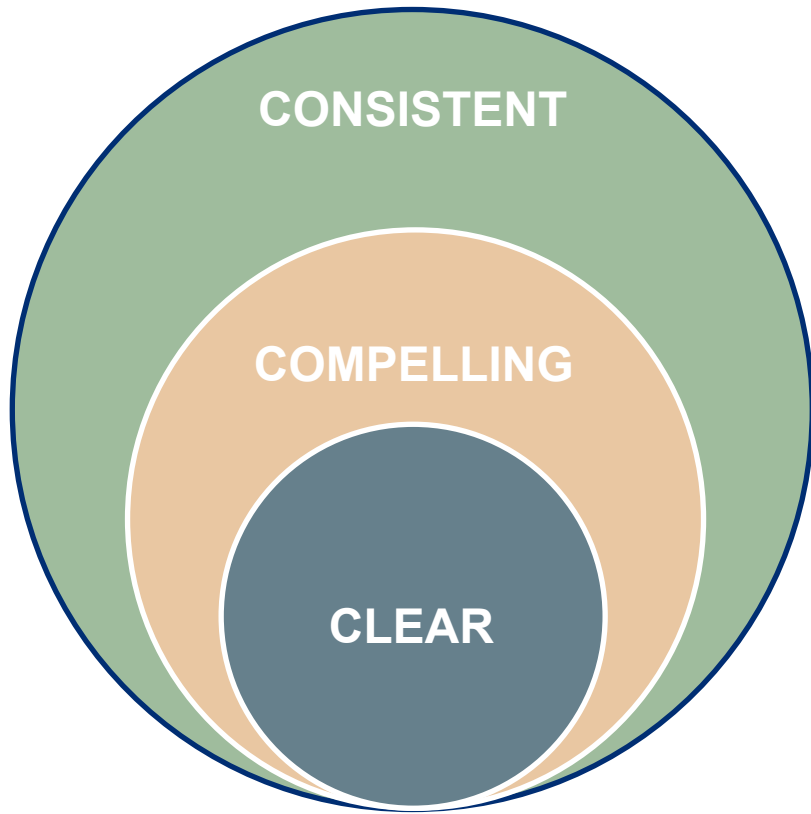


# Building a Strong Brand for Your Food Business



# A Strong Brand is:



- **CONSISTENT**
  - Fulfills expectations every time
- **COMPELLING**
  - Provides reasons to choose you over others
- **CLEAR**
  - People “get” you in a glance

# Brand Building Blocks



IMAGE

NICHE

STORY

# Tell Your Story



## *Our Story*

Rockin' Rubs are produced by Debra Bonnefin, a serious home cook who has perfected her rub mixes over many years. After receiving standing ovations from her friends and family, Debra decided to start selling her rubs. Her products are produced in small batches in a commercial kitchen and are available online and at local farmers markets.

Each rub is a mix of fresh herbs, spices and special ingredients. Although the rubs can be used to spice up any food, they've been developed to enhance the flavor of any type of meat or veggie.

Bonnefin, a local businesswoman, loves making people happy. "I was a chiropractor for thirty years and I really liked helping people get out of pain, get healthy and enjoy their lives," Bonnefin says. "Now I help people cook delicious food that makes them feel good."

Whether you're trying to create a quick, tasty meal that your whole family will enjoy or you're a dedicated foodie who doesn't have time to put together your own rubs, Rockin' Rubs are an easy way to turn an ordinary meal into a feast

# Find Your Niche



[Photo by Peter Dutton](#), Creative Commons License

# Know Your Customers





# Know Your Competitors



# Create Your Image





# Be Consistent

Farmer Dave's



www.farmerdaves.net



Farmer Dave's

Community Supported Agriculture

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Tuesdays

3:00 p.m. - 7:00 p.m.

Brox Farm Stand  
1276 Broadway Road  
Dracut, MA

[Produce ID Guide](#)

Can't name that vegetable? Visit our [Produce ID Guide](#).

#### Farm Notes:

