

2019-03-15

FARMSTEAD

Fresh - Superfront

Steve Leach

Farmer/Brand Owner

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• Ides of March – both Alexander the Great and Queen Cleopatra bathed in saffron, one to heal battle wounds, the other as a skin beauty

treatment

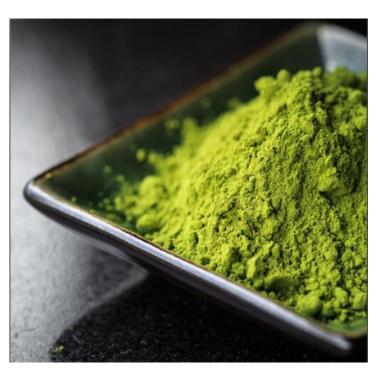
"I'm just mad about Saffron Saffron's mad about me I'm just mad about Saffron She's just mad about me"

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- Farmers Market an excellent place to start
  - Little to no competition (saffron)
  - · Chefs frequent the markets
  - Try new products, sizes, price points, expand upon what works at the market
  - · "Under-commit/over-deliver" share recipes, get instant feedback







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#### Product Offering (packaging solutions):







1 gram



2 grams

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#### Product Offering (packaging solutions):



2.5 grams



14 grams (0.5 ounce)



28 grams (1 ounce)



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