr. Tierney, a seasoned, professional leader propels the company to the next level of growth, said company Co-founder.

The recent growth of Daiya Foods Vancouver in 2008 and based on a natural recipe widely acclaimed for its cheese-like taste, consistency and texture – necessitated the addition of a new CEO to help realize the company's strategic growth plan. Mr. Tierney has been instrumental at a strategic level in the company's growth over the last several years, serving in previous roles as CEO of leading natural skin care company, and as the nation's premier specialty and cheese brand, a pioneering natural brand as Simply Organic and Mountain Natural Foods. He is currently a product manager at Kraft Foods.

**For Immediate Release**  
Contact:  
Shoshana Romer, Compass Natural Marketing, tel 303.499.6742, [shoshana@compassnatural.com](mailto:shoshana@compassnatural.com)  
Glennise Humphrey, Boulder Homemade Inc., tel 800.691.5002, [glennise@bouldericecream.com](mailto:glennise@bouldericecream.com)

**Fig! Means Cool!**  
**Premium Ice Cream Manufacturer Boulder Homemade Introduces Artisan-made, Slow Batch-crafted Fig! Organic Gelato for National Market Launch**

*Super premium, Fig! Organic Gelato, made in the Italian artisanal slow batch-crafted tradition, will debut at Natural Products Expo West in March 2013 with immediate distribution in leading natural foods stores and supermarkets in the Rocky Mountain region, and is positioned to become the leading national organic gelato brand.*

**Boulder, CO (February 20, 2013)** – Fig! Organic Gelato, a super premium, USDA Certified Organic, non-GMO gelato line made by Boulder Homemade Inc., will soon be available in leading natural foods stores and supermarkets in the Rocky Mountain region, and the company is positioning the new organic gelato brand for national distribution in Spring 2013.

As part of a strategic national launch, Fig! Organic Gelato will debut its sophisticated, seven-flavor, slow batch-crafted organic gelato line to buyers and media at Natural Products Expo West, the world's largest natural, organic and healthy products industry trade show, held March 7-11, 2013, in Anaheim, California.

Made in the authentic, traditional style using recipes created under the guidance of a master Italian gelato maker, Fig!, which means 'cool' in Italian, is slow-batch churned by Italian crafted machinery. The ten-gallon Italian-made machines use a proprietary slow-churn process to create an ideal mixture of low air and butter fat, which lends to the gelato's smooth, creamy and rich texture while creating under one-tenth of a percent of product waste, and a lower fat, premium product.

Fig! Organic Gelato is USDA Certified Organic, non-GMO, gluten free and egg free.

**MUCK RACK**

**CISION**  
PRWeb

**COMPASS NATURAL**

**RUNA®**

**For Immediate Release**  
Contact:  
Tyler Gage, RUNA, [tyler@runa.org](mailto:tyler@runa.org), tel 401.426.9543  
Steven Hoffman, Compass Natural, [steven.hoffman@compassnatural.com](mailto:steven.hoffman@compassnatural.com), tel 303.807.1042

**Appear at Amazonian Beverage Maker Products Expo West, World's Largest Organic Products Trade Show**

*es in 21 Jump Street, White House Down and Tatum will join the RUNA team at Booth #3005 Expo West on Friday, March 6, at the Convention Center in Anaheim, CA*

**2014)** – So, how does Hollywood action star Channing Tatum join the RUNA team? By exercising, getting plenty of rest, and using Guayusa (pronounced "gwuy-you-sa"), an addition of use as a natural, healthy energy drink by the Amazon. Speaking about the benefits of Guayusa, Tatum says that Guayusa gives him "the energy of the gods."

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# MARKETING & BRAND COMMUNICATIONS

Compass develops custom marketing communications to help you raise brand awareness and to highlight key messages for our proprietary list.

We can design, write, distribute and pitch:

- ✓ Email Newsletters
- ✓ Blog Posts
- ✓ Social Content
- ✓ Seasonal Promos
- ✓ Podcast Appearances





# SOCIAL MEDIA

If you seek support with social media strategy, planning, asset development or tracking, Compass' team of experts can help.



If you are not yet selling your products on Amazon, Compass can help you establish yourself on the platform and support your sales strategy.

# INFLUENCER CAMPAIGNS

Compass Natural's team believes in collaboration and feels strongly that brands have a unique opportunity to align with like-minded social influencers who can introduce your products to their online communities.

Allow us to help you find influencers who resonate authentically with your brand. We will work together to build campaigns that support your marketing goals in raising brand awareness and increasing sales.



Wade Holland's campaign for JAMBAR hit a high note!



# TRADE SHOW MANAGEMENT



Compass will take the lead and/or support your brand at key events and trade shows. Let us manage the logistics of:

- Booth Design
- Rentals & Shipping
- Onsite VIP Meetings/Interviews
- Speaker Opportunities






# MARKET RESEARCH

We specialize in monitoring consumer, product and industry trends and can produce your business plans, presentations, white papers and reports.


Additionally, we help other leading market research firms, such as **Pure Branding** and **SPINS**, to reach key decision-makers in the \$500 billion market for natural, nutritional, organic and healthy lifestyles products.

**PURE** (branding)  **SPINS**

**Get the Best Bang for Your Marketing Buck**  
**SPINS/Pure Branding Report Provides ROI Essentials for Natural Products Marketers**

*How do you determine where to spend your marketing dollars for the greatest impact?*

The information you need is now available in a new report from SPINS and Pure Branding. The *Natural Products Marketing Benchmark Report 2015* provides marketers with exclusive industry data and tools for best practices and greatest ROI.



**SPINS** **PURE** (branding)

Determine which marketing tactics are most effective for your business and brand, compare strategies used by differently sized companies across different sectors of the market, develop annual budgets, and implement successful, well-integrated campaigns.

Key findings include:

- How companies overcome marketing challenges
- What makes rapid growth companies different from others
- Which channels present the best growth opportunities
- The top online and traditional marketing tactics, both in terms of use and ROI
- The growing importance of social media in the natural products industry
- Marketing budgets for small, medium and large sized companies
- How the industry creates messaging around key issues including GMOs, the local food movement, the North American food system, and regulating the word "natural"


[Download Your Copy Today](#)

**Act now and take advantage of the pre-Expo West special of \$100 off the list price of \$495 by entering the promo code: NPEW15. Get it before this offer ends March 5.**

A free excerpt of the report is also available. To purchase or download a free excerpt of the Natural Products Marketing Benchmark Report 2015, visit: [www.purebranding.com/benchmark](http://www.purebranding.com/benchmark).

All inquiries please contact:  
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**Compass Natural**  
the compass in Green Business



# BUSINESS DEVELOPMENT

Compass Natural is adept at identifying, planning and implementing strategies for company growth.

With innovative ideas that increase sales and revenue, we can connect you with key leaders in the natural products industry to build your sales strategy and distribution footprint.



# BUILDING COMMUNITY

Compass Natural gives back by providing pro bono services to select social and environmental causes, such as **Winona LaDuke**'s work with hemp and the Anishinaabe Agricultural Institute, which is working to educate Indigenous communities and to restore local food systems.





# LET'S WORK TOGETHER!

Let us know how we can best support you and your brand  
and we will develop a custom proposal.

**CompassNatural.com**  
**Boulder, CO**  
**303.807.1042**

