Marketing SaFFroN

2019-03-15

Steve Leach       Farmer/Brand Owner
Marketing Saffron
2019-03-15

• **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”
• 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):

1/3 gram

1 gram

2 grams
• **Product Offering (packaging solutions):**

  - 2.5 grams
  - 14 grams (0.5 ounce)
  - 28 grams (1 ounce)
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Red Thread
FARMSTEAD
Local - Fresh - Superfood

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