

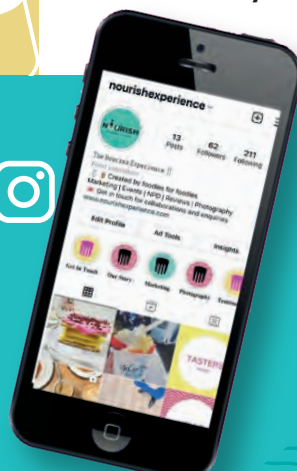
A few thoughts for heading into 2023!

We'd like to take this opportunity to thank you for working with Nourish and we look forward to achieving more great results together in 2023. We hope you find these snippets, trends, tips, and tricks useful for your 2023 Marketing plans.

Some of our favourite 2023 #Foodie Days not to be missed!

January National Baking Month Veganuary 	February 18th Drink Wine Day 	March 6-12th British Pie Week 
April 21st National Tea Day 	May National Strawberry Month 16th-22nd National Vegetarian Week 	June 10th World Gin Day 
July 7th - World Chocolate Day 16th - World Ice Cream Day 	August 17th Cupcake Day 	September 9th National 'I love FOOD' Day 
October 16th World Food Day 	November 9th British Pudding Day 	December 12th Mince Pie Day 

Follow us for all things food! 



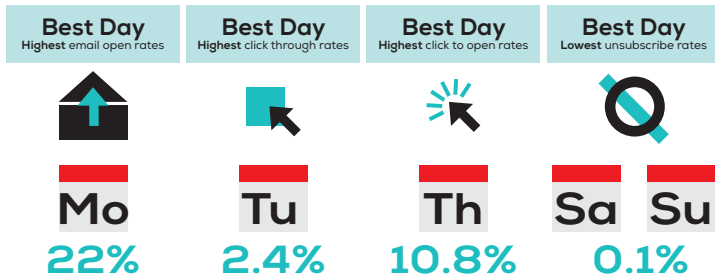
We often get asked **‘What do you think a successful brand looks like?’**.

We strongly believe it’s about always sticking to your brand/ business values but ensuring that you move with the times. Let’s face it, everything we thought we knew has been turned upside down the last few years, but we would suggest you embrace this and evaluate your Marketing activity with a fresh pair of eyes.

What we wouldn’t recommend is using every channel available just because another brand is doing so, not all marketing activities will work for you – don’t try to be something you’re not!

NOW FOR SOME **TOP TIPS**

Great, you’re sending emails and keeping contacts in the loop. But is it actually working? Who is opening it? What information do they want to see? Dive in and take a look – you might be surprised!



**Campaign Monitor
EmailMarketing
Benchmarks 2022*

Campaign Monitor has recently published the average statistics for the Food & Beverage Industry:

OPEN RATES: 18.5%
CLICK THROUGH RATES: 2.0%
UNSUBSCRIBE RATES: 0.1%

Go have a look at your statistics and see how **you compare!**

Is your Marketing Team happy?

Simple question, right? But if your team is unhappy, unmotivated, not confident in their abilities then this can have a huge impact on how your brand/ business is performing. When working with clients, this is an area that we always consider, we try bring people and teams together to achieve great results. **Get in touch to see how we can help with this!**

All about LinkedIn 2023

Did you know that **49%** of buyers will research sales professionals on LinkedIn? That **50%** of buyers avoid sales professionals with incomplete sales profiles? With that being said, now is the time to bring your profile up to date and start engaging with potential customers and contacts.

Acknowledge the world-wide struggles, be open and honest, relate to your consumers

Clear and concise on-pack marketing messages

What's next in the Food Space?

Help teach consumers to be better cooks

Health and supporting wellbeing products are the ones to watch

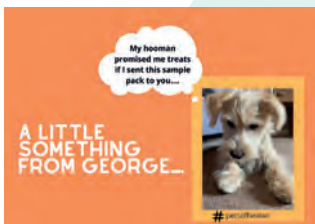
Uplift your consumers with games & challenges

But how?

Add relevant media, a custom URL and attention grabbing content and headlines to start.

You've been advertising on LinkedIn but not sure if it's working?

We can help guide you through engagement statistics, work out what formats work for your adverts and how you should be spending your monthly budgets. As we move more into 2023, being open, honest and personable will really enhance your presence on LinkedIn. It's becoming a platform for genuine care in others and worldwide issues – add this to your content plans and **we think you will be amazed at the reaction!**



In 2022, we introduced our super cute newest member of Nourish: **George!** He's grown a bit since then, turned 1 and is still supporting our clients with their promotional materials!

Working with Nourish

How can we support?

"Nourish have from day one understood. They have dramatically helped drive and focus our marketing activity and raised our profile. The improvements and positive response to our new online and social media activity has been immense. Laura has provided excellent guidance and a positive input - translating our needs into a marketing strategy that is quickly delivering results. Nourish and in particular Laura is now a valued member of 'Team Healan'."

"Laura has analysed weaknesses in marketing in a short period of time and has launched new campaigns with great enthusiasm."

"Laura is a pleasure to work with, extremely knowledgeable in all areas of marketing and the food industry. She brings a great level of ambition and innovation to her campaigns, which are always filled with fantastic ideas. I would highly recommend working with her."


What working with Nourish means for your business:

- A focus on sales and generating results
- A flexible, additional pair of hands for your Marketing department
- A source of creativity, insights, and trends to make sure you are on the path to successful innovation
- Creating campaigns that stand out and deliver

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What our partners have to say...

We've been lucky enough to work with some great businesses that add value to the Nourish offering. Here's a few tips and tricks from them and what heading into 2023 might entail.



With over 30 years' experience, Two Heads Design & Marketing pride ourselves on providing a friendly, individual, cost-effective and focused service. From a small project to an integrated multi-discipline approach, we provide solutions that deliver results.

We have a passion to help clients build their business and gain a competitive edge in today's marketplace. With a focus on creativity, we deliver exciting, innovative solutions embodying your business' personality to drive success.

Impactful graphic design

- On or offline
- brand guidance and uniformity
- Brochures that impress
- Package design that sells

Websites that work

- Showcase your brand
- Easy to update
- Latest technology and security
- Style and functionality

Google Boost SEO

- High rankings guaranteed
- Highly cost-effective
- More quality visitors
- Award-winning journalism



www.2headsdesign.co.uk



Why should brands invest in studio time?

With triple-camera smartphones, portable lights, and apps at our disposal, it's never been easier for someone to be a content producer.

But just because people can shoot their own photography and video content, in their own space, it doesn't mean they always should.

While self and user generated content has its place, there are endless reasons why an investment in studio time is invaluable to your brand: professional content is the best kind of product description, and it represents your brand in the right way; eye-grabbing content makes an impact. All these elements give your

brand a presence which motivates the customer to act and drive them closer to the brand.

Eat & Breathe is an award-winning creative production studios based in the heart of Leeds and Manchester. Purpose-built for collaboration between creative, photography and video teams for content planning, production and post-production, the team produces effective content within the food and drink sector. Much more than your standard studio, the facilities feature content production kitchens and provides access to 20+ years of sector insight.

Check
them
out!



Taste Panel is a market research business supporting the food industry.

We provide qualitative and quantitative testing for food and drink products. Carrying out taste testing is vital to understand how your product performs in the eyes of your target consumer segment. Given that the process is unbiased, it gives you a chance to gain valuable insights into how your target customers feel about your products.

Our modern facilities and equipment are complimented by state-of-the-art software, allowing us to deliver results instantly. Our team then turn this data into knowledge in a timely and cost-effective manner.

Check
them
out!



As we move into 2023, organisations and their employees will continue to face a number of challenges.

Employees will want to feel secure, supported and developed. These areas will form the basis of the employer's brand. During these uncertain times, it becomes more important to invest in organisational culture - nurturing the desired culture and engaging employees in this process. Servant leadership seems the way forward - the Archbishop of Canterbury referred to this during the Queen's funeral.

Contact us to find out more.

Graham Scott
Founder of the LDC



HEIDI DODSON

1 in 4 people suffer from mental health issues

Heidi's core belief is that nobody is born with mental health issues.

"IT'S NOT WHAT'S WRONG WITH AN INDIVIDUAL, IT'S WHAT HAPPENED TO THEM THAT CAUSES THEIR MENTAL HEALTH ISSUES."

Heidi is a **HOLISTIC THERAPY SPECIALIST** helping you heal the past, enjoy the present and plan a healthier, happier future.

It's so important for businesses to have health and wellbeing systems in place, as looking after employees in a supportive way reduces staff absences and increases productivity, prevention is better than cure.

Working with individuals aged 8 to 88, Heidi's unique 'Healthier, Happier Therapy' offers unique counselling and life coaching support, no matter your age.

Heidi would like you to know:

- 1 There is nothing wrong with you
- 2 There is nothing to feel ashamed or embarrassed about coming forward for any type of therapy
- 3 The first step is admitting you want your life to change
- 4 Prevention is better than cure, speak out early
- 5 Reaching out for the right help gets you results faster than doing it alone.





The next big trends in the vegan & plant-based sector that you need to know about.

Written by Kayleigh Nicolaou, co-founder of Kakadu Creative, a full-service, vegan, branding and creative agency.

Being in the food and drink industry, you will have no doubt seen the explosion in the vegan and plant-based sector. And this growth is showing no signs of slowing down.

If you've not yet secured a piece of this vegan pie for your business (pun intended), or if you're looking for new opportunities to expand your vegan lines, then these are three areas we recommend you start exploring.

1 – Products for Vegan Children

A recent BBC poll found that 8% of children aged 5-16 are eating a vegan diet, and a further 15% said they wanted to be vegan. That's in comparison to the 3-5% of the total population that identify as vegan.

This is a huge untapped sector that is just waiting to be served with products that help parents to keep their children healthy and happy on a vegan diet.

2 – Innovative Vegan Alternatives

We have a vegan crème egg thanks to Mummy Meagz, we have a vegan wagon wheel thanks to Ananda Foods and a whole range of vegan alternatives to sausages, bacon, burgers, cheese, milk, chocolate and more.

But there are also lots of food items that don't have a vegan alternative – yet.

Establishing a product that doesn't have a vegan alternative and then developing one is a great way to break into this sector.

3 – New and Sustainable Ingredients

Take one look at the alternative milk sector and you'll begin to understand what we're talking about here. What started as a sector dominated by soya is now one filled with milks made from oat, almond, sesame, rice, pea and even potato.

One of the big drivers behind people moving towards a plant-based diet is an ever increasing awareness of where our food comes from and the impact that food has on the environment.

This means that consumers are beginning to look for products made with ingredients that have the lowest carbon footprint and have travelled the shortest distance.

So, if you have a product that's been grown and manufactured locally it's something you definitely need to shout about in your marketing campaigns.

Here at Kakadu Creative, we're on a mission to grow the vegan and plant-based sector. We believe that this sector is the future, and we're focused on working with businesses to establish strong branding and marketing campaigns to help this sector grow.

