



Marketing SAFFRON

2019-03-15



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



Retired



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- Product Offering (packaging solutions):



1/3 gram



1 gram



2 grams

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- Product Offering (packaging solutions):

Organically Grown
VT  Saffron added!



2.5 grams



14 grams (0.5 ounce)



28 grams (1 ounce)



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