



HUNGRY?

**BLAZE is the BOUTIQUE agency OF CHOICE
for lifestyle brands HUNGRY for a REAL
PIECE of the MARKETSHARE.**

**We reveal the RELEVANT STORY, serve with
relish to key influencers, SATIATE
consumer cravings, and SAVOR IN OUR
CLIENT WINS.**

..... ABOUT US



APPROACH

FRESH AND SEASONED:

A TEAM of **VETERAN PRACTITIONERS** who stay
AHEAD OF TRENDS and will not rest on the
laurels of past successes.

We have done it all before, failed, prevailed,
and **WE KNOW THE DIFFERENCE.**



LET US SINK OUR TEETH.
Your BRAND is our BONE.

GREEDY
Good isn't good enough.

SCRAPPY
We battle for the best ideas.

NIMBLE
Can turn on a dime.

TESTED
Deep bench of experience, from beta to launch.

GEEKY
We nerd-out on analytics.

OBSESSED
...with coming out on top.

..... **CHARACTER**



Nourish Underserved Communities with 1M Bowls of Nature's Path

Challenge

- Raise awareness surrounding Nature's Path's annual Eat Well Do Good giveback campaign and mission to address food insecurity.
- Support regional food packaging events with local media activations.

Strategy

- Obtain national and international media coverage through multiple press release announcements and pitch angles.
- Promote one million bowls of organic food donated and highlight monetary contributions to national and local food banks & organizations.
- Coordinate partnership with commissioned ceramicist to create exclusive Eat Well Do Good cereal bowl; activate influencers and consumer media to share the message.
- Amplify Nature's Path's commitment to community by connecting brand executives with local, consumer and national media.

Results

- Generated more than 550 million media impressions



Nature's Path Donating One Million Bowls Worth of Food

To Food Banks in the U.S. and Canada

Nature's Path – a leading family-owned organic breakfast and snack food company – is significantly expanding its annual Eat Well Do Good food donation campaign to address childhood hunger and food insecurity, which according to U.S. Census data, has more than quadrupled since the global pandemic began in March 2020.

The company is launching its efforts by donating one million bowls worth – or 250,000 bowls – of their nut, brown, and organic breakfast cereals, granolas and snacks to 10 organizations in the U.S. and Canada, including: Feed the Children (US); Second Harvest Canada (Canada); Blessings in a Backpack (US); Daily Bread Food Bank (Canada); Mutt's Henry (US); Greater Vancouver Food Bank (Canada); Second Harvest Orange County (US); Richmond Food Bank Society (Canada). Per bowl



ry Creekside (US). In addition, Nature's Path will also match every dollar donated to any of its partner organizations with an additional five dollars worth of healthy organic food.

Nature's Path will use its social platforms and influencer relationships to spotlight food bank organizations who are making a difference in their communities. Nature's Path has also commissioned noted ceramicist artist Earth and Element to create a commemorative bowl, which will be sent to active supporters of the campaign and sold online with a portion of sales going to food bank partners.

"Feed the Children is proud to have partnered with Nature's Path to address the important issue of childhood hunger for the next 50 years. The problem cannot be tackled alone. We know that when we combine our efforts, we will have a greater impact on the lives of families who need us most around the world," said Timmy Atwood, Feed the Children President and CEO.



Earth + Element

Earth + Element has bowls, cups, mugs, plates, and more for sale. [View](#) Earth + Element's partnership with Nature's Path to create one million bowls of food to 10 different food banks in Canada and the U.S. A gift with a social cause! The products are on sale, too.



NEW YORK

DEAL OF THE WEEK

Dinnerware With a Purpose
Profits from these handmade ceramic bowls (\$65 from Earth + Element) will benefit food banks fighting food insecurity in the U.S.



Position Bushwick Kitchen as a Disruptor in the Sauce Category

Challenge

- Increase visibility for Bushwick Kitchen's all-natural, premium honey, maple syrup and sriracha line
- Position Bushwick Kitchen as the ultimate foodie's essential ingredient with its unique twists on classic pantry staples

Strategy

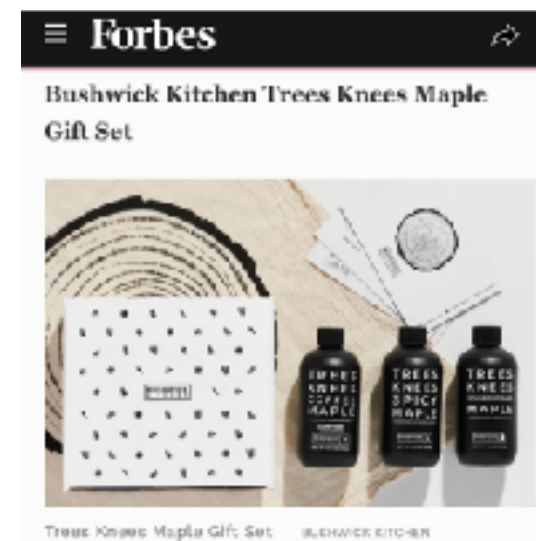
- Obtain national and regional media coverage of the brand's maple syrup, honey and sriracha products through tailored pitches and press releases
- Pitch brand-created recipes to food & beverage publications to generate Bushwick Kitchen to increase awareness and how-to use
- Facilitate discussions between brand representatives, media and influencers to build awareness of Bushwick Kitchen's impact on the overall category
- Secure placements on local TV stations for hyper-targeted exposure
- Participate in relevant category awards to increase credibility and exposure
- Distribute samples to relevant long-lead editors for holiday gift guide inclusion

Results

- Generated more than 200 million media impressions



Bushwick Kitchen Launches In Walmart Stores Nationwide



BUSINESS
INSIDER

the
Strategist

BuzzFeed



TOWN&COUNTRY



TREES KNEES MAPLE SYRUP
Tiffani Thiessen loves this pancake/waffle topper from Bushwick Kitchen, which comes in flavors like Spicy, Butter and Coffee. (\$14. bushwickkitchen.com)



Crack Through the Competitive Cracker Market

Challenge

- Secure national and international awareness around gluten-free snack brand in the highly competitive consumer packaged goods industry
- Position the brand as the top-of-mind healthy yet delicious snack for gluten-free and general consumers

Strategy

- Promote brand news through tailored pitches and press releases that target health and wellness, trade, and national publications
- Gain traction as a leader in the gluten-free snack category by facilitating discussions between brand representatives, media and influencers
- Implement multi-tiered product seeding programs to build authentic brand voice
- Submit for gluten free awards and honors

Results

- Generated more than 120 million media impressions



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Transform the Thriving Kombucha Category

Challenge

- Win national and global coverage of shelf-stable, fruit-forward kombucha brand in the quickly growing kombucha category
- Position the brand as a delicious, functional, and healthy option created for the non-kombucha drinker on-the-go

Strategy

- Promote brand news through tailored pitches and press releases that target beverage, health and wellness, consumer, and national publications
- Facilitate conversations between the brand and media to grow awareness of new launches and other product innovations
- Place cans in the hands of influencers and media through product seeding initiatives
- Distribute samples at relevant health and wellness events to achieve targeted consumer brand recognition
- Submit to beverage awards and honors

Results

- Generated more than 100 million media impressions



Organic Kombucha

KÖE Kombucha launched two new flavors – Strawberry Lemonade and Lemon Lime – to its product line, and introduced a new lower calorie and lower sugar formula. KÖE's new formula has just 35 calories and 8g sugar per 12 oz can. It balances fruit-forward flavor with organic sweetness from Suzie and Dymolite. All five KÖE flavors are vegan, gluten-free, certified Kosher and made with black tea, natural fruit flavors, no artificial ingredients, and 100% organic cane sugar with billions of live probiotic cultures and 15mg of caffeine. KÖE Kombucha is currently offered in mass, club, grocery, convenience, and online channels.

Something's Brewing



KÖE Organic Kombucha Expands Product Line and Revamps Formula



Created a compelling voice surrounding hydration.

Challenge

- Introduce hydration multiplier in a delivery system that is neither a liquid nor intravenous
- Reach millennials in moments they are most likely to be interested in usage

Strategy

- Create a multi-tiered program targeting millennial media with teasers, pitches and press releases that incorporates traditional and digital media focusing on hydration, hangover prevention and travel
- Maximize exposure in target markets by creating advertorial program with goop, Clean Plates, Well + Good, MindBodyGreen, etc.
- Schedule multi-layered review program with influencers and media to showcase the powder being poured into water

Results

- Generated more than 500 million media impressions



Home / Wellness / Health / How to Get Through a Hangover



How to Get Through a Hangover

The misery that is a hangover has no sure fixaside from not drinking in the first place, but there are many at least marginally effective treatments, depending on your environment, non-hangover mood, and your tolerance for different types of remedies. The most common solution, of course, is to drink water. But hangover from a single drink can be so bad that you feel better, faster.

Functional medicine physician Robin Berzin, M.D., who has the website www.berzinmd.com, says that hangover is a combination of dehydration, inflammation, and the effects of alcohol on the liver. He says that hangover is a combination of dehydration, inflammation, and the effects of alcohol on the liver. He says that hangover is a combination of dehydration, inflammation, and the effects of alcohol on the liver.

WHAT IS A HANGOVER?

Scientists and doctors have tried to figure out what exactly causes hangover, but it's more complex than you might think. Alcohol is a diuretic, which means it increases the amount of urine you produce. This leads to dehydration, which is one of the main causes of hangover. Alcohol also irritates the stomach lining, which can lead to nausea and vomiting. Finally, alcohol is metabolized in the liver, which produces a byproduct called acetaldehyde. This is a toxic substance that can cause a variety of symptoms, including headache, fatigue, and irritability.



How to Get Through a Hangover

How to Get Through a Hangover

How to Get Through a Hangover



Launched brand. Disrupted beverage category.

Challenge

- From point of launch, promote KeVita Sparkling Probiotic Beverages while creating a new disruptive beverage category

Strategy

- Embark probiotic education campaign supported by a branded-survey on nutritionists' perceptions toward probiotic consumption
- Establish brand voice that connects a daily dose of KeVita to aspiring wellness
- Develop targeted blogger/influencer campaign that introduces KeVita beverages to food/beverage and health/fitness spaces
- Manage key partnerships with health & nutrition VIPS including TODAY show's Joy Bauer, Sharon Richter, and Hungry Girl, Lisa Lillien
- Create "Live Kulture" NYC event with vertices in art, fashion and music

Results

- Earned brand awards in Forbes, Prevention, Delicious Living, Health & Fitness
- Positioned KeVita as the darling of the beverage space with multiple cover stories
- Grew brand name awareness in top-tier consumer media outlets, resulting in more than 150 million media impressions annually



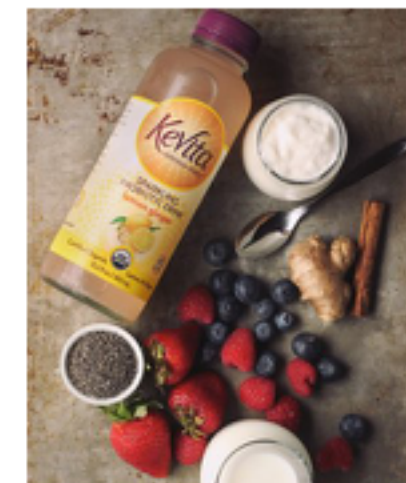
Forbes

HUFFPOST
STYLE

People

eat CLEAN

SHAPE



LET'S GO▶

