

HEATHER SALVATORE

RECENT PROJECTS

01

CLIENT

National Honey Board

PROJECT

Foodservice Advertising Print Campaign

GOAL

Encourage the use of honey in foodservice recipes and spread awareness on bees contribution to ingredients featured in all of these recipes. This is currently running in Plate Magazine, QSR Magazine, FSR Magazine and Flavor & The Menu Magazine.

A third of our diet
RELIES ENTIRELY ON THE DILIGENCE
OF **honey bees.**⁹⁹

PROBABLY EVEN MORE,
ONCE PEOPLE TRY THIS
lavender blueberry syrup.

Honey bees are responsible for one in every three bites of food we eat, thanks to their pollination efforts. That includes the fresh lavender and blueberries in this delectable syrup. As an added bonus, honey bees produce pure, all-natural honey as part of the process. For this and other delicious recipes brought to you by bees, visit Honey.com.

National Honey Board*

Aromance
BETWEEN **plants & pollinators**
THAT BRINGS EXISTENCE
AND POSSIBILITY.⁹⁹

NOT TO MENTION A FABRIGOOD
dipping sauce.

Every day, honey bees bring life to over one-third of the food we eat through the process of pollination. And they happen to produce pure, all-natural honey while they're at it. Consider this Honey Valentine's Dipping Sauce, made possible by honey bees and the fresh ingredients they're so carefully provided. For this and other delicious recipes brought to you by bees, visit Honey.com.

National Honey Board*

The existence
OF EVERY AVOCADO, GARLIC CLOVE AND
LEMON **begins with a BEES**
pollination.⁹⁹

AND IF IT'S LUCKY, ENDS IN THIS
green goddess dressing.

It's amazing just how many earthly delights are brought to us by the honey bee. And that's not just the avocados, lemons and garlic in this dressing - honey pollinates 1/3 of the foods we eat. If that weren't enough, they also create pure, all-natural honey from the nectar of flowers. For this and other bee-inspired recipes, visit Honey.com.

National Honey Board*

The contributions
OF BEES ARE SOMETHING THE WORLD
SIMPLY **couldn't live without.**⁹⁹

THE SAME COULD BE SAID ABOUT
THIS **harissa pesto.**

We can't imagine a world without bees. Or honey. Or this Honey Harvest Pesto, full of fresh ingredients made possible by the world's most essential workers. To learn more about honey bees, ongoing efforts to support them, and for this and other bee-inspired recipes, visit Honey.com.

National Honey Board*

02



Customizable Table Tent

CLIENT

Lamb Weston®

PROJECT

National French Fry Day Promotion

GOAL

Create promotional pieces to encourage foodservice professionals to use Lamb Weston®'s frozen potatoes/fries in their restaurants.

PROMO PIECES

Table Tents

Social Toolkit

Stickers

Coasters

Activation Guide

Comment Cards



03

CLIENT

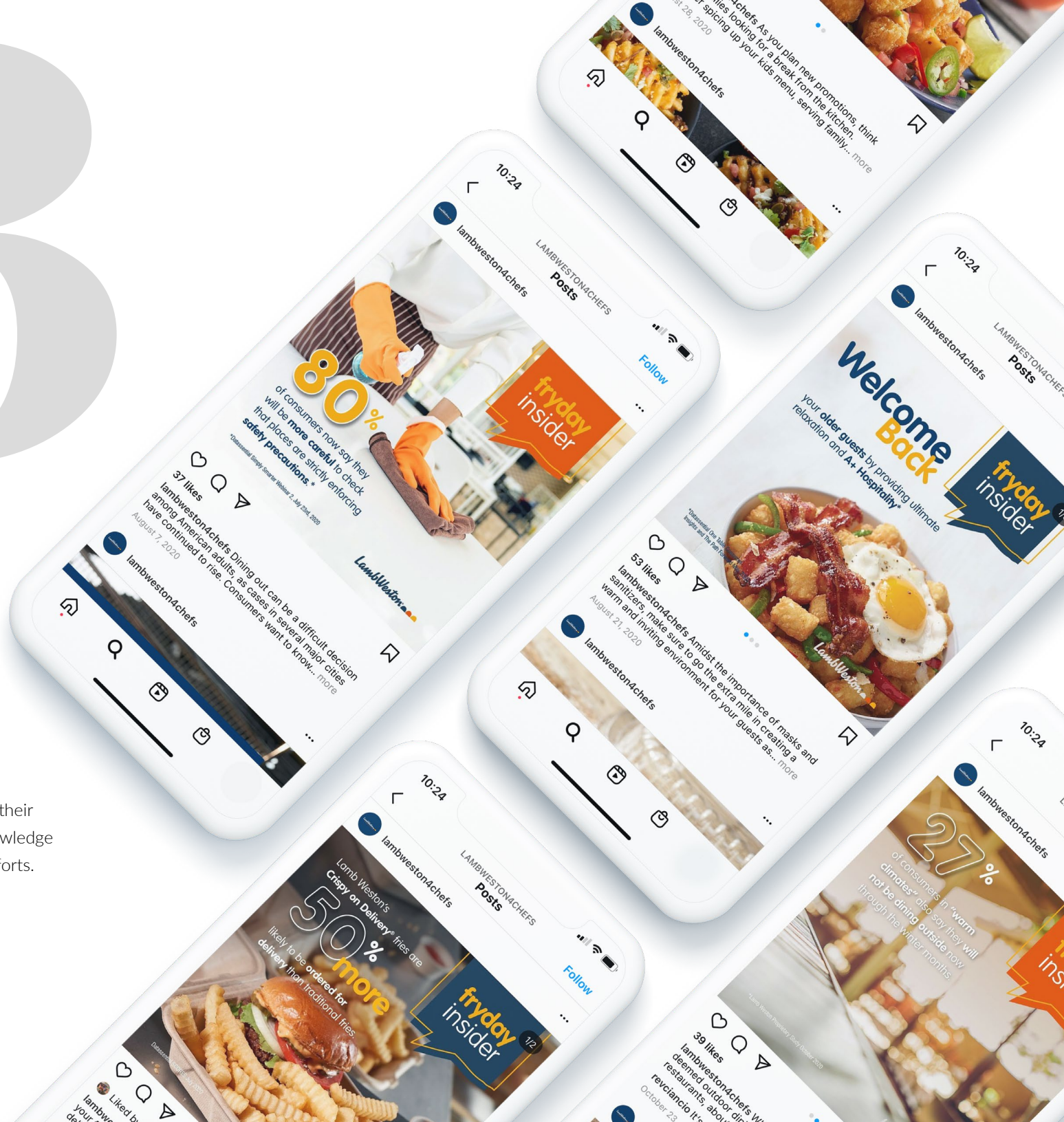
Lamb Weston®

PROJECT

Foodservice Social Media

GOAL

Support foodservice professionals in their restaurant endeavors and spread knowledge through Lamb Weston's® research efforts.



04

CLIENT

California Walnuts

PROJECT

Camp Walnut

GOAL

Design an invitation and welcome booklet for a one of a kind food professional walnut camp out. This event was hosted to inspire and teach food professionals to use walnuts in their culinary creations.





SEPTEMBER 23-26, 2018
— YOU'RE INVITED! —

Have you ever dreamed of going back to your childhood Summer Camp - but perhaps with a few more adult amenities? Then you're in luck. Welcome to Camp Walnut! You are among the select few industry professionals invited to join California Walnuts for an exclusive **3-day VIP Culinary Camping Experience** in Sonoma County.





The California Walnuts crew will be taking over AutoCamp, a luxury airstream and tent park in the Russian River Valley. This unique **"Adult Glamping"** experience will transport you back to your youth but with so much more...because plenty of good eats and drinks will be involved!

EACH DAY WILL BE ACTION-PACKED WITH AN INSPIRATIONAL AND EDUCATIONAL ITINERARY TO INCLUDE:

- A Tour of a Northern California Walnut Orchard during Harvest with a Local Grower
- Innovative Walnut Menu Tastings and Learnings
- Fun Group Activities and Entertainment
- Round Table Talks about Key Industry Trends

This incredible program has been designed to highlight the versatility, great flavor and health benefits of the wonderful walnut through creative menu applications and innovative recipe techniques, with a focus on plant-based eating.

It is the perfect opportunity to play, experiment, share ideas and get inspired about working with California walnuts. Campers are guaranteed to walk away with a new perspective on cooking with walnuts, some great memorable stories and hopefully a bunch of new friends!

*Please Note: Travel bookings, expenses, lodging and meals during the Camp Walnut will be planned and covered by the California Walnut Commission.

TENTATIVE SCHEDULE

SUNDAY SEPTEMBER 23

- Campers Arrive at Sonoma County Late Afternoon
- California Walnut Welcome Reception and Dinner

MONDAY SEPTEMBER 24

- Tour of a Local Walnut Orchard and Processing Facility
- Wine and Walnut Experience Sonoma Style!
- Artisanal Wood-fired Pizza Party at AutoCamp

TUESDAY SEPTEMBER 25

- California Walnut Workshop of Insightful Educational Presentations
- Campers Cook-Off, a California Walnut Culinary Competition and Luncheon
- Hike Through Armstrong Redwoods Reserve
- Traditional Campfire Dinner with Entertainment

WEDNESDAY SEPTEMBER 26

- Summit Conclusion, Early Morning Flight Departures

RSVP BY JULY 9, 2018 TO EMILY NORDEE - ENORDEE@CWF.COM - (805) 963-5841 x218

If you are unable to attend, please select the name of an appropriate colleague who can represent you at the event.

Camp Walnut Invitation

05

CLIENT

California Walnuts

PROJECT

Agricultural Print Ad

GOAL

Support the California walnut growers and inform them of the marketing and advertising efforts the California Walnut Board and Commission are taking to sell more walnuts.



POWERFUL MARKETING DRIVES POWERFUL SALES

It's true. When our TV campaign is on the air, visits to the California Walnuts website jump an incredible 500% or more!

And our newly launched consumer campaign tested very highly with consumers, with 78% saying they would be **more likely to purchase** after seeing the ad. Research showed that our consumers are seeking simple solutions to make life easier and more manageable. The new spots feature humorous vignettes illustrating that modern life isn't always easy. This effort will be supported by an unprecedented investment at retail, to remind consumers to add California walnuts to their shopping cart.

An Industry Working Together.

At the California Walnut Board, we're continually working for you to drive the awareness and sales volume of walnuts. To stay informed, sign up for our e-newsletter at walnuts.org, and stop by to say hi at the upcoming agricultural shows.


walnuts.org/our-industry



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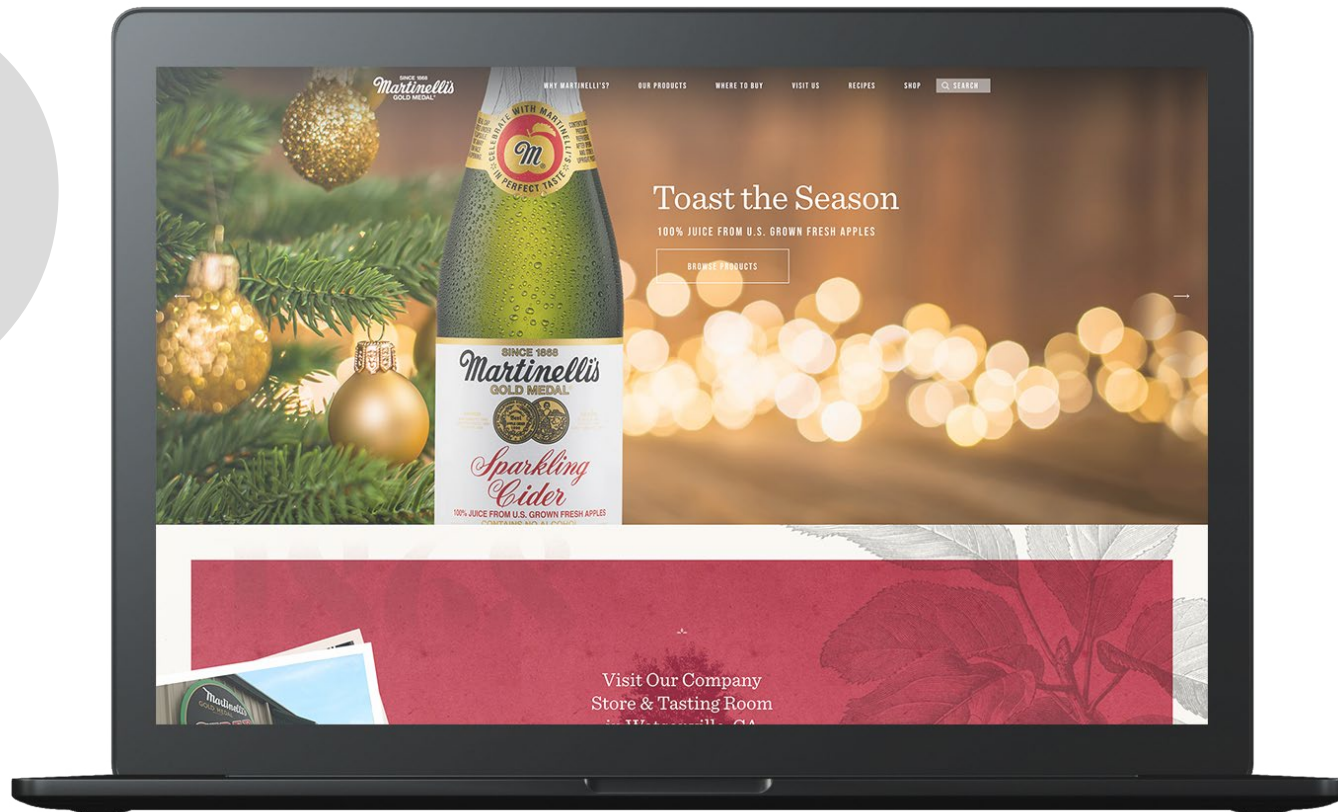
Martinelli's

PROJECT

Website Management

Digital Designer

Email Marketing



07

CLIENT

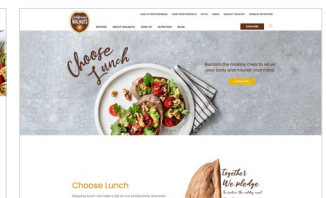
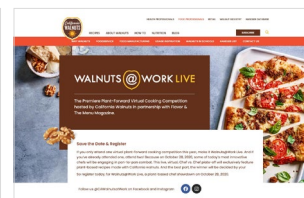
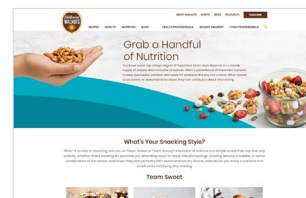
California Walnuts

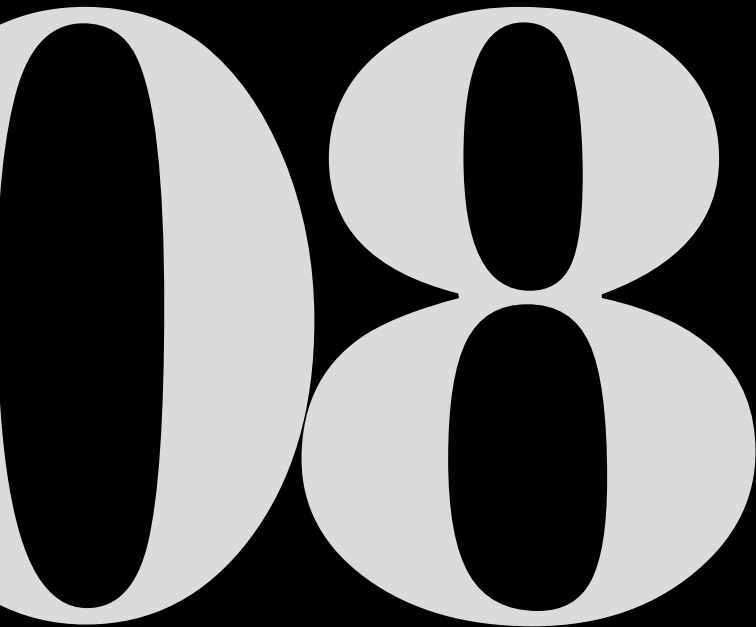
PROJECT

Website Management

Digital Designer

Email Marketing





CLIENT

Grown In Idaho
Martinelli's

PROJECT

Email Marketing, Design, Development

GOAL

Increase brand awareness through email marketing with monthly themed blasts. Improve click through rates and subscribers monthly.

